



RELEASE: Press Pack: International Confex

Continued Tigrox product-launch through the International Confex event.

London, 19 March 2013

A year after release, the team that developed Tigrox are looking to shift gears in their marketing focus with even more face-to-face promotion within the Events Industry. Having already exhibited at a number of shows within the travel and marketing sectors, Tigrox continues its product-launch into the Event Industry through their exhibition at the International Confex event for 2013.

Tigrox is an interchangeable banner barrier system that surpasses the common tape barrier systems by using previously wasted space to communicate key business messages to all who pass by. This queue management and promotional tool allows the user to not only direct footfall flow, manage queue structures and cordon-off functional areas within events and venues, but, at the same time, convey branding messages to all visitors and customers on their behalf.

Able to be configured in a number of ways, Tigrox is made up of a system of stanchions and banners, with a patented spiral spring device allowing the banner to be safely and neatly rolled up within the post, when not in use. Printable on both sides, these 2.5m banners extend between posts allowing the user to set them up either in a daisy-chain format, individually in pairs, or in a multi-directional configuration.

Tigrox was designed and produced by AAV Plastics, located in the South West of England and can be seen in a number of airports throughout the UK, as well as the rest of Europe. Having also been the queue management system of choice by Excess Baggage to control the footfall of the Summer 2012 crowds around their retail outlets in London, Tigrox was able to ensure a consistent brand look and feel as well as ensuring quick customer turn-around time, and improved queuing efficiency.

“We are ready to take Tigrox to a new level. We know, thanks to our on-going market research, that Tigrox is able to provide the tools and promotional and commercial opportunities for sponsorship and branding, to any Events-focussed business, and we look forward to identifying more of those opportunities at the International Confex event,” says Managing Director, Laurence Wettern.

For more information about Tigrox, please 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 .