



# Expanding the demand for graphics

## Company profile: Flash Photobition

Over its sixteen-years of operation Flash Photobition has provided thousands of innovative graphic solutions for an extensive array of purposes such as retail fit-outs, trade shows, exhibitions, posters, billboards and point-of-sale.

Flash Photobition says its competitive edge lies in its continuous product and service development, which leads to the development of new niche markets. Many of these new markets never considered using graphics until encountering Flash Photobition, which is able to provide a creative solution for specific needs. Flash Photobition today provides graphics for diverse industries, including film, theatre, interior design and retail design. It is this constant search for new challenges that maintains Flash Photobition's rapid progression into the future of visual communication.

Directors Peter Maddison, Fred Uden and Tony Boulton head Flash Photobition. Peter founded Flash Pty Ltd in 1986. Annual sales grew rapidly to an impressive A\$8.5 million, which was enough to entice Photobition UK to buy out Flash in 1998, with Peter remaining at the helm. UK market changes in 2001, allowed Peter to buy back the company, which is now known as Flash Photobition. Peter's major focus has always been to grow new areas of the business. He says, 'I love working on creative solutions for our clients. I've learnt a lot over the years and will try anything.'

In September 2001 Flash Photobition combined its Sydney operations under one roof at Camperdown, just 10 minutes from Sydney CBD. This impressive 6000 square metre complex combines artwork, production, management and an exciting showroom. Flash Photobition also has offices in Brisbane, Canberra and Melbourne.

Flash Photobition house the latest photographic laser imaging, inkjet printing and scanning equipment. Although Flash Photobition does capitalise on its in-house production capabilities, it is firm in its holistic approach to the application of graphics. Flash Photobition will work at any capacity required, incorporating complementary in-house services such as idea inception, installation, storage, graphics maintenance, delivery and graphics-exchange programs.

Visual communication has proven time and again to be a key tool of success. As more people recognise this, Flash Photobition will grow with the expanding demand for graphics. Originality, innovation and quality infuse every Flash Photobition solution. Most importantly, their solutions translate directly to business results.

### Products

Light-boxes, point-of-sale display stands, portable display stands, billboards, posters, banners, one-way vision graphics, Graphic Glass, PhotoMesh, Digital Wallpaper and Digital Upholstery.

### Application

Retail fit-outs, corporate interiors, marketing suites, sporting events, museums, film, theatre and television sets, hospitality interiors and trade shows.

**FLASH PHOTOBITION**  
Sydney Office  
8 Guihen St  
Camperdown NSW 2050

Melbourne Office  
282 Queen St  
Melbourne VIC 3000

Brisbane Office  
58 McLachlan St  
Fortitude Valley QLD 4006

Canberra Office  
61 Kembla St  
Fyshwick ACT 2609

For Further Information:  
Contact Jillian Nalty  
t: 1800 606 682 or  
e: [flash.aus@flash.com.au](mailto:flash.aus@flash.com.au)  
w: [www.flash.com.au](http://www.flash.com.au)



1. Television Sets: Channel 7
2. Corporate Interiors: AMP Henderson Global Investors, Sydney Office (Acknowledgments: graphic imaging by Creative Services, AMP Henderson Global Investors; interior design by Geyer; graphic production and installation by Flash Photobition)
3. Trade Show Solutions: "Flash Retail" stand at the Retail Business Technology Expo
4. Retail Fitouts: General Pants

