



IMMEDIATE RELEASE

Dorset company releases patented Tigrox banner barrier.

Bridport, Dorset: 5 July 2012

From the heart of the Dorset countryside town of Bridport, AAVPD Ltd launches a brand new, one-of-a-kind solution in queue management. *Tigrox*, a dual-function banner-barrier system, was invented by company director Laurence Wettern who had a vision to not only provide a product that served a purpose, but also a wealth of promotional and advertorial opportunities across a number of industries.

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, 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. The requirement of the post was for a durable system that can be used outdoors as well as indoors, and was therefore designed to be able to withstand environmental conditions.

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 banners are printed according to customer requirements, and all completed in-house. With a cost effective way to not only promote your business message, as well as serve a purpose, the banner, at a standard size of 2.5m x 48cm, with dual-sided printing options, is the perfect way to serve as a platform for customers' marketing messages while managing their footfall, queue or functional segregation. Each banner extends from the source post and hooks into an adjacent post, and can be daisy-chained as required to form a continuous line.

The *Tigrox* solution was recently launched at the Marketing Week Live! event at the Olympia Exhibition Centre in London where the reaction to the usability and simple effectiveness of the product was overwhelming. *"We had the opportunity to demonstrate the Tigrox solution to a wide variety of industries, which included Event Organisers, Retail Advertisers, Exhibition Builders and Designers, Print Resellers, and 3rd party advertising consultants and the interest in the product was of a very high standard. It is clear that there is a definite need in the market for a product like Tigrox and we are very proud to be the ones to satisfy that need"*, says company director Laurence Wettern.

Perfect for the Retail, Eventing, Transport and Hospitality Industries, the Tigrox product will be trialled at numerous airports within the UK, as well as in Vienna, Austria, Tallinn, Estonia as well as numerous locations throughout France.

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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, please visit our website at www.tigrox.com or contact Katy Roberts, Marketing Manager, on 01308 427000 / katy.roberts@tigrox.com .