

# Want it to Stick, then STICKITTO ME



At last year's VIIIE Melbourne show, there was one stand in particular that was drawing big crowds to see vehicle wrap applications and other demonstrations. It was the Hexis/Stickittome stand, a Melbourne based supplier that captured the crowds' attention with an array of adhesive vinyl products for multiple applications.



**J**UST over ten years ago, Scott Niven and Noel Morrison saw a need in the Australian signage market for a better quality and wider choice of adhesive vinyl products. This need

led to the formation of 'Stickittome' and the introduction of leading European brand, Hexis to Australian shores.

Stickittome is the coming together of two business minds. Scott gained his experience in the Australian Banking sector, whilst Noel comes from a long line of sign writers, having learned the trade from his grandfather. With Noel's understanding of the trade, and Scott's business acumen, it's a match made in vinyl heaven.

With a combination of the right products, sheer elbow grease, careful planning and foresight, Scott and Noel have grown the business. Today, they employ six staff, have an ever-expanding client base, and will be running two application training courses for signage professionals covering both beginner and advanced wrap techniques. Two specialist trainers will be flown in especially from Europe in order to cater for a larger number of

participants whilst still maintaining the high-quality of the courses (spaces are limited, dates: 10-12th April inclusive).

"Being the sole importer and distributor for HEXIS in Australia has certainly helped us grow," said Noel. "But we also have staff that have a wealth of experience. They understand and provide answers in all necessary fields, whether queries concern digital printing, sign writing or Hexis products. Our staff list includes a signwriter, a digital printer sales consultant and a consultant who worked seven years directly for the manufacturer."

"I would also say that a strong part of our growth as a business is due to the quality of our service and attention we provide to our clients. I believe it is second-to-none. We have many loyal clients who are very appreciative of the lengths we will go to for them. We go out of our way to ensure the right products get to our clients on time. We adapt and select the most efficient logistics solutions for all destinations around Australia."

Scott and Noel chose the Hexis brand because of the quality of the products and overall service from the manufacturer. "Hexis is one of the





leading brands in Europe where it has solidly built its success on reliability," said Scott. "The brand has a broad spectrum of products for all signage applications and, they are well known for their innovative qualities. Hexis has the advantage of having a number of products other brands simply don't have. It's also competitive, whilst maintaining that French-made quality. The Hexis company philosophy is based on similar values to those of the co-founders of Stickittome: it is a family-run business built from the ground up, with owners and partners who have a passion for the industry. Moreover they strive to remain as close as possible to the end-users and their needs enabling them to provide them with the best solutions and products."

"The manufacturer works very closely with its distributors around the world to develop and research products to suit the needs of the market and not the other way round. Hexis provides incredible backup to its distributors. Quality issues or new market opportunities are handled as top priority, however small or large. The manufacturer has the capacity and willingness to adapt products to suit the requirements for such large-scale jobs such as the French Railways and Underground consortium."

Although Stickittome's main focus is on the Hexis brand, they also supply the sign industry with a comprehensive selection of products including substrates, paint and accessories, etc. Other brands include R-tape, Maxi-Panel, Viponds paint. Digital media for solvent and eco-

solvent printers has been a growth market for the company, so have UV media and vinyl material for wrap applications. "Vinyl for interior design has also been a growth market for us," said Scott. "We have a lot of people asking for material for short-term, promotional wall marking, and special effects cast vinyls for wrapping of objects and furniture such as alligator skin, carbon fibre, sequin, and iridescent colours."

Running beginner and advanced application courses has also been a growing market for Stickittome. The courses planned for 2012 are just part of an array of new products and services the company have just brought, or are about to bring to the market. These include:

- New colours and effects to the HX30000 special effects wrap range including:
  - Silver Chrome for vehicle wrapping HX30CHBRB; the first true wrap silver chrome vinyl on the market.
  - Several matte colours such as orange, green, pink etc.
  - Fine-grain leather look.
- Anti-bacterial laminate AM030 for laminating high-traffic surfaces where anti-bacterial protection is required (hospitals, schools, public areas/transport etc).
- Anti-graffiti and anti-scratch laminate AG800: optically clear polyester laminate with UV protection for vandal protection of printed vinyls and windows.
- Black Carbon fibre polymeric vinyl for flat surfaces S5CANB: 3D structured carbon-fibre

look vinyl for flat surfaces to complement the 3D version on the wrap range, HX30CA890B.

- Anti-static printable vinyl STAT145: non-adhesive and re-usable vinyl for windows and glass surfaces.
- HXR100 cast vinyl, a solvent/UV/latex printable film for full wrapping plastic bumpers, etc featuring extra-reinforced adhesive.
- VCR200 polymeric vinyl, a solvent/UV/latex printable film for wall wraps and interior decoration.
- Ferrous printable media for application to self-adhesive magnetic rubber, particularly suited for retail communications and signage where flexibility and fast-turnaround is required.

With their first ten years behind them, new products, new services, and new opportunities mean the next ten years are certainly set to be a busy time for Stickittome. 

**➔ You can find out more about the company, their products, services, and the application course, you can visit [www.stickittome.com.au](http://www.stickittome.com.au).**

