Spandex moves into Finland and Baltic region with acquisition of Seri Deco Oy

**Zurich, Switzerland – 25 October 2018 –** Spandex, the one-stop supplier of innovative solutions to the sign, graphics and display industries is expanding its presence in the Nordic region with the acquisition of Seri Deco Oy, the leading distributor of sign making and wide format printing equipment, roll and rigid media to the Finnish and Baltic sign and display markets.

With a market heritage in Finland spanning more than 40 years, Seri Deco Oy is the leading national distributor for HP and Avery Dennison brands. The portfolio also includes Chemica, Roland and Summa while its 2017 acquisition of rigid media, display systems and textile specialist, Wideco, broadened the range of products and services available to customers.

From its base in Helsinki, the company serves customers across Finland and Estonia and its Lithuanian facility services Lithuania and Latvia.

Seri Deco Oy has developed its market position with a strong product and service offering, delivered by a knowledgeable and applications-driven sales and technical support team, and underpinned by the commitment to hold a broad range of stock items for next-day delivery.

Rod Larson, CEO, Spandex, comments: “With its premium brand portfolio and ‘customer first’ philosophy, Seri Deco Oy has built its success on the same values that define Spandex worldwide, making it a perfect fit for our organisation.”

Rob Jackson, Vice President, Spandex adds: “By bringing Seri Deco Oy into the Spandex family, we can address this exciting market with a unique product portfolio, supported by a skilled and well-connected local team, backed by the global service and support resources of the wider Spandex organisation.”

The core Seri Deco Oy team will remain in place, led by managing director Jussi Heinämäki and commercial director Lassi Suoranta.

Spandex is already well established as a distributor of sign making and graphics products in Sweden and Norway, and has expanded its foothold in the Nordic region since 2016 through the acquisitions of Schneidler Grafiska in Sweden and Norway and Skangraf in Norway.

Jussi Heinämäki, Managing Director, Seri Deco, concludes: “Seri Deco has become a successful provider of products and services to the sign making industry and our customers have always been at the forefront of what we do. We are very excited about the added benefits we will bring to our customers, employees and suppliers under Spandex ownership.”

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**About Spandex**

Spandex is one of the world´s leading trade suppliers to the sign making and display industries. The company is specialised in marketing, sales, distribution and support of sign making equipment and materials, digital printing solutions as well as sign- and directory systems. Representing the leading brands for graphic solutions, Spandex serves a vast number of customers that rely on Spandex’s broad range of solutions, professional advice and service as well as customised solutions. For more information, please visit [www.spandex.com](http://www.spandex.com).

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