



Contra Vision Supplies Ltd
Victoria House
19-21 Ack Lane East
Bramhall – Stockport – SK7 2BE
t: +44 (0)161 439 9307
f: +44 (0)161 440 7934
e: sales@contravision.com
www.contravision.com

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Information Contact:

Jo Bentley

jo@contravision.com

+44 (0)161 439 9307

Harvey Nichols Hair Salon choose Contra Vision

Manchester's favourite department store, Harvey Nichols, where paparazzi regularly stalk the WAGS of Manchester, has chosen Contra Vision to promote their new hair salon.

The client, hairdresser, Umberto Giannini needed graphics which would allow light into the salon and create a strong impact on the pedestrianized area in front of the store. Service Graphics, who printed the images chose Contra Vision® BACKLITE™ to produce striking images of glossy haired models which are visible for 24 hours a day.

The graphics were applied internally and Service Graphics produced them using Contra Vision® *Performance*™ in clear at 30% transparency, printing the image in reverse followed by a layer of translucent white ink to produce the Contra Vision® BACKLITE™ effect. The panels are 7m in width and 2m high – split into 3 equal sections.

The salon opened earlier this year and Harvey Nichols is now one of several Manchester landmarks which uses our see- through graphics for eye-catching promotions.

About Contra Vision Supplies Ltd

Contra Vision Supplies Ltd is the exclusive worldwide licensee of Contra Vision Ltd's portfolio of Intellectual Property (with the exception of USA, Canada and Mexico) and offers the widest range of see-through graphic products in the market.

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