



## PRESS RELEASE

### HOT PRESS LTD FORMS AN ALLIANCE WITH LUNDEBY & CO

Hot Press are pleased to announce the appointment of LUNDEBY & CO.as as their exclusive distributor for Norway Sweden and Denmark.

Hot Press have supplied the framing and photographic markets for 15 years with a wide range of premium laminating films, mounting products and substrates. The company are well recognised as the manufacturer of the Hot Glass Vacuum press, which sets the standard for excellence in mounting, heatsealing and canvas bonding through its unique, patented heating technology. Hot Press supply the photographic and framing market through an extensive network of distributors, providing the market with professional sales support, training and customer service. Hot Press will now be able to offer the same high quality service to its Scandinavian markets though an exclusive alliance with Lundeby.

LUNDEBY & CO.as, a family run business, started in 1949 as a manufacturer of cardboard presentation products for the photographic industry. The product range was extended in the early 90's with the distribution of finished framing products from various suppliers and in 2002 they started their own frame production. Lundeby still operate from their original headquarters in Herland, Norway and now have sales offices in Sweden and Denmark as well as close links to distributors in Finland.

As a result of the photographic market's current focus on digital technology, Lundeby have been looking for new business and ways to encourage photographers and picture framers to add value to their work. They recognised the potential of Hot Press's products and the depth of their experience as an exciting opportunity for growth. Lundeby received positive feedback for a number of Hot Press products they distributed in its Swedish markets and were keen to offer the entire Hot Press range.

This partnership will provide the Scandinavian market with a professional distribution service. They will benefit from a high availability of stock and a fast delivery. As part of the investment into this venture, the entire Lundeby Sales force will receive an intensive training course from Hot Press where they will learn how to demonstrate the entire Hot Press range and various methods of mounting, laminating, heatsealing and canvas bonding.

Hot Press and Lundeby will hold training schools in Norway, Sweden and Denmark from the 25<sup>th</sup> June.

To receive your copy of the Hot Press product guide please contact us or download a copy directly at [www.hotpress.co.uk](http://www.hotpress.co.uk).

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