



Welcome to the first edition of FGL News 2010.

Firstly, just a short reflection on a challenging 2009, but a year which saw many significant achievements for Fascia Graphics:

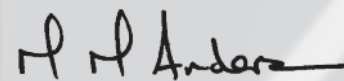
- In March we celebrated our 15th Anniversary
- In July, we won a quarter of a million pound contract at the same time as picking up 40 new customers in just one month
- Then, in August we were featured in The Daily Telegraph

In the final quarter of 2009, we also launched two new products – Chrome Ink and Autotex Steel. Both of these products have proved popular with

customers and are featured in this edition of FGL News.

Autotex Steel in particular has really enhanced PowerOasis' Controller (D) – a new 19" rack mounted diesel generator management unit – which has significant environmental benefits. You will learn more about our work with PowerOasis in this issue.

Enjoy the read.



Mark Anderson - UK Sales Manager

Surge in Demand for Chrome Ink Technology



Following a customer mailing regarding our recently developed 'chrome ink' technology, we have received a surge of enquiries for more information and samples.

And, as one of the only company's in the market providing this form of technology; many of our customers are already receiving very positive feedback from their customers on the chrome ink finish. For instance, John Walker of Stafford Instruments, a UK based manufacturer of kiln temperature controllers, recently commented:

"We now use the chrome ink on six of our products where it is used to pick out logos and keycaps. It gives these items a distinctive and pleasing reflective metallic finish which gives our front panels a substantial 'machined from the solid' look."

To find out more about this technology and Autotex Steel, a new hard coated polyester film which produces a stainless steel effect, please contact your account manager.

Fascia in The News

This month, we have launched a new media scroller on the homepage of



our website to keep you up to date with where we have been featured in the press. Recent articles can also be viewed from the following links -

Growing Business

(<http://www.growingbusiness.co.uk/how-to-manage-your-cashflow.html>)

and Real Business

(<http://www.realbusiness.co.uk/news/sales-and-marketing/5713586/manufacturing-sector-sees-biggest-boom-in-two-years.html>). ▶

Fascia Collaborates on the Development of New Green Mobile Product

We're working with PowerOasis, a leader in the area of remote base station power; supplying it with membrane keypads for its PowerOasis Controller (D) - a new 19" rack mounted diesel generator management unit. When deployed, this new product will typically reduce diesel consumption by at least 50 per cent and generator maintenance costs by 70 per cent.

Specifically, PowerOasis products and services reduce diesel consumption for remote mobile phone base stations by supplementing or replacing diesel generators with wind and/or solar renewable energy and by intelligently managing diesel generators when present. The company is acknowledged as thought leaders in the area of remote base station power. For instance, it helped, industry Association, GSMA shape their 'Green Power for Mobile' programme.

PowerOasis has identified the potential future growth for Green Telecoms. For instance, there are presently over 400,000 base stations globally powered by diesel generators, with this figure expected to increase by 50 per cent over the next four years. By 2013 Green Telecoms equipment will account for 46 per cent of the \$277billion telecom infrastructure market.

Although the company only launched its first product in 2008, it has already deployed systems for Digicel Vanuatu, Dialog Sri Lanka, T-Mobile Montenegro, Vodafone Qatar, Samsung South Korea and it is also part of Alcatel-Lucent's Alternative Energy Test Programme.

PowerOasis and Fascia Graphics

PowerOasis identified Fascia Graphics in May 2009 through an internet search for local manufacturers of graphic overlays and membrane keypads.

Ivan Harris, Chief Marketing Officer of PowerOasis commented: *"It was crucial that we also embodied our brand into the design; to stand out from the other 19" units on the market. The general design was undertaken by our graphic design company, and then converted into engineering drawings by Fascia Graphics."*



Using our established relationships with leading suppliers in the market, we were able to suggest Autotex Steel, a new product launched by MacDermid Autotype. This innovative hardcoated polyester film produces stainless steel effects for membrane keyboards, keypads and fascia panels. The benefits of Autotex Steel are not just cosmetic. It can easily be embossed, making it ideal for use with domed tactile membrane keypads or in applications where keys or panel areas need to have raised edges.

Paul Bennett, Managing Director of Fascia Graphics commented: *"We have found Autotex Steel easy to handle throughout the manufacturing process. Its tough outer surface also offers excellent resistance to abrasion and a wide range of chemicals and solvents. Therefore, ideal for the rigors of being mounted on a mobile phone base station."*

Ivan Harris of PowerOasis concluded: *"Fascia Graphics are highly responsive, collaborative and professional. They have helped us identify the most appropriate materials for our membranes and have accommodated an engaging approach to turning our requirements into a finished product. They have always been transparent on their costs and have helped us arrive at a lower cost solution in some cases by helping us trade off requirements. The quality of the items shipped to us have been exemplary."*

The PowerOasis Controller (D) will be launched this month. Whilst targeted sales for its first year are a modest 1000 units, the potential market is huge.