

Innova Solutions Form Unbreakable Bond with World's Strongest Man Competitor Mark Felix

Adhesive and bonding specialists, Innova Solutions, enlist world top ten strongman Mark Felix as the face of their range of high strength products.

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SUMMARY

Mark Felix is the face of Innova Solution's high strength range. UK strongman legend, Felix, has an impressive record in competitive strongman events, regularly placed in the world top ten. Felix is famous for his incredible grip strength and was therefore seen as the perfect representation of Innova Solution's strength range.

When adhesive and bonding specialists, Innova Solutions, needed a face to represent their high strength range Mark Felix seemed like a strong fit. UK strongman legend, Felix, has an impressive record in competitive strongman events, regularly placed in the world top ten. Felix is famous for his incredible grip strength and in fact holds the current Rolling Thunder world record.

Glenn Dunleavey, Managing Director at Innova Solutions, said:

“It’s great to team up with Mark Felix, he’s a legend on the strongman circuit, and the embodiment of high strength. His grip strength is unrivalled in the strongman world, making him the perfect figure to represent the equally impressive unbeatable hold and grip strength of our own products. He personifies the Innova Solutions brand perfectly.”

Innova Solutions will use Felix in a series of videos, images and events to promote their NovaSeal, NovaLite, NovaSol, and NovaWeld structural adhesives ranges, all formulated from cutting edge technologies to create versatile, powerful bonding. He’ll also promote the NovaBond range; an eco-friendly, solvent free range of double sided tapes. The campaign playfully places Felix in situations where you would normally use Innova Solutions products, such as commercial sign fitting, or sees the strongman test his strength against and alongside the best from the adhesive firm’s high strength range.

Dunleavey added;

“Over the past 14 years we’ve developed our structural adhesives and bonding tapes to be the best on the market, providing incredible bond strength across a range of substrates in the most demanding conditions. Our customers need unbeatable strength with no compromises. One look at

Mark Felix and you think high strength, well I want the same for when people think Innova.”

Innova Solutions launched the campaign with their very own strongman competition in which Sales Director, Spencer Kelly, faced off against Felix in a number of gruelling events.

Editors Notes

Glenn Dunleavy is available for further comment.

Additional photographs, video, and audio interviews are available on request

For more information contact press@3manfactory.co.uk or 01772 915005.

Innova Solutions can be found online at; www.innovasolutions.co.uk

Innova Solutions have been trading for 14 years.

Innova Solutions address is; Lower Draught Gates Farm, Burnley Road, Colne, Lancashire, BB8 8PW.

Innova Solutions, renowned for their range of super strength adhesives, were finalists for the Lancashire 2015 Best in Business Awards (BIBAs, www.thebibas.co.uk) in three different categories; Employer of the Year, Small Business of the Year and Excellence in Customer Service.

You can find out more about Innova Solutions and Mark Felix on our latest blog:

<http://innovasolutions.co.uk/blog/2016/06/30/innova-solutions...rongman-approved/>.

We've kicked off the campaign with a strongman style competition at Innova Solutions HQ:

<https://www.youtube.com/watch?v=QH3z7zIWRNU>

To celebrate Innova Solutions teaming up with Mark Felix, they have a number of offers; free shipping on orders over £150, 10% discount when you order a high strength product that you've never tried and a free tin of extra strong mints with every order placed during July.

Innova Solutions strength range can be found online at; <http://innovasolutions.co.uk/products/>

Mark Felix (born 17 April 1966) is a strongman competitor and regular entrant to the World's Strongest Man competition. Felix has won numerous international grip contests, including the Rolling Thunder World Championships. Continues at; https://en.wikipedia.org/wiki/Mark_Felix



RELEVANT LINKS

Innova Solutions - Strongman Approved

<http://innovasolutions.co.uk/?p=6186&preview=true>

Innova Solutions Strength Range of Products

<http://innovasolutions.co.uk/products/>

QUOTES

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— Glenn Dunleavey

IMAGES



SPOKESPEOPLE



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ABOUT INNOVA SOLUTIONS

Bonding people. Fixing problems

There are high strength bonding tapes and eco-friendly adhesives for an infinite number of applications. Yet when you want one to meet your specific needs can you find the guidance you need?

When Innova Solutions started trading in 2002 we didn't think so. In fact that's one of the reasons for our very existence. How much better would it be, we thought, if you knew exactly why high strength bonding tape A was better for your application than high strength bonding tape B?

That's what we do, with an enthusiastic team who know their stuff and take real pride in supplying exceptional adhesives and the practical advice to help you buy wisely.

Eco-friendly people. Eco-friendly adhesives

The environment has always been a part of our ethos because it's right outside our door. With the beautiful Lancashire countryside all around us, we're reminded daily that what we do – and how we do it – matters.

That's why so much of what we do blends high specification capabilities with an environmentally-friendly formulation. Take the new NovaBond XS (Extra Shear) range of foamed acrylic tapes. They're cured by UV, so no solvents are present in the production process or final product.

Or NovaSol NC, a non-chlorinated range of plastic welding adhesives which are safer to handle and dispose of.

The bonding people

For signage, construction, automotive and point of sale, find the high strength bonding tapes and eco-friendly adhesives for your application at Innova Solutions.



Innova Solutionsnewsroom