

**News Release**

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## **Printel Plastered in Paris**

An advertising poster campaign, won by Widnes design firm Printel, will be plastered all over Charles de Gaulle Airport and Paris train stations during a major automotive parts exhibition in the city during October.

Printel, currently Halton Chamber's Business of the Year, was commissioned to design the posters by the European headquarters of Japanese company KYB, the world's largest supplier of shock absorbers to vehicle manufacturers.



KYB is running the campaign to coincide with Equip Auto, one of the major international trade fairs for the automotive industry. The five day exhibition, which runs from 11- 15 October, is expected to attract more than 90,000 visitors from all

over the world and KYB is hoping to make instant impact with the eye-catching posters.

KYB Europe brand co-ordinator Sue Clough, who is based in Warrington, explained: “With thousands of the automotive industry’s key players flying into Paris and arriving on the Metro, we think it’s an ideal way to attract their attention. We have worked with Printel for a number of years and find them easy to work with, plus they understand our business.”

Printel’s managing director Stuart Atherton added: “We are delighted to be associated with KYB and it’s been a fantastic opportunity to get involved with an international marketing campaign.”

And Stuart will be toasting Printel’s success with a special two day thank you trip to Paris for his staff during the exhibition.

**Ends**

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*On behalf of **Printel Design**,*

*One-stop educational marketing specialists since 1991.*