



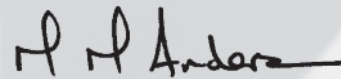
Welcome to the second edition of FGL News 2010.

With favourable exchange rates promoting exports, this issue is dedicated to news related to Fascia Graphics' approach to assisting customers in increasing their overseas business. On this note, you will find out more in this issue about our recently launched export division.

Also, in April we were featured in The Daily Telegraph for the second time in 12 months. There is more about this article in this issue, but again the article mentions our growth as a result of working with customers on their overseas orders.

Finally, we update you about how we collaborated with the Talley Group to get UL approval on our processes and approvals. As you will find out, this was an opportune time for both companies as we already had a number of customers who were considering exporting products to the US, and Talley wanted to increase its presence in the US.

Enjoy the read.



Mark Anderson - UK Sales Manager

Fascia's New Export Division



We're launching a new export division with the support of Lloyds TSB Commercial following an increase in demand for our products from international customers. Significant progress has already been made with Lloyds TSB Commercial's international business team introducing us to several international trade agencies across the globe.

This move will see Fascia increase exports by 10 per cent over the next year. Paul Bennett, managing director and founder of Fascia Graphics, said at the time of the launch: *"Exploring new opportunities abroad will enable further growth and strengthen our position as the UK's market leader of membrane keypads in the printed graphics industry."*

Lloyds TSB Commercial has provided us with specialist cash management guidance and trade services which are allowing us to operate with confidence when trading with new overseas customers and suppliers."

Alistair Scott, relationship manager for Lloyds TSB Commercial in Bristol and Somerset, said: *"Fascia Graphics is succeeding in a niche market and it has the drive, experience and expertise to meet the growing demands for its services across the world. By working closely with the management, we were able to provide the company with a tailored financial package and specialist guidance to help them navigate the international market and provide the security needed in completing transactions abroad."*

Partnering to Create More Opportunities in the US

Fascia and Talley Group had experienced many successful years working together, but when Fascia required UL approval on its processes and materials, they took a more collaborative approach.

Achieving the UL Mark is highly important when exporting to the US as it is the most accepted safety certification mark by consumers, regulatory authorities and the insurance industry – and achieving this would assist in creating more opportunities in the US market.

It was an opportune time for both companies as Fascia already had a number of customers who were considering exporting products to the US, and Talley wanted to increase its presence in the US.

We started working on the approval process in June 2006 and by October of the same year full approvals were achieved. Our partnership approach saw Talley contribute to the cost of the process and materials approval, whilst we paid for company registration.

Obtaining the UL Recognition Mark

means that all UL approved products manufactured by either Talley or Fascia have been tested and evaluated to nationally recognised safety standards with regard to the applicable safety standards.

Since obtaining UL approval, we have continued to work together and in 2007, we collaborated on the manufacture of the Avanti Negative Pressure Wound Therapy (Pictured). This product provides negative pressure wound therapy to treat chronic wounds or wounds that are expected to present difficulties while healing.

Paul Bennett, Managing Director and Founder of Fascia Graphics commented: *“This was a significant achievement for both companies as UL has been a product safety leader*



for over 100 years and is widely acknowledged for its safety standards, integrity and independence. With the growing emergence of the global marketplace, the UL mark has opened up new opportunities to sell our products in many new markets.

Since achieving PGDQ2 Recognition to standard UL969, we have worked with a further 20 companies who required the UL mark.”

Tony Lee, Purchasing Manager from Talley Group concluded: *“Talley has developed the partnership with Fascia Graphics over a period in excess of eight years, and by using the basics of fair pricing quality and delivery, Fascia has proven that they have the necessary capabilities to enable them to stand out from the competition.*

Aside from working collaboratively to obtain UL approval, Talley have found that Fascia continually provides a consistent service, whilst maintaining a truly partnership approach.”

Fascia in The News

This month, Fascia Graphics was profiled in The Daily Telegraph's Green Shoots column in an article entitled 'Membrane keypad printers see a return to pre-recession days'. Paul Bennett, Managing Director was widely quoted throughout the article, which highlighted the following:

◆ In 2009 we averaged 16 new customers a month and one month we had 40 new customers.

◆ Part of the reason for our continued growth is an increase in overseas orders on the back of favourable exchange rates and new business from start-ups.

◆ New orders have also led to expansion of our 60-strong workforce, with new production engineers and quality control managers being joined for the first time by apprentices.

