**PRESS RELEASE**

**SPANDEX UNIFIES GROUP UNDER SINGLE REFRESHED BRAND**

***New logo reflects core values and growth ambitions***

**Zurich, Switzerland – 3rd May 2022** – Spandex, the one-stop supplier of innovative solutions to the sign, graphics, architectural and automotive markets, is introducing a new logo to reflect the evolution of the business while also unifying its brand across all group companies in Europe and Australia with effect from May 2nd 2022.

The new logo features partially open concentric circles, a reference to the rolls of self-adhesive vinyl that are at the core of the Spandex portfolio, while also conveying the company’s evolving offering and expertise, global reach and expansion into new applications and markets. The circles also denote Spandex’s aspirations towards a circular economy and to create a positive ’ripple effect’ in the visual communications sector by helping customers to unlock new commercial opportunities.

Andrew Coulsen, Spandex CEO explains: “Spandex today serves 40000 customers in 20 countries with more than 35000 products. Looking to the future, we want our brand to clearly communicate all the attributes of our business, and our mission to help customers push their creative boundaries, supported by performance products, specialist knowledge and real-world application expertise.”

This ambition is reflected in the new strapline, ‘Inspiring Creativity’, which celebrates the diverse Spandex customer community, including sign-makers, graphics producers, wrappers, visual communicators, print service providers, installers, interior designers and architects.

The new brand identity will now be extended to all Spandex distribution companies in Europe and Australia and will become visible across all Spandex customer-facing communications over the course of 2022. Branding of Spandex Group businesses in North America will be reviewed at a later date.

Andrew Coulsen adds: “Over the last decade, the Spandex Group has acquired many independent companies worldwide\*, and we continue to look actively for acquisition opportunities in all regions. The integration of these businesses has added layers of specialist expertise, particularly in rigid media, textiles and architectural products, while expanding our range, distribution infrastructure, geographical reach and customer base. Many of these businesses have continued until now to trade under their original name, which preserved existing loyalty and brand awareness, while still helping their customers benefit from access to a larger international operation. That focus on the customer doesn’t change, but now everyone will know us by the name Spandex.”

**Enhanced online experience for Spandex customers**

Coinciding with the rebrand, Spandex has enhanced its website to speed up and improve the overall user experience. Registration is faster and easier, and customers can find the products they need more quickly, supported by new options to search by colour name and check if products are available for immediate dispatch. Advanced user management options give administrators greater control over ordering across their organisation, with clearer visibility of order status. A new web-based app makes it just as easy to browse and order products on the move as from a desktop.

ENDS

**\*Note to editors**

Acquisitions have included: Sanvido (Italy); OTS (Turkey); Polynorma (Spain); Proga Plastics (Netherlands); Schneidler Grafiska (Scandinavia); Berger Textiles (Germany); Seri Service (France); Skangraf AS (Norway); SeriDeco (Finland & Baltics); Regional Supply (USA); Tectex (France); Nepco (USA) and 3o-DPG (Portugal), amongst others.

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