

**9th November 2018**

**Brett Martin introduces its world-leading print media to a new audience at its SGIA Expo debut**

Irish manufacturer, Brett Martin has announced availability of its extensive range of rigid plastic print media to the American market with a hugely successful debut appearance at the SGIA Expo 2018 (October 18-20, Las Vegas). The industry-leading plastic sheet manufacturer displayed its renowned and versatile portfolio of Marpet PETg, Marlon Polycarbonate and Foamalux Foam PVC sheets and emphasised value and importance of creativity and innovation in the design and print sector. Visitors to Brett Martin’s golf-themed stand were invited to play a-round, and learn how Brett Martin’s industry-leading products combined with its consultancy and advisory expertise make it the perfect partner for signage and print companies who are looking to innovate, get creative and win new business.

Headlining the products on display on the Brett Martin stand was Marpet-g FS flat PETg sheet, which proved a hit due to its superb masking and crystal clear transparency. Featuring a wide range of sheet thicknesses and sizes with a clear and anti-reflective options – this range is a firm favourite due to its ability to print with ease and thermoform at low temperatures. Also on display was Marpet-a FS aPET sheet which also lends itself particularly well to the visual communications sector, thanks to its ability to machine, cold bend and print extremely cost-effectively.

Aside from PET sheet ranges, Brett Martin’s Polycarbonate Marlon FS range was also on the stand, providing extremely high impact resistance for more challenging end use applications. Finally, Brett Martin’s renowned and widely-respected Foamalux Foam PVC range was also on display. The hugely successful range consists of Foamalux White, Foamalux Colours, Foamalux Ultra and Foamalux Xtra. Light in weight, versatile and durable Foamalux has earned a reputation for quality performance and endless applications in sign, display and print.

“This was Brett Martin’s first year at the SGIA Expo and we were delighted with the results,” says Mark Robinson, Territory Sales Manager, Brett Martin. “This exhibition attracts the exact audience we want to target in the print, signage and display sectors, so having the opportunity to present our unique product portfolio to that audience, as well as demonstrating the added value we offer as consultants and advisors, was invaluable. The exhibition more than lived up to our expectations, and the response we received from visitors, many of whom were not previously aware of the full extent of our product and service offering, was consistently excellent throughout all three days of the show.”

“SGIA Expo 2018 went beyond our expectations,” Mark concludes. “The visitor numbers to our booth and the sheer number of different applications and innovations we encountered at the exhibition contributed to a valuable experience. The show provided Brett Martin with the perfect platform from which to showcase the many ways in which our product range and service offering can benefit American businesses, and how our comprehensive international distribution network offers speed and certainty to any working environment.”

**ENDS**

**About Brett Martin:**

UK-based Brett Martin employs over 800 people across several locations throughout the UK and Europe, and is a market leader in the manufacture of specialist plastic products for construction, roofing, engineering, print and display. The company exports over 50% of its £110 million turnover to more than 70 countries worldwide.

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