

PRESS RELEASE

TROAX GROUP COMPANY- LEE MANUFACTURING - LAUNCHES NEW BRAND IDENTITY

Industrial wall and partitioning manufacturer Lee Manufacturing, part of the Troax Group, has created a new brand identity, Lee Modular Steel Walls. With a new brand image and sharper, more contemporary logo, the company will be more recognisable in mainland Europe and international markets, aiding its continuing overseas expansion.

A new website, www.leewalls.co.uk has also been launched, where customers can find comprehensive information on the company's range of steel walls and partitioning systems. The site, which can be accessed in English, German, French, Spanish and Dutch, contains clear and easy-to-follow product information and application photos as well as downloadable technical data sheets and brochures. A newsroom highlights recent projects and there is also a link to the Troax website.

Lee's existing product ranges remain the same however the individual brand names of its modular steel walls have changed to appeal more widely to international markets.

Toledo two-line cleanroom partitioning has been renamed as **Titan**.

Excalibur double skin partitioning is now known as **Elan**.

Sabre single skin partitioning has become **Sigma**.

Broadsword industrial single skin partitioning is now known as **Bastion**.

Comments managing director David Teulon: "This striking new brand identity allows us to convey more clearly what our company offers. Our excellent products, staff and customer service continue unchanged but with a fresh, new brand that will help us to strengthen our corporate image in the UK and international markets."

END

Date: 30 September 2011

Issued on behalf of Lee Manufacturing Limited, Building 52, Third Avenue, Pensnett Trading Estate, Kingswinford, West Midlands DY6 7XF Tel: 01384 277441 Email: info@troax.co.uk; Website: www.leewalls.co.uk by John Little Associates, 76 Fulmer Drive, Gerrards Cross, Bucks SL9 7HE Tel: 01753 893006 Email: john@johnlittleassociates.com