**Spandex expands French operations with SERI SERVICE acquisition**

***Addition of sign and graphics specialist enhances product range and extends coverage in Rhône-Alpes***

**Bièvres, France - 4th September 2018 –** Spandex, the one-stop supplier of innovative solutions to the sign, graphics and display industries, has expanded its operations in France with the acquisition of SERI SERVICE, an established specialist distributor in self-adhesive and flexible materials and accessories for customers active in visual communications, décor and textile decoration.

SERI SERVICE is a family-run business with a 36 year heritage. Located in Brindas (Lyon), the company has a strong customer base in Rhône-Alpes, and is a prominent reseller of self-adhesive media from leading brands including Mactac as well as materials and presses for heat transfer onto textiles. The company offers same-day delivery locally and next-day delivery nationwide, with additional services including cutting of roll media to specific widths and formats, and production of bespoke banners.

SERI SERVICE founders Claire and Thierry Teillout will remain with the business along with the warehouse and back office teams. They will work closely with Spandex France General Manager, Denis Bourgeois, to integrate product portfolios and operations over time, with a focus on ensuring that the combined customer base of both businesses is able to reap the benefits of the expanded organisation and brand offering.

Guido Moresi, Spandex Vice-President, comments: “SERI SERVICE has earned a strong reputation for product choice and quality of service in all four key market segments for Spandex – signage, vehicle wrap, décor and textile. The addition of SERI SERVICE to the group will extend our ability to serve the needs of customers across France, particularly in Lyon and the wider Rhône-Alpes region, while also expanding the range of self-adhesive products available to customers of SERI SERVICE and Spandex.”

Denis Bourgeois, General Manager, Spandex France adds: “For our customers in France, the integration of Spandex with SERI SERVICE will mean even stronger service and access to a diverse range of high quality products, with the backing of an enlarged team with deep sector experience. Through this latest acquisition, we are confident that we can enhance our offering and continue to develop Spandex’s position in the French market.”

Thierry Teillout, SERI SERVICE concludes: “We are delighted to be part of Spandex, a move that will benefit both existing and new customers of SERI SERVICE. Current customers won’t see any changes to their day-to-day dealings with us initially, as both companies will continue to operate independently. However, they will ultimately have access to an extended product portfolio and enhanced customer service. We look forward to the future as a Spandex company.”

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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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