



HOLDAN BUILDS NEW DEMONSTRATION FACILITY WITH HELP FROM FINELINE MEDIA FINANCE

- Equipment includes Panasonic cameras, lighting, plasma screens -

[Fineline Media Finance](#) has provided a finance package to Holdan, the leading distributor of professional video, broadcast and AV solutions, funding all of the equipment in a £500,000 investment in a brand new demonstration facility at Holdan's HQ in Glossop, Derbyshire.

Fineline provided a sale and HP-back facility on the pre-purchased equipment to enable Holdan to preserve cashflow. Fineline also took a residual value risk in the equipment, allowing some of the cost to be funded at the end of the term when the equipment is likely to be sold on.

The deal has enabled Holdan to purchase a wide range of cutting edge equipment including Panasonic cameras, Datavision lighting, HP PCs and plasma screens. Since its opening in late October, the facility has already played host to several key sales meetings.

Chris Daniels, Director, Holdan, said, *"Fineline are fast, flexible and friendly - great to deal with. But what made the process so much easier than we expected is that their team knows the industry. They quickly grasped what we were trying to achieve and they understood what equipment we needed to complete the studio. It's this level of knowledge that really sets them apart."*

Gareth Wilding, Sales and Marketing Director, Fineline, said, *"Our industry knowledge, built up over 20 years, gives our clients confidence that we understand their business and how it works. It also means that we can offer the financial flexibility they require to achieve their goals."*

About Fineline Media Finance

When it comes to finance, media companies have unique demands. Speed and flexibility, of course, but also the need to work with people who understand their business and its particular requirements. With 20 years' experience of the sector, Fineline brings that understanding. We know the industry and we know the technology. From a freelance operator who needs the latest HD camera to a major broadcaster planning a new studio build, we can develop a tailored financial package that maximises benefits and minimises costs. A wide range of clients including production companies, recording studios, Outside Broadcast providers, post production facilities houses and advertising agencies – as well as corporate, educational and government organisations - trust us to deliver effective solutions. More than that, they know we'll work hard to develop a long-term partnership built on trust, openness and excellent results.

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