

SERI-DECO IS NOW SPANDEX

SPANDEX UNIFIES GROUP UNDER SINGLE REFRESHED BRAND

Press release: Tuusula, Finland, 2nd 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. In Finland, the name **Seri-Deco** goes down in history and **Seri-Deco becomes Spandex Finland Oy**.

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 40 000 customers in 20 countries with more than 35 000 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. In Finland, Seri-Deco's name will be changed to Spandex Finland Oy, but the business ID remains unchanged. Seri-Deco's Finnish and Estonian websites and online store will be www.spandex.fi and www.spandex.ee. In addition, the ending of the email addresses will change to spandex.com.

Andrew Coulsen says: "Over the last decade, the Spandex Group has acquired many independent companies worldwide*, like Seri-Deco, 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."

Jussi Heinämäki, General Manager of Spandex Finland: "Since becoming part of the Spandex Group in 2018, we've been proud to belong to a worldwide organization. We will continue to focus on fast and accurate deliveries, excellent customer service, high quality work in sales and marketing, cost-effective technical services, and innovative products and services. The name change won't affect our personnel. Some people will continue to serve our customers, but the company name, logo and corporate image will change. From now on we are Spandex."

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

Additional information:

Jussi Heinämäki, General Manager, Spandex Finland Oy, jussi.heinamaki@spandex.com

[Read more](#) about Spandex vision, mission, values and brand identity.