**NEWS RELEASE**

**Spandex expands customer choice with *Cover Styl’***

**range of architectural interior vinyl films**

**October 2020**

Spandex, the one-stop supplier of innovative solutions to the sign, graphics and display industries, is expanding its range of speciality products for interior décor applications with the addition of Cover Styl’ Architectural Interior Vinyl Films.

The Cover Styl’ portfolio offers a choice of 600+ colours and patterns, allowing customers to inject colour into interior spaces as well as reproduce the aesthetics of wood, marble, stone, metal, glitter, fabric and leather.

Cover Styl’ products have been used in décor projects for many high-profile hospitality and retail brands including Novotel, Radisson, Holiday Inn, Best Western, Marriott, Carrefour and Brioche Dorée. Alongside these larger scale projects, the films are more often used for smaller refresh jobs such as doors, walls, tables, counter tops, lifts and even adding individuality to digital devices like phones, tablets and gaming consoles.

Cover Styl’ films can be applied to a broad range of underlying surfaces including plaster, wood, aluminium and PVC. They are durable against water, heat, humidity, UV rays, dirt, abrasion and regular cleaning and come with a 10-year guarantee against cracking, discolouration and delamination.

Leon Watson, VP Marketing at Spandex comments: “Cover Styl’ products offer excellent value in terms of price and performance, with customers able to order in running metres for delivery in 24/48 hours. This gives sign-makers and wrap installers an opportunity to get into what is a fast-growing market, despite current circumstances.”

He continues: “The vast majority of interior décor installations using wrap films involve flat surfaces and walls, so most installers already have the skills to get involved in décor at this level. And with Spandex’s support in the form of expert product advice and application workshops, they have the scope to progress to more challenging jobs such as wrapping three-dimensional objects, for example items of furniture.”

The new distribution agreement for Cover Styl’ covers the whole of the Spandex sales network in Europe, building on national agreements already in place in France and Spain. This move to extend customers’ choice of décor and refresh films is the latest in a series of strategic moves that underline Spandex’s confidence in the growth potential of interior décor and architectural applications for signage and graphics producers.

“In recent years we’ve seen escalating demand from corporate clients, retail and hospitality brands for materials that enable them to refresh and update interior spaces at reduced cost and with minimal downtime or disruption to their operations”, explains Leon.

“As businesses emerge from the current Covid-19 crisis, restaurants, bars, hotels and shops will be under sustained pressure to control overheads and maximise capacity while ensuring that their customers’ expectations are met with appealing environments and outstanding experiences. Products such as Cover Styl’, which can be applied quickly and efficiently by their regular signage and graphics installer, offer a practical and cost-effective solution.”

Cover Styl’ Director Michaël Keser comments: “Based on the positive experience of working with Spandex as a Cover Styl’ distributor in France and Spain and the exciting customer projects we’ve been able to support together in these countries, we’re delighted to extend our partnership across Europe. Spandex has an excellent track record representing so many major brands. Its well-established sales network, strong infrastructure and commitment to helping customers succeed with our products are totally aligned with Cover Styl’s values. We’re confident that we can work hand in hand to develop this fast-growing market and create profitable new opportunities for European sign-makers and installers.”

Cover Styl’ products will be available from Spandex across Europe from October 2020. For further product information visit [add URL].

ENDS

**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).

**For more information, please contact:**

Shireen Shurmer Gabi Parish

AD Communications Marketing Communications Director

T: +44 1372 464 470 T: + +44 1454 200 627

sshurmer@adcomms.co.uk gabi.parish@spandex.com



Subscribe on [YouTube](https://www.youtube.com/SPANDEXcom) *youtube.com/SPANDEXcom*

Like us on [Facebook](https://www.facebook.com/SpandexGroup/?fref=ts) *facebook.com/UKSpandex*

Follow us on [Twitter](https://twitter.com/spandexcom) *twitter.com/SPANDEX\_UK*

Join us on [LinkedIn](http://www.linkedin.com/company/spandex) *linkedin.com/company/spandex*