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**For Immediate Release**

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**European Sign Market Distribution With Spandex  
Spike to access distribution footprint in 12 countries across 33,000 customers**

BROOMFIELD, Colo.— ikeGPS announces a new multi-territory distribution relationship with sign and graphics giant, Spandex. This agreement expands the availability of IKE's Spike product throughout Europe. Today, Spandex operates sales offices throughout Europe with 23 warehouse facilities and dedicated sales teams in each country, selling to more than 33,000 customers.

"With Spandex's impressive 40-year history and established customer base of 33,000 companies, we are in a great position to leverage Spandex's industry experience and grow Spike's presence in the European sign and graphics market. This is on the back of Spike being awarded the 2016 International Sign Association's Most Innovative Product of the Year Award, and having now sold into thousands of US sign shops," says Glenn Milnes, CEO of ikeGPS. "Spandex has an unmatched presence in Europe and we're proud to partner with such a significant and respected industry player. Spandex has already placed orders to support launch activities, and our expectation is that through calendar 2017 we will see 300 to 400 Spike's sold into each of the larger markets such as Germany and 100 to 200 Spike's sold into each of the smaller regions such as Benelux."

"I was excited when Spike came across my desk because we are always looking for new technology that helps our customers work more efficiently and better manage their costs," says Rob Karpenko, executive director, category management and e-business of Spandex. "When I brought Spike to our internal product counsel, they quickly approved it, and the sales staff throughout our European branches are looking forward to offering Spike to their customers."

**About Spike:**

Spike is one of IKE's three core products and comprises cloud-based software, a mobile app and laser module that attaches to smartphones.

In 2016 Spike won the International Sign Association's Most Innovative Product of the Year Award. Today Spike is deployed by thousands of U.S. sign shops because it allows sign and digital graphics professionals to quickly capture measurements for estimates, quotes and designs. A ladder, bucket truck and tape measure are no longer required to conduct site surveys and create estimates and designs, saving sign companies time and money on a traditionally lengthy and expensive process.

Specifically, the measurements of the sign or graphic location are saved with the Spike photo and can be shared with customers, designers and production teams 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 is never a need to return to the site for further measurements or estimations.

For more information on Spike's benefits for European sign shops, contact Spandex at:  
[www.spandex.com](http://www.spandex.com).

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**GET THE MEASURE OF YOUR WORLD**



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#### **About ikeGPS:**

[ikeGPS](#) is changing the way the world is measured, utilizing its smart laser measurement solutions to capture, record and manage asset information.

ikeGPS has three growth areas within its business; with solutions targeting the electric utility market, signage market and construction & contractor market. Today, thousands of companies rely on IKE solutions every day to get their field work done more quickly, efficiently and safely. ikeGPS has grown more than 100% per annum over the past several years and has an expanding pipeline of customer, market and partner opportunities.

ikeGPS is headquartered in Wellington, New Zealand, and is listed on the New Zealand Stock Exchange and Australian Stock Exchange under the stock symbol IKE. The company's global sales, marketing and customer support teams are based in Broomfield, Colorado, with a regional engineering office in Seattle.

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#### **About Spandex**

Spandex is one of the world's leading suppliers of materials, sign systems, displays and equipment to the sign making and graphics industries. Since 1976, it's been our business to provide complete solutions for businesses that produce signs and displays, digital prints, speciality graphics, vehicle wraps and many other forms of visual communication. With offices in 15 countries and a broad product portfolio from industry leading brands, we offer our customers an outstanding service, delivered by a team of experts.

For more information, please visit [spandex.com](http://spandex.com).

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