News Release – Trico VE Ltd

Date: 3 Jan 2007 Contact: Anjella Underwood – 01384 569555

Titan Outdoor

Major media owner Titan Outdoor has placed a large order with Trico VE Ltd (Signage Division) based in the West Midlands for 15,000 vitreous enamelled nameplates to go on every one of its UK billboards and advertising hoardings. The Trico-made signs in three sizes for Titan Outdoor are already replacing the ones they made earlier for Maiden Outdoor. Trico VE won the new order because they could guarantee high quality services and deliver to Titan's demanding 15-week schedule.
More on Trico: www.trico-ve.co.uk

Titan chose to continue using the vitreous enamel signs due to their durability and long life in all weathers and outdoor conditions. The evidence is clear to see. Maiden's signs are some 30 years old and are still as good as new. Even graffiti spray wipes off vitreous enamel leaving it unmarked. As before the new Titan signs will see advertising of all types as temporary advertising displays change above Titan's permanent enamel signs.

Titan's UK Company, Titan Outdoor Advertising Ltd. (www.titanoutdoor.co.uk) is the newest addition to Titan Worldwide. Founded in the USA in 2001, Titan recently acquired Maiden Outdoor which had been operating independently in the UK outdoor market for 81 years. Titan took over operations in May 2006 and is proceeding to make a big mark on the UK media landscape. **ENDS 219 words**

Editors Notes.
Trico VE Ltd., an enameller since the 1930's, is one of the oldest manufacturers of enamel signs in Europe. In April 2006 Trico incorporated its early acquisition of English Enamels into the signage division of Trico VE Ltd, which is owned by parent company Mariner Holdings PLC. Trico is a member and serves on the committee of the UK's Institute of Vitreous Enamellers www.ive.org.uk

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