

British Strongman Mark Felix To Join Innova Solutions At The 2017 Sign & Digital UK Exhibition

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SUMMARY

Mark Felix will be putting Innova's high-strength products to the test at the annual sign making, display solutions and digital printing exhibition in March.

Innova Solutions are bringing 11 times World's Strongest Man competitor, Mark Felix, to the Sign & Digital UK conference at the NEC in Birmingham on 28th March 2017. Felix, who is widely regarded as having the strongest grip in the world, has been the face of Innova for over 6 months, since teaming up with them in July 2016 to help promote their range of high-strength structural adhesives and bonding tapes. Visitors will be able to meet Mark, take photos with him and observe a number of strength demonstrations by the man himself.

Glenn Dunleavy, Managing Director at Innova Solutions, said:

“We've loved working on our Strongman campaign with Mark and we're delighted to have him alongside us at the Sign & Digital exhibition. He's a legend on the strongman circuit and the embodiment of high strength. His grip strength is unrivaled in the strongman world and he's held the Rolling Thunder world record since 2008, which made 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 produce a high-strength adhesives and bonding tapes for use within the signmaking, automotive and construction industries. They're experts in the industry and regularly offer their customers practical advice on all of their bonding and signmaking problems, something which visitors to the Sign & Digital UK exhibition will be able to take advantage of.

Mark Felix, World's Strongest Man competitor, said:

“This is a big year for me, with the British Open, Europe's Strongest Man and the World's Strongest Man all coming up. I'm looking forward to the Sign & Digital exhibition in March, where I'll be at the peak of my training and in top condition to really put Innova Solutions' high-strength products through their paces.”



IMAGES



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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.



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