



MEDIA RELEASE

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FUZZWIRE: A BRAND NEW NAME IN 3D DESIGN

In a key development for the UK's 3D design industry, a new company called **Fuzzwire** is launched today (16 January 2012). Created through the merger of two existing businesses, LDJ Design & Display and Centre Design, **Fuzzwire** will be the UK's lead innovator in 3D design.

Ian Stead has been appointed chief executive. A charismatic business leader with extensive experience of working with major brands, he is excited about the new venture, saying, "With Fuzzwire we've created a vehicle capable of bringing new levels of innovation and quality into our industry. We have unrivalled experience and a highly motivated team that's passionate about delivering creativity to delight both our clients and their customers."

Fuzzwire will build upon the strengths of its two former players to produce exciting, large scale display schemes incorporating techniques such as 3D theatre, animatronics and lighting. Typically these are commissioned by major shopping centre owners across Europe for the Christmas season but Fuzzwire's core skills are also ideal for wider applications such as the events and entertainment industries.

The company will operate from two design and production sites, in Keighley, West Yorkshire and at Prudhoe, Northumberland. It will employ around 130 people, making Fuzzwire the largest business of its type in the UK.

Ian Stead says, "Fuzzwire will have greater scale and resources than any other business of its type in Europe. We firmly intend it will quickly become recognised as the clear market leader in 3D design – not just in the UK but internationally."

Ends...



Notes for editors

Centre Design was founded in 1986 by Peter Mason and Iain Kerr. Based in Prudhoe, CDL has been known for its innovative dramatic design style and has created hundreds of large scale Christmas display schemes for major shopping centres, both in the UK and continental Europe. In 2011 CDL undertook its first North American project, beating off competition from both US and European competitors to win the contract to design displays for the Eaton Centre in Toronto, Canada's premier shopping mall.

LDJ Design & Display is based in Keighley and was founded in 1986. The company was bought by current owner, Trevor Smallwood, in 2002. LDJ is hugely experienced in the production of complex Christmas schemes for its clients, who represent most of the UK's major retail property owners. It specialises in the use of animatronics, grottos and 3D theatre to create designs to thrill consumers and enhance the shopping experience. LDJ also recently introduced a specialist e-commerce lighting offering.

Peter Mason and Trevor Smallwood will serve on the main Board of Fuzzwire as directors.

Director profiles

Ian Stead (Chief Executive)

A charismatic business leader, Ian Stead has held board level positions in major UK companies for nearly 20 years. He started his career in the drinks industry, including spells at Carlsberg and Coca-Cola Enterprises before joining Matthew Clark Brands in 1995 as sales director. He then moved to become divisional MD of Matthew Clark Wholesale.

In 2002 Ian was appointed CEO of MDA Limited, one of the UK's leading marketing service providers in the sourcing and fulfilment of point of sale materials and marketing collateral for many of the UK's leading brand owners. During his time at MDA he initiated a radical refocusing of the business on its core proposition, resulting in a fivefold growth in revenue in 9 years. He was also the architect of a sustained programme of infrastructure and service improvement which helped MDA secure many business accreditations and awards.

Ian Stead initially joined LDJ as Managing Director in autumn 2011 and became CEO of Fuzzwire on its formation in January 2012.

Peter Mason (Director)

Peter Mason has won a high profile reputation as one of the UK's leading innovators in 3D design and has helped shape the international market for Christmas displays in the retail industry.



Having worked for a number of years in animation, Peter produced the UK's very first fully animated display for the Victoria Centre in Nottingham in 1981.

Perceiving the market opportunity for wider application of display animation for the shopping centre market, he set up Centre Design Limited (CDL) in 1987. Since then CDL has won an international reputation for its work, stimulating new ideas and industry development in both the European and North American markets. This culminated in 2011 with Centre Design's most prestigious Christmas project to date, for the Eaton Centre in Toronto.

Trevor Smallwood OBE (Director)

Born in South Yorkshire, Trevor (64) spent the early part of his career in the transport industry. He was CEO of bus company Badgerline, overseeing its privatisation and growth to a £250M business prior to flotation in 1993. Subsequently Badgerline was merged with GRT to form FirstGroup, where Trevor was Executive Chairman. Under his leadership, this grew into a business with 40,000 employees and annual profit of almost £90m by the time Trevor retired from FirstGroup in 1999. He was awarded the OBE for services to public transport in 1994.

Trevor Smallwood purchased LDJ from its original owner in 2002 and has since that time helped the business to double in size and improve its range of offerings to the customer. Trevor is also a shareholder in UKRD radio stations group where he has been Chairman for 5 years and has other minority interests in other companies. He was Master of the Society of Merchant Venturers in Bristol in 2008 and was awarded a lifetime business achievement award in the 2011 Bristol Evening Post Business Awards.