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## **OPUS WINS MULTI-MILLION DOLLAR CONTRACT WITH HYPERMEDIA GROUP**

OPUS Group business Omnigraphics NZ has won a multi-million dollar contract to supply Hypermedia Group, a specialist in-store media company in New Zealand.

Omnigraphics has become the production partner of Hypermedia Group which represents 159 Countdown Supermarket stores within New Zealand and manages everything from floor graphics and promotional shelf advertising through to in-store radio and product demonstrations.

Omnigraphics NZ General Manager Steven Spear said: "This contract is a real endorsement of the customer service Omnigraphics NZ delivers for its clients. Hypermedia Group wanted to have a trusted production partner who could handle the quality and turnaround demands of in store media on a weekly basis."

"We are an ideal partner as our diverse offering in grand format digital printing and "can do" attitude is perfectly suited to the Hypermedia Group".

Hypermedia Group is now a top 10 client for Omnigraphics NZ. Other retail clients include Hannah's, Rodd & Gunn and Telecom NZ.

Omnigraphics NZ is recognised worldwide for its innovation and leadership in digital graphics having won the third 'International Wrap Artist' competition in 2011. Omnigraphics scored a world-best for part of the Rugby World Cup campaign where an entire tower building in Auckland was transformed into a huge advertising billboard promoting 'The World is Here to Play' slogan.

With the use of see-through perforated window film, light passed into the offices behind the glass, and the occupants were able to see out.

Omnigraphics is New Zealand's leading grand and large format digital printing company. It produces most of the billboards, banners, bus, vehicle, street furniture and truck imaging in New Zealand and is the preferred supplier to the outdoor industry.

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