

National rollout of 'Boundary Buddy powered by Expand a Sign'

Following a partnership between Expand a Sign and Boundary Buddy, new branding, 'Boundary Buddy powered by Expand a Sign', will rollout nationally.



Grant Collinge and Graeme Hornby developed Boundary Buddy in 2011, which offers advertising to companies on sports field boundaries at schools nationally. Businesses get physical branding and exposure into schools on an annual basis, reaching an average of 300,000 people per year. Schools receive a multi-functional tool that is used on a daily basis as well as a large cash injection to help raise funds for the development of school facilities.

Expand a Sign is an industry leader in portable branding solutions with a wide range of banners for indoor and outdoor use.

Both companies are committed to working with local communities and are passionate about helping previously disadvantaged schools. The new model sees businesses benefiting through brand exposure, schools benefiting by receiving a large portion of funds raised and a percentage of funds raised being put towards the upliftment of nominated underprivileged schools in each respective community.

"We are thrilled to be working together and look forward to a productive partnership that will grow from strength to strength," says Collinge, MD Boundary Buddy.