



Fascia
Graphics
LIMITED



Press Release

ENGINEERS REMAIN CONFIDENT DESPITE 'CREDIT CRUNCH'

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Fascia Graphics research released today (4th April 2008) has found that despite the growing concerns around the 'credit crunch' and its effect on the UK economy, the majority of engineers (85 per cent) remain positive that their business will continue its recent growth and output levels. Furthermore, over half (56 per cent) stated that 'more competitive pricing' will be the key driver in ensuring that the UK manufacturing industry sustain stronger levels of growth.

The Fascia Graphics research across 50 engineers working in the fire, safety, medical, catering, and electronics sectors also found that three quarters (77 per cent) of engineers feel that the UK manufacturing industry will weather rising costs and financial turmoil.

The research conducted by Fascia Graphics, the market leader for the production of graphic overlays and membrane keypads in the printed graphics industry, also found that:

Nearly half (40 per cent) felt that the UK manufacturing sector is growing faster than France and Germany (whose markets have contracted recently) because of the UK's 'reputation for quality' and its 'ability to be more competitive'.

The majority (83 per cent) of engineers haven't considered sourcing graphic overlays and membrane keypads from overseas, preferring to trust UK manufacturing.

Paul Bennett, Founder and Managing Director of Fascia Graphics commented: "Our research demonstrates that despite the financial turmoil in the money markets, engineers are confident that UK manufacturing output can continue to grow. There are going to be a number of key challenges for the sector over the next twelve months, but as long as we continue to remain competitive with our pricing without sacrificing our reputation for quality and customer service, we will continue to have the edge on our competition."

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Fascia Graphics

Established in 1994, Fascia Graphics Limited is the UK's leading supplier of screen printed labels, membrane keypads and graphic overlays. The company operates from a purpose built factory in Chippenham, Wiltshire; utilising the latest technologies and techniques for the manufacture of membrane keypads, overlays, labels and associated products to BS EN ISO 9001:2000 quality standards.

In 2007, the company achieved the UL Mark and PGDQ2 Recognition to standard UL969, the most accepted safety certification mark in the US by consumers, regulatory authorities and the insurance industry. During the same year, the company increased capacity by up to a quarter after training shopfloor workers in lean manufacturing techniques through the LSC's Train to Gain programme.

The company works with leading players in the medical, fire and safety industry.

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