

Decrastrip gets a makeover

Decrastrip rebrands their image and announces the arrival of the European range of Avery Graphics Products

Decrastrip, owners Mal and Kym Place are really excited about two new developments within their company - the arrival of the European range of Avery Graphics product and the rebrand of Decrastrip.

With Decrastrip having a twenty year history in supplying the sign industry, the decision to rebrand wasn't taken lightly and professionals were consulted every step of the way. The result of that consultation will be rolled out over the next couple of months starting with the new look logo. Following this is corporate stationery and the new Decrastrip website. Even the company cars

will be getting an Avery Graphics makeover.

On the product front, Decrastrip is a master distributor of the full range of Avery Graphics product line including the European range; 900, 700, 500 and 5500 signage portfolio, plus the Avery Graphics Inkjet Print Media portfolio. Decrastrip are also an authorised Roland dealer offering their complete range of printers, cutters, inks and other consumables as well as being able to offer technical support and maintenance, which puts Decrastrip in the enviable position of being able to support a one-stop, turn-key service to the sign industry.

With two great brands and a new image with which to promote them, the Decrastrip brand will become increasingly prominent in the industry.



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Avery Graphics and Decrastrip – your answer for all things signage

Supporting the signage industry in New Zealand for close to 20 years, Decrastrip is now selling the Avery Graphics European Signage Portfolio including the popular 900, 700, 500 and 5500 series, making them a one-stop shop for everything to do with signage solutions.

As a long standing distributor of Avery Graphics materials, the team at Decrastrip is committed to providing the industry with dedicated staff and a full range of Avery Graphic's products, providing solutions for all application needs.

"The team at Decrastrip have always been big supporters of Avery Graphics, and we are excited to have them promoting and selling our full product portfolio. Decrastrip have a loyal customer base in New

Zealand and we are pleased to see they will now have increased access to our products" Ross Mackenzie, Sales Manager, New Zealand.

"...the team at Decrastrip is committed to providing the industry with dedicated staff and a full range of Avery Graphic's products..."

Distributing the full Avery Graphics portfolio and combining it with a wide range of hardware equipment, Decrastrip operates as New Zealand's answer to all things signage.

With a friendly team bursting with industry and product knowledge Decrastrip is ready to help your business reach its full potential.



Contact Decrastrip today for guidance and advice on the right product for your next job:

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Decrastrip + Avery Graphics + Marketing Works = Success through Partnership

Using Avery Graphics Products from Decrastrip, design, print and application by Marketing Works, resulted in Excellence in the Self-Promotion category of the 2010 NZSDA Awards. Another example of building Success through Partnership.



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