



WELCOME

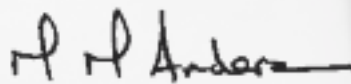
Welcome to FGL News, a new quarterly newsletter to update you on the latest developments at Fascia Graphics, the market leader for the production of membrane keypads.

In this first issue, we will let you know of our expansion plans for our Chippenham based factory, which will continue to improve our service to customers.

Also, in each issue, we will feature a long standing customer, providing you with an insight into their business and how we have worked together on product developments. In this issue, we will show you how we assisted C-TEC in launching three new products.

Finally, Jenni Law, Digital Manager at Fascia Graphics, will give you an insight into why our digital prototyping business is increasing in popularity.

I hope you find FGL News an enjoyable read.



Mark Anderson - UK Sales Manager

Office Expansion to Benefit Existing Customers

During April 2008 we will be expanding our office space at our Bath Road Industrial Estate factory to cater for our rapidly increasing customer base. The expansion to the front of the factory will allow us to incorporate more production space and it will also see the re-cladding of the existing building into our corporate colours of red and gold.

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.

To better service our existing customers, we have also increased the size of our sales force from five to eight. The addition



of extra sales personnel also demonstrates our commitment and drive to remain the market leader in membrane keypads and graphic overlays.

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."

Prototypes in Just Five Days...

Jenni Law, Digital Manager at Fascia Graphics highlights why our digital prototyping service is proving such a success with customers...

Since launching our UK wide service in 2005; delivering engineering businesses with professionally manufactured digital overlays or membrane keypads, we have seen a significant increase in this type of business. Why? well, with digital overlays or membrane keypads such an integral feature of a professional prototype, the engineering sector are turning to Fascia Graphics when they are working on a prototype or new product development for a trade show or exhibition.

Also, research that we conducted in 2007 demonstrates some key factors why businesses are using this service:

- Nearly two thirds (60 per cent) of engineers questioned stated that a professional prototype enhances their business chance of a sale at a show/exhibition/during a sales presentation by over 80 per cent
- Whilst nearly half (40 per cent) of electrical engineers are presently using digital prototypes of membrane keypads and graphic overlays, the vast majority (90 per cent) are predicting that the digital prototyping industry will continue to grow over the next five years.

With digital overlays and membrane keypads now an integral feature of a professional electronic prototype, here is the top ten reasons why engineers are using them:

- 1 Low Cost Prototypes
- 2 Fast Turnaround
- 3 Next to NO artwork or tooling costs, a tool will only be required if the part is embossed
- 4 Allows businesses to approve the product before paying out for a full set of artwork and tools
- 5 Fully operational membrane can be delivered within five working days
- 6 Ideal for exhibitions and shows where a low cost product is required to attract potential customers
- 7 Front printed and reverse printed materials available
- 8 Serialised labels available
- 9 Integral Leds can be incorporated into digital membranes
- 10 Low volume resin domed badges and Vinyl cut letters available on the digital printer

For further information on our digital prototyping service and membrane keypad and graphic overlay manufacturing, contact on sales@fasciagraphics.co.uk.



Customer Focus

Assisting C-TEC with Three FIRE EXPO Product Launches

Since Fascia Graphics assisted C-TEC in the launch of three new products at FIRE EXPO 2007, by producing graphic overlays using Polyesters and Polycarbonates, we have received full production orders for all three items - the SigTEL Emergency Voice Communication System, the BS 5839-6 Hush Button and the EP203 three zone automatic extinguisher panel.

We have been working with C-TEC, one of the UK's leading independent manufacturers of life safety products for over nine years, providing the company with Screen Printed Labels, Membrane Keypads/Keyboards and Graphic Overlays for well over 50 products. C-TEC designs

and manufactures a wide range of electronic products, including conventional and analogue addressable fire alarm control panels, voice alarms, call systems, infrared staff protection systems and induction loop amplifiers for the hard of hearing.

C-TEC's key requirements for FIRE EXPO were:

- A quick turnaround for all products to ensure that the Show deadline was met



- Product Quality - it was essential for the FIRE EXPO that the graphic overlays on each C-TEC product was right first time in finish, looks, quality and critical fit in size

Andy Marshall, Project Engineer, C-TEC commented:

"Fascia again delivered a high quality product for all of the three lines that we launched at FIRE EXPO. All of our product range epitomises quality, reliability, durability and available for delivery and it is essential that we work with a manufacturer that delivers on these requirements. The successful launch of all three products has led to full production orders placed with the company and I am looking forward to working together again on future product launches; where meeting a tight timescale is critical."