

Our chemists have pioneered an exclusive formula that enables a fast, five minutes cure time, coupled with clarity when the letter is illuminated.

Recent developments within the sign industry have included a new, clear, and flexible two-part adhesive that has revolutionised the way that companies manufacture acrylic faced built-up-letters. Conventional two-part adhesives have cured hard and inflexible, causing cracking to occur between the acrylic face and metal return due to the differential expansion. The alternative way of making these letters involved the use of polymer adhesives that were slow to cure.

ethos of making life easier. these challenges and justify the Innova really have to keep working to rise to eco-friendly bonding solutions and we Add to this the desire for more sign aesthetics continues to be a challenge, while still retaining the finished net gauge materials permanent-

Q What new product developments over the last two years have had the biggest impact in the sign industry?



The Innova Solutions team at the firm's base in Lancashire



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We started Innova 16 years ago, and since then we've enjoyed year upon year of positive, sustainable growth which continues to be fuelled by a mix of energy, enthusiasm, product quality, product development and premium customer service.

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Q Innova has experienced growth in difficult economic conditions and in a competitive environment. What are the key factors which have contributed towards this growth?

Important, we have always put the customer at the heart of our business, we're constantly alive with fresh ideas on how to 'make life easier' for them. One of the ways we do this is with free on-site surveys which give us the information we need to develop a range of cutting edge products which are specifically tailored to the needs of the sign-maker.

We also have an active representation with both the British Sign & Graphic Association (BSGA) and Photoluminescent Safety Products Association (PSPA), keeping us at the heart of the markets we currently support.

Innovative solutions, energy and enthusiasm

Genevieve Lewis speaks to **Spencer Kelly** sales director of Innova Solutions, on how a great team has produced positive and sustainable growth for the company

