



IMMEDIATE RELEASE

New opportunity to shine for Tigrox at Classic Car Show

Birmingham, 9 November 2012

Seeing a McLaren F1 life-sized simulator vehicle is not something that one sees every day, but visitors and exhibitors attending the Classic Car Show in Birmingham have had the unique opportunity to get up close and personal with this vehicle, and guiding them around the exhibition stand was Tigrox – the patented banner barrier system produced in the UK.

Working together with INC Promotional Merchandise, the requirement was for a banner display system that performed a logistical function to not only restrict visitors from touching and climbing onto the vehicle without authorisation, but also guided all visitors to the stand along a path where they had the opportunity to view all that was on display, around the exhibition stand area.

Tigrox, a product that was designed and produced by AAV Plastics in Bridport, Dorset, was released earlier this year and has been used in a wide variety of industries to date. Event Management companies have used the product to assist with their registration queues and functional segregation within venues, and retailers have used the product to guide their retail checkout queues in order to streamline waiting times thereby increasing profitability.

Tigrox can also be seen at a number of airports throughout the UK and Europe and the list keeps growing.

“We love discovering new ways that Tigrox helps customers, and the Hammerite exhibit is just 1 of them. Product development never stops with a product launch – it keeps developing throughout the entire product life cycle and we’re excited to be working with some event leaders to discover how Tigrox can help.”, says Tigrox Marketing Manager, Katy Roberts

For more information about Tigrox, why not visit www.tigrox.com

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About Tigrox and AAVPD Ltd

Tigrox is a trading division of AAVPD Ltd who specialise in injection moulding and offers customers a one-stop-shop opportunity to complete design and tool-making services. Having run for more than 20 years, AAVPD Ltd has built up a reputation of quality and personal excellence by supplying various industries with required moulded product. Being a UL certified moulder, AAVPD Ltd is approved to supply all UL-listed manufacturers. Tigrox is manufactured under a system approved to BS EN 9001:2000.

For more information on Tigrox and AAVPD Ltd, please visit our website at www.tigrox.com or contact Katy Roberts, Marketing Manager, on 01308 427000 / katy.roberts@tigrox.com .