

## **Innova to take over customer servicing of Kemco Technology**

We are delighted to announce a significant bid to raise our profile in the Photoluminescent Safety Market.

Following a close association over many years, Innova has joined forces with Kemco Technology Ltd. Based in Kent, and will take over the servicing of their photoluminescent material customers. This will see a major increase in our market share and penetration and open up a wide portfolio of products to our combined customer base by amalgamating the ranges.

Speaking personally, I am delighted to forge this strategic alliance with Kemco. We share many synergies in that we are both relatively young, energetic and professional companies who pride themselves on technical knowledge, friendly service and support and I can see a great many benefits for our customers.

From December 1<sup>st</sup> 2010 Innova will service all the Kemco customers and to ensure continuity and to maintain the relationships that have been built up over the 9 years that Kemco has been trading, we have retained the services of Kemco Sales Manager, Ken Taylor who will work from the new Essex office.

John Gordon-Reid, the Managing Director at Kemco, whilst working with us as a technical consultant has decided, once again, to focus on the technical aspects of the materials and testing equipment with a view to driving further innovation in the photoluminescent safety market.

Although we may be better known for our high strength bonding tapes and adhesives, we command an enviable position in the supply of photoluminescent raw materials into trade printers and catalogue companies. The adoption of the Kemco customers will not alter our channel strategy to market but will enhance our range, flexibility and competence in servicing our existing and new partners. I can see great potential for our range within the Kemco client-base and we are excited at the prospect of presenting it.

Recent years have seen Innova diversify into other sign related technologies in the development of NovActive™ Talking Sign Systems and the incorporation of the new company, NovaDura™, specialising in Anti-Graffiti and Anti-Bacterial signage. We have always been a very dynamic team and the recent economic environment has certainly galvanised our resolve. We view these recent developments as a part of our evolution as a company and to this end, we will actively welcome other opportunities to further expand our business and product range through organic growth, diversification or acquisition for the benefit of our partners.

I would also like to take this opportunity to thank all our partners for their loyalty through the recent economic challenges. I hope you have found us to be supportive and instrumental in maintaining your competitive edge in the

market. I look forward to our partnerships flourishing as we emerge from the worst recession in living memory and we hope very much to continue to play our part in your businesses in 2011 and wish you all a very Happy Christmas and prosperous New Year!

**Glenn M Dunleavey 23<sup>rd</sup> November 2010**