

PRISMO ANNOUNCES MANAGEMENT BUY OUT AND PLANS FOR THE FUTURE

In a strategic move that marks a new beginning, Prismo, previously under PPG Traffic Solutions EMEA and formerly known as Ennis-Flint, proudly announces a successful management buyout led by its existing management team, General Manager James Moore and Finance Director Andy Jourdain.

The company is a world-leading manufacturer and supplier of road markings and traffic safety solutions with a wide range of high-performance products, from hot-applied and preformed thermoplastics to innovative traffic paint, road studs, high friction surfacing, bridge expansion joints, crack sealants, MMA, epoxy, and indoor flooring paints.

The MBO heralds a new era in the company's long and illustrious history which stretches back to 1935. It will see the business return to its origins as it rebrands to Prismo. Renowned for its innovative approach to road safety, Prismo has been at the forefront of road marking products for over 88 years, and was the first to bring many new technologies and solutions to the market. Prismo has built a global reputation for outstanding quality, service, and innovation, and it is these pillars that still underpin the company today.

The MBO also sees the company move to wholly independent ownership and the freedom that this brings. Commenting on his vision for the business, James Moore said: "This is a key turning point in the company's history. The move to independent ownership will give us the freedom to implement our exciting strategy for growth and to drive the business forward. It will also allow us to provide a more personalised service to our customers and to deliver enhanced customer value." James continued: "The return to the Prismo brand is also a pivotal move. Its long-standing success serves as a reminder to the market of our long history, our technical capabilities and our unmatched expertise within global traffic safety solutions."

The buyout includes the company's flagship manufacturing plant in Chorley, UK, the largest and most sophisticated thermoplastic production facility in Europe, and additional plants in Italy operating under the esteemed Vernisol brand. Alongside these, the company maintains a strategic presence in South Africa, furthering its commitment to a global approach in traffic safety solutions. The Italian facilities, known for their high-quality waterborne and solvent-based paints, as well as MMAs, reinforce Prismo's position as a world-leading manufacturer of sustainable traffic safety solutions.

Vernisol, a respected name in the Italian market for over 42 years, will continue to operate as Vernisol by Prismo. "Our Italian operations, under the Vernisol brand, represent a vital part of our global strategy," says Andy Jourdain. "We are excited to introduce Vernisol's innovative products to a broader European audience, leveraging our combined expertise to enhance road safety standards worldwide."

The management team is enthusiastic about the future, emphasising the continued production of quality, sustainable products. "We are proud British manufacturers, dedicated to advancing British manufacturing and maintaining our status as a major exporter," says Andy Jourdain. "Our focus

remains on delivering products engineered for maximum road safety, backed by 130 years of combined expertise."

As the company moves into this next phase, it is keen to reassure its suppliers and customers that it is business as usual. James Moore said: "Our team is fully focused on ensuring a smooth transition, maintaining the high service and quality standards our customers expect. We're excited about the future and the opportunities this new chapter brings for our staff, suppliers and customers alike."

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About Prismo

Founded in 1935, Prismo, headquartered in Chorley, UK, is the largest thermoplastic manufacturer in Europe, specialising in road markings and traffic safety solutions, including traffic paint, thermoplastics, road studs, high friction surfacing, bridge expansion joints, sealing and crack repair systems, MMA and epoxy. With its recent management buyout and rebranding, Prismo is poised to lead the industry towards innovative, customer-focused, and sustainable traffic safety solutions.

- Largest thermoplastic manufacturer in Europe
- Our products are formulated to meet a wide range of specifications and climatic conditions, from sub-zero to tropical.
- Prismo Safety Corporation introduced the glass sphere/prism for reflective road marking paint in 1938 – a revolution in highway safety at the time.
- Prismo Universal developed the spray plastic system for road markings in 1969 – the first spray applied thermoplastic road marking
- Rainline – the first approved line marking product providing wet night visibility performance exceeding European standards. So revolutionary in concept that it was featured on TV ("Tomorrow's World") and shown worldwide. The safety marking system visible no matter how wet the road.
- Rippleprint – the first noise optimised traffic calming surfacing that provides an audible warning to drivers without causing a noise nuisance to residents
- Zebragrip – the world's first coloured traffic calming surfacing. First thermoplastic anti-skid surfacing to receive BBA type 1 approval for use under the heaviest traffic conditions.

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