

ONE SPACE
ENDLESS
POSSIBILITIES



LPA makes a 'Unique' move –

We are rebranding and introducing our new corporate name & image!

We're getting very close to the official launch of Uniqspace. On September 1, LPA moveable partition specialist will introduce the company's new corporate brand and image. I thought now would be an appropriate time to update everyone on where LPA is going and what you can expect next. The rebranding reflects both the evolution of the company as well as its vision for the future. The new company name, Uniqspace, represents change, growth and a brighter tomorrow. The name reflects our broader product offering and applications to create a truly, unique and customized interior space with every application. The new typeface lends a modern, clean look and features vibrant colours and strong lines reflecting Uniqspace's strength and focus on growth - a solid representation of our "unique" vision for the company. "When you work with lpa, it is a long-term partnership. You are not just buying a solution for today, you are investing in a solid installed product and the future proof company that stands behind it." The individuality of each coloured letter in our name echoes the uniqueness of our people, our products, our services and spaces that we create. The new logo is simple and elegantly, aesthetic that will remain current for a long time and be instantly recognizable.

The new tagline, 'One space, endless possibilities' was developed by a full-service marketing agency, Citrus Media, who worked closely with Deanne to build a brand identity that not only reflects Uniqspace's product portfolio and the spaces we can create but also it's future strategy. The tagline invites customers to engage with Uniqspace to open-up endless space optimization opportunities with our solutions portfolio.

Since being spun out of Lawrence-Paine and Associates in 2013, lpa moveable partition specialist ltd has been a recognized and lauder leader in flexible space management to help people and organizations improve the use of their interior space, reduce their costs and generate revenue. LPA has continued to evolve not only to meet the current architectural and design trends but also to open the doors to be a 'one source' supplier for architectural wall and door systems. Today, the

company sells its products and services in Ontario and Western Canada and is recognized as a leader in flexible space management and wide span opening protectives by the architectural and interior design community. LPA also acquired and integrated exclusive distribution of moodwall demountable partitions, Klein sliding door systems and Crown Hydraulic Architectural doors into the existing portfolio. The company's rebranding represents its successful and ongoing transition to a company well beyond its operable wall heritage. Today the company competes in key growth markets that include partitioning and specialty doors and all focused on helping LPA customers maximize their interior or exterior space.

While the brand, tagline and logo have changed to better represent what the company is today, Uniqspace's value proposition remains the same – our combination of key manufacturing partnerships, exceptional customer engagement and deeper industry expertise remains unique, and enables us to develop long-lasting and rewarding customer relationships.

"We are excited to announce our name change, Uniqspace and new company image as part of our initiative to rebrand. As we continue to grow, our industry requires an innovative approach and we feel that this name change better reflects the current and future direction of the company. Uniqspace is not just a company that sells partitions; we are company that provides solutions by working together with the client to make a space that is one of a kind – one that is UNIQUE. This rebranding will put us in a better position to grow and facilitate our "one source" solutions for architectural wall and door systems and to better serve our customers"

Deanne Taylor, Uniqspace, President