



Frontignan, 28 February 2018

HEXIS OPEN A NEW SUBSIDIARY IN AUSTRALIA

HEXIS announce the opening of a **new subsidiary in Brisbane (Queensland), Australia**. The launch of this subsidiary will reinforce the distribution of the HEXIS products, marketing and service on the Australian market. HEXIS products have been available in Australia for the last 16 years, thanks to their Melbourne-based distributor, Stickittome Australia Pty Ltd.

The opening of this subsidiary is in line with the HEXIS strategy to expand their worldwide distribution network.

"HEXIS have been experiencing a consistent growth on the Australian market", says **Clément Mateu, HEXIS CEO**. "We are convinced that the Australian market represents a substantial growth potential for our company and our local partners. Therefore we have considered that it was the right moment to invest locally."

"The new HEXIS Australian subsidiary reflect our will to keep improving the quality of our service and the assistance to our customers and distributors in this area", says **Caroline Mateu, HEXIS President**. "I am convinced that our presence in Queensland will help boost the local and neighbouring markets."

ESTABLISHMENT OF A SALES OFFICE & WAREHOUSE IN BRISBANE

With 20 years experience in the print industry and an accounting background, HEXIS have entrusted **Ian Parsonson** with the management of this new subsidiary and the growth of HEXIS in Australia.

In terms of logistics, a brand new warehouse will hold a massive stock of the various HEXIS products, such as sign self-adhesive vinyls, printable media and laminates, wrapping films and PPF.

Customers and partners will also benefit from a dedicated sales dept. In addition, a HEXIS training centre will provide technical assistance and installation courses up to the HEXIS standard.

A REINFORCED COOPERATION BETWEEN HEXIS & STICKITTOME

The establishment of a new HEXIS subsidiary will also reinforce the partnership with their long-established distributor, STICKITTOME. A joint distribution policy will be implemented, allowing to strengthen the HEXIS brand image and the global offer.

"We are delighted to consolidate our partnership with Scott and Elisha Niven, they have been doing a brilliant job since 2001 to develop the HEXIS brand awareness in Australia", says **Sylvène Poncet, HEXIS Export Manager**. "We shall work together in order to optimise the offer and the customer service. We wish to continue bringing innovative and bespoke solutions to our valued customers."

> STICKITTOME will distribute the HEXIS products in Victoria, Tasmania, South Australia, Southern NSW, Western Australia

> HEXIS will cover Queensland, Northern NSW* and Northern Territory

(*) Those who have already ordered from STICKITTOME > your contact persons remain the same
New customers > please refer to the new distribution map between STICKITTOME and HEXIS

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