



For Immediate Release

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ikeGPS Introduces Serilon as Brazilian Spike Reseller

ikeGPS announces that it is introducing Spike, a laser measurement solution, to the Brazilian sign and digital graphics market through an exclusive reselling partnership with distributor Serilon.

As the largest supplier to the sign and graphics industry in Brazil, Serilon provides national coverage with 29 locations and 700 employees. Serilon carries a variety of equipment and supplies for the sign and digital graphics market from some of the industry's most prominent brands, including EFI, Esko, HP Inc., Mimaki and Summa.

"Serilon is a well-respected supplier with a large customer base, and we're excited to kick-off our Spike distribution in Brazil with such a prominent distributor," says Jeff Ross, senior vice president of new market development at ikeGPS. "Brazil is a large market for sign and digital graphics, so there's a big opportunity for Serilon to have great success with Spike. Spike can help transform the Brazilian sign industry by allowing sign shops to improve their measuring efficiency and overall profitability."

Spike allows sign and digital graphics professionals to quickly capture accurate measurements of the width, height and area of signage locations from a smartphone or tablet picture and the Spike device. A ladder, bucket truck and tape measure are no longer required to create estimates, saving sign companies time and overhead costs on a traditionally lengthy process.

The measurements of the sign or graphic location are saved with the Spike photo and can be shared with customers, designers or production team to create job estimates and design proofs, assess installation and complete permit applications. If additional measurements are needed, users can refer to their saved Spike photos at any time to make modifications using the Spike mobile app or Spike Cloud. There's no need to return to the site for further measurements or estimations.

"We first discovered Spike in one of the major industry publications, and we instantly saw the value Spike could offer our customers," says Leonardo Schmidtke, CEO of Serilon. "We witnessed firsthand the success Spike has had in the U.S. market while at the ISA International Sign Expo this year, and we look forward to building upon that success in Brazil."

For more information on purchasing Spike in Brazil, contact Serilon or visit www.serilon.com.br.

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Find Out More At:
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Get the measure of your world

About ikeGPS

[ikeGPS](#) is changing the way the world is measured, utilizing its smart laser measurement solutions to capture, record and export measurement data. Electric utility, telecom, government, engineering, construction, real estate, signage, and other field data collection-based professionals use ikeGPS products to modernize the way measurements are taken and shared.

[Spike](#), a laser accurate Smartphone measurement solution, and [GE MapSight](#), an all-in-one customizable field data collection solution, uniquely combine intelligent software and hardware into comprehensive but simple-to-use tools. With an ike photo, you can capture measurement, distance, location and other data in real time, significantly improving business process, user productivity and safety.

ikeGPS is headquartered in Wellington, New Zealand and is listed on the New Zealand Stock Exchange under the stock symbol [IKE](#). The company's global sales and marketing organization is based in Broomfield, Colorado, which supports global efforts in the Americas, EMEA, and APAC. For more information, visit <http://www.ikegps.com/>.

About Serilon

With 30 years of experience in the market, Serilon is considered a leader in the distribution of products for visual communication in Brazil. Serilon owns a strong and complete portfolio of products supported by a highly qualified and experienced staff to meet the customers' needs.

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