



Press Release

For Immediate Publication

BIG Name Badges and Business Print Celebrate Best of British

Hampton Hill, UK. May 12: BIG, the leading specialist for staff name badges and event badges for hospitality, events and conferences is this summer celebrating the best of British with its iconic artist and partner in name badge design, George Ioannou.

In this one-off opportunity, BIG are offering clients the opportunity to own a limited-edition Graffiti-Tea cup and saucer set. This unique offer is in conjunction with specific orders placed this summer for name badges and business print. The sets have been exclusively created for BIG by the world renowned British artist George Ioannou, who has himself just been recognised as a Best in Croydon Business Community and awarded the Real Life Entrepreneur Award 2012.

These exclusive Graffiti-Tea cup and saucer sets are individually hand sprayed by George, making them very desirable and highly collectable. They are limited to 50 unique pieces worldwide. All the sets are individually signed and numbered by the artist, and come with a certificate of authenticity.

As George said, "This year is a happening year for Britain. Since we are celebrating the Queen's Diamond Jubilee and then hosting the world's greatest athletes for the Olympic and Paralympic Games, I have taken my inspiration from what I can see is happening all around me. I have taken what is truly British and made use of the colour in London, putting them together to create something which is iconic yet a reflection of all that is taking place this summer."

He continued, "The tea cup and saucer set represent all that is British – and as everyone knows - the best cup of tea is an English cup of tea! I have used a symbolic white tea cup and saucer to represent our Queen, and added the world with a riot of colour! Street style - like graffiti - is a mish mash of colour, a mix of colours and nationalities. Using the five colours depicted on the Olympic rings, I have used blue, which represents Europe and Britain, on the rim, while the yellow, black, green,



and red used in the design represent the other continents that will be taking part in the games. This summer, people from all these continents will come together in one place – Britain – which is the tea cup.”

George Ioannou, the London-born artist specialising in pop art, has just been recognised as a best in business community and awarded the Real Life Entrepreneur Award 2012, sponsored by the Croydon branch of the Federation of Small Businesses, for his work with the Art Rebellion gallery and art cafe in Coulsdon. He was also nominated for the Best Business for Hospitality and Leisure award. George’s striking style of artwork and flawless product has given him recognition as a serious and highly collectable artist. In 2007/08 Ioannou was listed within the top ten best selling and most collectable artists in the UK.

As Emily Brouder, BIG Marketing Manager said, “We are delighted to be so closely associated with George and the Best in British. The designs on the name badges that George is assisting us with are iconic in themselves, and they make a strong statement for our clients. And now, with our limited-edition Graffi-style tea cup and saucer offer for this summer, we are giving all our clients the opportunity to own a bit of history. Our current offers have all been chosen with the celebrations in mind, from the customised event badges, lanyards and wristbands to the highly collectable branded pin badges”.

BIG supplies an extensive range of designs for high quality name and ID badges, all designed to raise the value, visibility and prestige of client brands whenever they are used. BIG also supplies business print solutions for events and conferences that include business cards, conference material and other print. Together with event and corporate accessories, the BIG range of products offer quality solutions catering for all budgets for festivals, events, conferences and sport activities.

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George Ioannou's iconic Graffiti-style tea cup and saucer set, exclusive to BIG



Notes for Editors:

BIG

BIG is part of the Brady Corporation, with operations in 22 countries, and distribution in over 100 others. BIG has worked for thousands of organisations of every size and in every sector. The print and manufacturing operation is located in Ipswich. For a list of services and products, please visit www.big.co.uk.

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