



IMMEDIATE RELEASE

Tigrox Triumphs at Tory Conference

Birmingham, 18 October 2012

Tigrox, an interchangeable banner barrier system designed and developed by AAV Plastics in the South West, was recently chosen to serve as a queue management and promotional product at the 2012 Conservative Party Conference held at the ICC in Birmingham.

Working together with the events management company, Fingerprint Events, managing the conference, *Tigrox* was able to provide a platform for the Party to promote their brand and their *Britain Can Deliver* campaign.

Serving as a promotional tool, way-finding guide and queue management solution for event management companies, *Tigrox* provides a platform to advertise brands, products and services to all who attend the event, and effectively utilises previously-unused space.

Having only been launched earlier this year, the *Tigrox* system is already being used throughout a number of airports both in the UK as well as greater Europe, the retail industry as well as the event industry. Being the perfect cross-over product, *Tigrox* is usable in a number of environments.

The *Tigrox* system is made up of a combination of posts and banners. The posts, which are all tooled, moulded and assembled at the factory in Bridport, Dorset, are equipped with a patented spring and roll-up mechanism allowing the interchangeable banner to be extended as frequently as required, exchanged for another banner when required, while also allowing the banner to be safely rolled up and stored when not in use. By unlocking and lifting off the securing cap, the user is able to easily lift out the internal banner and replace it with another, all in under 1 minute. The *Tigrox* banners are printed according to customer requirements and are printed dual-sided, full colour 2.5m x 49cm banners.

“We are excited to see Tigrox earning high-profile attention as it is used across a number of events and industries. Tigrox allows the promoter to convey key business messages that are relevant, newsworthy and most of all informative”, says Laurence Wettern, *Tigrox* inventor.

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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 .