

Media Release

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Expanding Tasmanian business introduces its new range of motor vehicle Multi-Fit Number Plate Mounting Brackets.

In response to customer requests for a do-it-yourself version of their popular Vehicle-Specific number plate fitting system, Lakin Custom Plate Brackets has developed a "Multi-Fit" range of brackets. The new product line was released in early June 2009, and is available from their web site.

Ulverstone, Tasmania, 19th June 2009 – Since releasing its first product late in 2008, this Tasmanian business has generated quite a following within the circles of upmarket vehicle owners, both in Australia and overseas. Building on the success of their vehicle-Specific Custom Plate Bracket, owner Philip Reeve has announced the release of a complementary range of products.

"Most of our business has been one-off work, where we design and manufacture brackets for specific vehicles. This is the sort of work we really enjoy, but we've had many requests for a version of our bracket system for customers who have the facility to do the custom fitting themselves."

The new Multi-Fit range promises to meet the needs of the target market to a 'T'. It is now possible for a customer to order a professionally finished bracket in powder coated alloy for as little as \$60AUD. There is a bracket style for each of the seven major Australian number plate sizes and they arrive complete with a range of fittings which enables a competent home handyman, or the local mechanic, to produce a perfectly fitting bracket for almost any vehicle.

Both the original Vehicle-Specific brackets, and the new Multi-Fit range, fill a market niche not catered for by either manufacturers, dealerships or other after-market suppliers. A patent is pending on the concept and design of the brackets.

Philip commented on the development process for the new range.

"The standard industry approach has been to provide some sort of plastic plate with a matrix of holes and slots, in the hope that it can be adapted to fit in most cases. We abhor this approach. Our cars are made up of thousands of parts which have been engineered to fit together perfectly. Why do we throw this philosophy out of the window when we put the finishing touch to our vehicles with our number plates - especially when a lot of us are prepared to spend hundreds of dollars on personalized, plates? We had no intention of producing yet another one-size-fits-all product."

The brackets are remarkably well engineered. Although the concept is fairly simple, they incorporate neat finishing touches. For example, in each corner are concealed floating nuts which accept the screws holding the number plate (and cover if required) to the bracket. "We've found number plates vary slightly in hole spacing, and the last thing we want is for

our customers to find they have to modify their plates to get them to fit our brackets."

In the case of the original, Vehicle-Specific range, each bracket is tailor made for the customer's vehicle. It matches the curve of the mounting panel; it is pre-drilled with holes which exactly match the manufacturer's mounting points, and it is supplied with fittings tailored to make installation a no-brainer.

At less than \$200AUD/pair delivered, it's little wonder they are in such high demand; they are truly hand-made items. It's a small price for an enthusiast to pay to add that final touch of "completeness" to a prized vehicle.

The new Multi-Fit range is manufactured to the same high standards.

"We're very pleased with the end result of our work on this new product. Now, as well as our expanding Vehicle-Specific range, we have a less expensive product to suit a broader market. We're confident the brackets will be an even bigger hit with fellow car enthusiasts."

For more information on the products mentioned here, as well as anything to do with fitting number plates, the Lakin Custom Plate Brackets web site can be found at:<http://lakinplates.com>

About LAKIN Custom Plate Brackets

Philip Reeve formed LAKIN Custom Plate Brackets to develop a professional and well-engineered system of fitting number plates to motor vehicles in Australia.

The business is able to develop "one-off" brackets for almost any vehicle in the world as well as supplying the new "Multi-Fit" range of brackets for the DIY market.

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