

CASE STUDY

Company: Vinyline Graphics

Business Sector: Creative/Graphics

Established: 1980

Number of employees in St.Helens: 22

Premises size & type: Industrial & Office

Location: Unit 4b Delph Court, Sherdley Business Park, Sullivans Way, St.Helens, WA9 5GL

Support Received: Strategic support - access to training funding, introduction to universities for graduate potential, promotion and publicity.

Company Profile

Vinyline is a leading industry specialist in vinyl graphics and digital print. Its state-of-the-art production facilities enable it to deliver award-winning work, which spans everything from banners, hoardings, vehicles, and floor graphics, to windows, building wraps and *objets d'art*. Indeed the company prides itself on being up to the technical challenge of graphically reproducing virtually anything on almost any surface or material.

The company's international reputation within the industry for quality and cost effectiveness resulted in it winning the lucrative Expo '96 contract. Vinyline also created the striking new St.Helens boundary signs, which use replaceable vinyls to promote different events, thought to be the first of their kind in the country

Vinyline's clients include Selfridges, Harvey Nichols, Langtree Group Plc, and Littlewoods, as well as a range of other organisations from restaurants and cinemas to Local Authorities and property developers.

Testimonial

Christian Nolan, Head of Sales & Marketing at Vinyline Graphics, comments: "Vinyline has been trading for over twenty years. During this time we have recruited and developed a specialist team of creative designers and installers to supply high grade signs and

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advertising material to national organisations, design agencies and trade customers throughout Great Britain, all from our base here in St.Helens.”

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