

Leisure Technique Limited

KYDEX® Products — An Agent for Change For Leisure Technique Limited

Introduction

Most of us have heard success stories about businesses that lived through a paradigm shift in identity and were changed for the better. Some rise from the ashes dramatically like the proverbial Phoenix, while others reinvent themselves unassumingly with a sure and steady hand. In any case, it takes a catalyst to spark the journey. Below is just one example of KYDEX® sheet as an agent for change.

The Company

Leisure Technique Limited is a UK-based company nestled in the historic borough of Brough, East Yorkshire England. Founded in 1989, Leisure Technique served the Bingo and Amusement Industry for decades as a one-stop-shop for comprehensive design and installation.



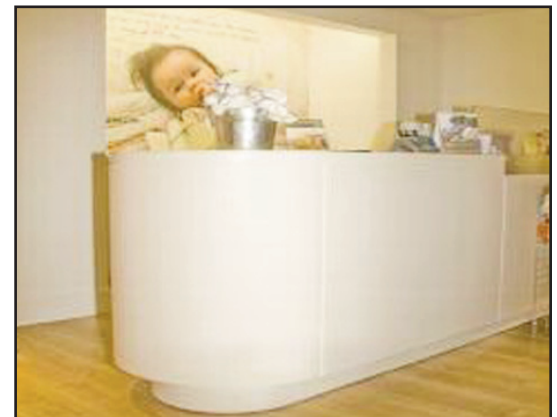
The Challenge

Industries and the marketplaces they serve are in constant flux. The Bingo and Amusement Industry is certainly no exception. In the early 2000's the leaders at Leisure Tech were on high alert for new opportunities as pending and probable legislation was inevitably going to downsize their current market and market share. By 2004, they were pleased to meet a wonder material little-known in the UK: KYDEX® thermoplastic sheet. Although airline travelers worldwide had been unknowingly in contact with KYDEX® sheet in aircraft interiors for over 40 years, in 2004, KYDEX® materials were just making an indelible impression within the building materials industries.

The Solution

Leisure Technique was originally approached with KYDEX® sheet by fellow UK business, and exclusive UK KYDEX® sheet distributor, Robert Horne Group. At the same time, retail consultancy Display-Pro was actively seeking a solution to eliminate escalating maintenance costs in the luxury nursery brand Mamas & Papas. "The fit wasn't obvious at first.", Display-Pro's Andy Farrer remarks, "Initially, I couldn't see an immediate beneficial application. However, I knew Leisure Technique would welcome the challenge and fortunately they embraced the material and the change it could bring to their business. They began with manufacturing a number of small test components with KYDEX® sheet to answer the question, "What benefits could it's properties bring to the Mamas & Papas Stores?"

They set out to replicate the rigors of a retail environment to prove the benefit of KYDEX® sheet over laminate samples. KYDEX® sheet trumped the laminate in all test categories: Abrasion (dragging samples behind a car in the company parking lot), Crush (running pallet trucks and forklifts over samples), and Impact (samples were thrown from the company roof). The results were astounding: not only did the KYDEX® components withstand the severe testing; they were good-as-new after application of an everyday household surface cleaner. How did the laminate fare? It was virtually disintegrated. Furniture and Fire Doors covered in KYDEX® sheet is now standard in all Mamas & Papas new stores and has been integrated into all future new store designs.



New KYDEX® sheet counter area at Mama's & Papa's

KYDEX, LLC

ISO 9001 and 14001 Certified

Customer Service

6685 Low St, Bloomsburg, PA 17815 USA
 Phone: 800.325.3133, +1.570.389.5810
 Outside the US: +1.570.389.5814
 Fax: 800.452.0155, +1.570.387.7786
 Email: info@kydex.com

Technical Service

Phone: 800.682.8758 ext. 581
 Fax: +1.570.387.8722
 Outside the US: +1.570.387.6997 ext. 581

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The Solution (Cont.)

KYDEX® sheet has changed what Leisure Technique does, how they do it, and for whom. Michelle Sherris, Projects Coordinator for Leisure Techniques asserts, "Leisure Technique has a history of being a high-touch, high-service company. But KYDEX® materials have opened new industries to us and established our reputation as a company with whom to partner in developing bespoke, creative displays and interiors. We work with our customers from an idea on a piece of paper (literally) to fully realized samples for testing on through to final installation. And on top of saved maintenance costs because of the KYDEX® sheet's resiliency, our customers also realize the environmental benefit of its recyclability."

Mark Shally, Leisure Technique's Development Director adds that there is a lot more emphasis on research and development. He's spent the last two years developing and refining production processes using KYDEX® sheet. "We saw the potential of KYDEX® sheet as an elegant, cost effective and environmentally friendly alternative to High Pressure Laminate (HPL) and to reach our current stage has been a huge learning curve with many pitfalls but a worthwhile investment."

To date Leisure Technique has invested in its people, process, and of course their equipment. Notably, it's the only membrane press in the UK that can press Kydex sheet 50mm deep. This capability made subsequent products and clients possible including freezer end cabinets for super grocery retailer, Tesco, and retailer giant Marks & Spencer.

We can't wait to see what's next for KYDEX® sheet and Leisure Technique.

About Leisure Technique Limited

Leisure Technique Limited is a one-stop shop that can offer a unique range of "in house" facilities from our 4300m² factory. These resources allow us to service customer needs in a way that is rarely possible in today's marketplace where outsourcing is standard practice. Services include CAD design, joinery, metalwork, membrane pressing, vacuum forming, line bending, edge banding, CNC machining, acrylic, etching, and LED technology.

Visit us online at: www.leisuretechnique.co.uk

About Robert Horne Group

Founded in London in 1925 by Mr. Robert Horne, the Robert Horne Group has grown to be the UK's leading supplier of paper, board and plastics. In 1975, the Group's head office and national distribution centre moved to Northampton and is now supported by a network of 29 branches around the UK and Northern Ireland. Since 2003, the Robert Horne Group has been owned by PaperlinX, the world's leading international fine paper merchant. Via its 8 Sign & Display sales offices and national distribution centre in Northampton, Robert Horne provides next day delivery of KYDEX® sheet from stock throughout the UK and is able to offer and support makings of matched corporate colored KYDEX® sheets in bespoke sizes and thicknesses. Visit Robert Horne Group at www.roberthorne.co.uk.



About Display-Pro

Display-Pro specializes in providing all forms of bespoke interior retail solutions ranging from complex retail fixtures to Point of Sale. They focus on the most effective route to deliver every project. Display-Pro offers unique synergy by utilizing the combined services of five top quality production facilities, over 200 dedicated staff and over 31 years experience.

Visit Display-Pro on-line at: www.Display-Pro.co.uk.

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