



Fascia
Graphics
LIMITED



Press Release

CHIPPENHAM GRAPHICS BUSINESS CONTINUES RAPID EXPANSION

Fascia Graphics announces office expansion as it expects a further 15 per cent increase in staff numbers in 2008...

Chippenham based, Fascia Graphics has announced that it will be expanding its office space at its Bath Road Industrial Estate factory to cater for its rapidly increasing customer base. Over the past twelve months, the market leader has yet again increased turnover and this had led it to make the decision to expand the front of its factory to incorporate more production space as it embarks on a recruitment drive in 2008.

The company was recently granted planning permission to add more production space, together with re-cladding the existing building in the company's corporate colours of red and gold. The company presently employs 60 staff and it is expecting a further 15 per cent increase in staff numbers during 2008.

In the last two months, the company has also increased the size of its sales force from five to eight, a proactive move enabling Fascia Graphics to better service its existing customers and to win even more market share. The addition of extra sales personnel demonstrates the company's commitment and drive to remain the market leader in membrane keypads and graphic overlays. Over the past twelve months, capacity has also increased by up to a quarter after training shopfloor workers in lean manufacturing techniques through the Learning and Skills Council's Train to Gain service.

The company is also bucking the industry trend by experiencing strong growth, whilst the rest of the industry is in regression. Fascia Graphics is now widely accepted across the industry as the market leader with over 600 clients, including well-known Blue Chip West Country businesses.

More...

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Paul Bennett, Founder and Managing Director of Fascia Graphics Limited commented: "Capacity has increased by up to a quarter after training shopfloor workers in lean manufacturing techniques, and with an investment in new printing equipment throughout 2007; we now have the capacity to invest in new sales people and the development of further production and office space. This approach will assist us in increasing our market share across the UK."

"As our competition has continued to see their market share erode, we continue to rapidly expand as our customers really see a clear difference in Fascia Graphics' product quality and customer service. Our continued growth has firmly positioned the company as the UK's leading supplier of screen printed labels, membrane keyboards and graphic overlays."

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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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