



A new era for SSDM

SSHG acquisition

In July 2011 Supersine Duramark Limited's parent company, SSHG Limited, acquired Fenn Graphics Limited. As a result of this acquisition the Group has been assessing the structure of its businesses and looking at ways to integrate certain functions and create further efficiencies and benefits for its combined customer base.

Restructure

From 3rd January 2012 Supersine Duramark Limited changes its name to **Aura Graphics Limited**.

Aura Graphics Limited will operate three divisions, sharing central resources such as Finance, IT, Marketing etc.

The **SSDM** operation and brand will trade as a **division** of Aura Graphics Limited to ensure continued recognition of its identity and reputation.

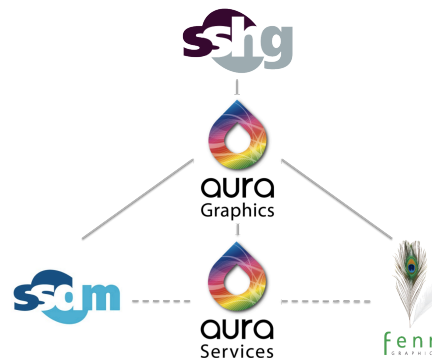
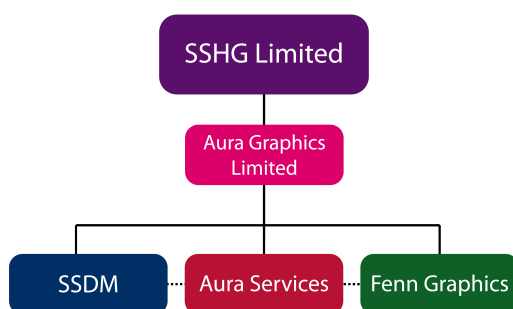
The **Fenn Graphics** operation and brand become part of the Aura Graphics structure and will trade as a second **division** of Aura Graphics Limited.

In addition to these changes the application and installation operations of both SSDM and Fenn Graphics merge to become a combined business unit – Aura Services.

Aura Services operates as a third **division** of Aura Graphics Limited, becoming the installation service for both brands. This move allows us to extend our capabilities and resources in the application of graphics and signage, consolidating our position as the largest operation of its type in the UK market.

Aura Graphics Limited

The creation of Aura Graphics Limited further strengthens its brands' European market-leading position in transportation graphics, as well as adding a greater diversity of products to its enlarged customer network. Aura Graphics employs around 200 staff in its 100,000ft² premises in three UK locations.





What does it mean for you?

From the 3rd January 2012 all on-going supplier contracts you have with us will need to be moved to the name of Aura Graphics Limited.

However you may continue to receive future correspondence and Purchase Orders from our SSDM branded division, or indeed from other divisions within the Aura Graphics Limited organisation.

For your records our Registered Office address, Company Number and VAT Registration Number remain unchanged.

If you would like to talk to someone or have any questions

- Please speak directly with your main contact at SSDM
- Please call us on 0845 0525 241
- Please email us at talk2us@auragraphics.com