



**Fascia  
Graphics**

LIMITED<sup>®</sup>

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# TRAMEX Case Study

## Background

Irish based, Tramex Limited is the leading manufacturer of Moisture and Humidity Meters for the building envelope and construction related industries. Since it was established in 1973, the company has built a strong reputation for designing, manufacturing and marketing the highest quality non-destructive impedance and pin-type resistance meters.

It has the enviable reputation of being the company that designed and developed the world's first non-destructive moisture detector working on the principle of impedance measurement using direct contact electrodes. Today, the company serves more industries within the construction and related industries than any other meter provider.



## Tramex and Fascia Graphics

In 2005, John Ashworth, Managing Director at Tramex decided that he wanted to find another supplier for its membrane and graphic overlays as he was keen to improve quality, whilst not increasing costs.

Since those initial discussions, Fascia Graphics have supplied membrane and graphic overlays for a number of products, ranging in order sizes from 200 – 2000 units. Specifically, the products Fascia has supplied decals for include the *Moisture Encounter Plus*, the fully upgraded replacement version of the world's most popular and successful non-destructive moisture meter, *The Moisture Encounter*. This new product incorporates the latest digital technology and makes moisture measurement and evaluation faster, accurate and more versatile.

Fascia Graphics has also supplied membranes for The CMEXpert, a complete kit for moisture testing of concrete, flooring, hardwood flooring, wood sub-flooring and relative humidity monitoring. The basic CMEXpert kit includes a CMEX Meter, Wood Probe, Relative Humidity Probe and four insitu sleeve sets.



**John Ashworth, Managing Director at Tramex commented:**

*"Like most manufacturers quality is our chief concern and at Tramex we have built a longstanding reputation for first class production, quality control and customer service. It was therefore essential that Fascia Graphics met our high quality standards and at the same time delivered on our timescales. After 18 months, they have not only impressed me on both of these key factors, they have also been very quick to provide expert advice on what can and what can't be achieved. I look forward to continuing our excellent working relationship."*