

Lowestoft MP Jessica Asato Tours Aura Brand Solutions Headquarters

Last week, Aura Brand Solutions had the pleasure of welcoming Lowestoft MP Jess Asato to an exclusive tour of its Lowestoft Headquarters and Production Centre.

Aura Customer Services Director, Emma Cranfield, and Operations Director, Neil Brookfield, greeted Jess to showcase the work Aura are doing to drive innovation as one of Europe's leading commercial graphics companies.

Sustainable Focus

Jess was given a behind the scenes tour of Aura's Production Centre which included seeing our state-of-the-art printing facilities, recently upgraded to improve sustainability through more efficient energy and ink use and meet customer demand. She also got to see how Aura's zero waste to landfill policy works as we ensure all production and installation waste is reused or recycled in alignment with our ESG commitments.

After receiving an expert demonstration, Jess took the opportunity to try weeding her own name from one of our graphics and saw the highly skilled job the Aura team are doing to wrap over 11,000 vehicles, 2,100 rail carriages, and 1,100 architectural products each year.

Strengthening Community Work

The visit also provided a platform to discuss the future of UK manufacturing and Lowestoft. Jess engaged in a wide-ranging discussion with the Aura leadership team around the challenges and opportunities facing local businesses. The conversation highlighted the critical role in local businesses being part of their communities and driving improvements within the town.

"We are proud to have welcomed Jess to Aura", said Emma Cranfield, Customer Service Director, "Her focus on supporting local businesses and bringing people together to drive improvements to the Town is invaluable. We look forward to working more closely with her and the Government to identify opportunities for innovative businesses like ours to thrive".

Jess Asato MP added "Aura Brand Solutions is a real Lowestoft success story, supplying some of the big national brands we all know and love, and it was fantastic to meet the talented team whose specialist skills are powering innovation right here in the heart of Kirkley. They are pioneers in their own right, showing what local manufacturing can achieve with ambition and expertise. I'll continue to do everything I can to support them and other businesses driving opportunity and pride in our town."

To learn more about how Aura's livery and graphics management can make your brand stand out, visit the Aura website: <https://www.aurabrands.com/>

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Notes to Editors

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About Aura Brand Solutions

Aura Brand Solutions is one of Europe's leading commercial graphics and visual communications companies. We have been delivering branding and image management services since 1927 for leading global and national brands, right through to growing SMEs, across a wide range of industries and sectors.

We provide branding solutions across three key areas:

- Livery solutions for commercial and public service fleets.
- Flexible turnkey solutions to enhance, protect & maintain rail rolling stock.
- Comprehensive architectural branding for building interiors and exteriors.

In addition, our brand-focused marketing agency provides full-service marketing from strategy to implementation. Through a collaborative approach we tailor highly effective strategies that get you results, covering everything from content to design to PPC.

We pride ourselves on our close working relationships and providing market-leading solutions that faithfully and consistently project your image, protect your assets, and build your brand.

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