



IMMEDIATE RELEASE

The Event Production Show provides roaring opportunities for Tigrox.

Dorset, 13 February 2013

The annual Event Production Show, which focusses on providing information on services and suppliers to all event industry professionals, was recently held at the London Olympia Exhibition Halls. Under new ownership by Mash Media, the Event Production Show provided a host of exhibitors, seminars, guest speakers and more to all who attended. Tigrox was proud to exhibit at this event for the first time, which was run on the 5th and 6th of February this year.

Moving into new markets, Tigrox felt it necessary to start 2013 with a focussed approach within their marketing plan, and targeting the events industry has been core to that approach. The Tigrox Interchangeable Banner Barrier system, which was launched in 2012, has developed a recurring following, and the business felt it necessary to continue 2013 using a face-to-face marketing strategy by exhibiting at events, in order to not only introduce the product to new markets, but also use the opportunity to gain valuable market feedback about current and upcoming projects.

Tigrox, which is a system of stanchions and banners used for queue management, area demarcation, visitor footfall flow and more, was also used by the operations team at the Event Production Show, in the visitor registration area where it effectively created visibly-branded entrance and exit queues for all visitors to the Event. “The Tigrox banner system brought what would normally be a bland ‘rope and post’ area into an innovative, branded, welcoming area. The system served the purpose of queue control whilst conforming to the venues H&S regulations for the area, but also gave us another key branding ‘touch point’ which previously hadn’t previously been available”, says **Dan Edwards, Group Operations Director for Mash Media.**

The Event Production Show not only provided a host of new and exciting business leads to build Tigrox sales, but the team also used this opportunity to introduce a new concept and product to the event professionals that visited the stand. “As inventors of products, it is often easy to misinterpret a pleasing reaction as anything more than just being friendly, and

having the opportunity to perform in-depth market research is critical to ensure that the product concept is a good one that will benefit the market it is moving into. The Event Production Show provided the perfect opportunity for us to do that”, said ***Managing Director Laurence Wettren.***

Tigrox is proud to have re-booked their exhibition space for 2014’s Event Production Show and look forward to a year of development and planning as the product grows into even more markets.

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 .