

# Sign Update

MARCH 2009 ISSUE 113 £2.50

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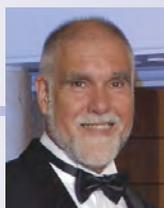
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imagination at work

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# WELCOME *Page*

## We may be in recession, but prices will still rise

One of our readers told me that he intends to invest in some new machinery but he's waiting for the prices to go down; however, I'm not sure that's going to happen any time soon.

Like Vauxhall and Ford that have had to put up prices because of the state of Sterling and the Japanese Yen, so machine suppliers will have to put up their prices too. There are probably many other reasons why prices won't go down, but just tell you, if you are looking to buy new equipment, I think you should do it now.

A reminder to those who think they have found a bargain, ask yourself what the after-sales service will be like if you have a problem. Nearly all of us know the answer to that, to our cost, but there is always going to be the odd one that will be satisfactory.

In our April issue, which is an extra edition of *Sign Update*, we will have a Sign & Digital UK preview. Exhibitors that want to be included in the preview should send in text (up to 200 words) and a photo (300dpi minimum resolution, preferably jpeg) by Monday 2 March in order not to be missed out.

I now pass over to my son Martin, in more ways than one.

Roger



*It comes to us all in the end.*

From January 09 I took over the running of *Sign Update*.

As it's a family run business we're hopeful that the transition from father to son will be seamless. Roger will continue to be involved with the magazine but this will gradually decline as he moves towards semi-retirement.

Roger started out as a sign maker in the late 60s, but due to crumbling vertebrae, by the late 80s he couldn't hold a paint brush long enough to sign write a van and had to find another career – hence the birth of *Sign Update* in 1990. Back then computer cutting vinyl was still becoming established, as a child I remember Roger regularly painting letters on van sides between two lines of Sellotape.

At that time the Sign industry demanded a very different set of skills from those needed today. The main one was an artistic streak and Roger is an artist by nature, like my brother Tony who now typesets for us as an independent freelancer, as well as painting professionally.

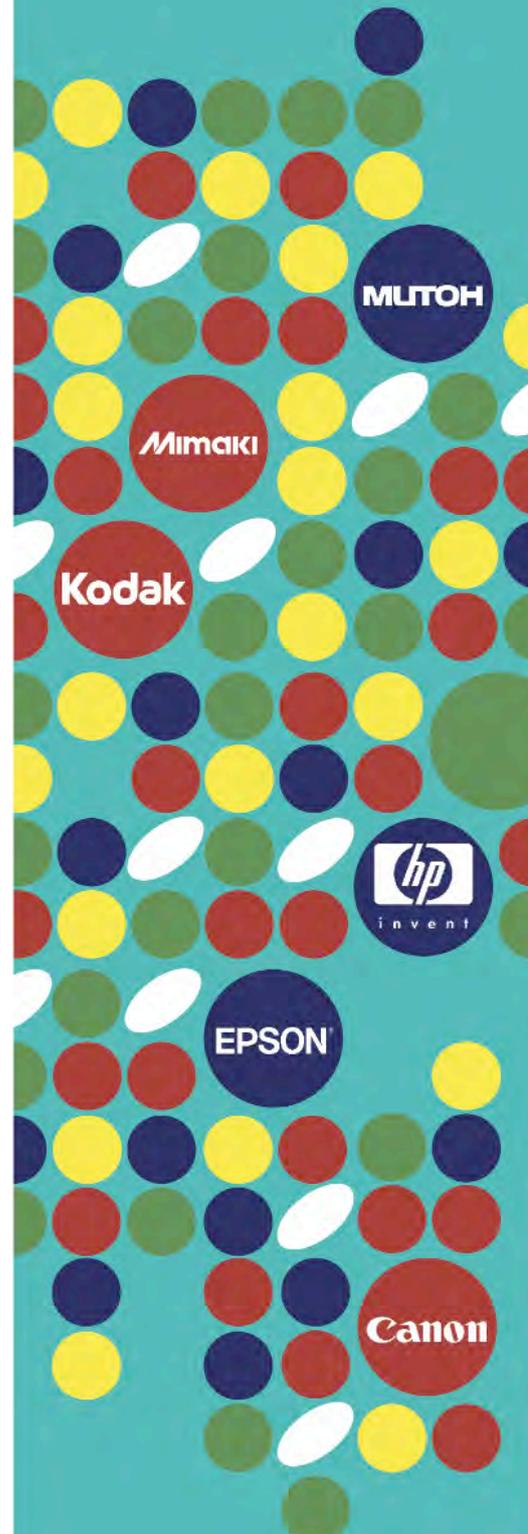
### New developments

Since the end of 2007, I've been getting to know the sign industry and the people, organising and doing things behind the scenes. One of these is the revamped website, which now has added advantages for advertisers, editorial contributors and people looking for signmakers and suppliers. Extra benefits of the revamped website include:

- **Search all articles in our archive** - Visitors can now search all articles from previous issues of *Sign Update* using specific keywords. Since November 08 these articles are all indexed in Google as well. We expect this to address the issue where people phone us up to find out which article featured something they want to know more about.
- **The Buyers Guide is now on-line** – This adds enormous value for companies that are included in the guide as well as making it easier for customers searching for specific products or services. Each entry in the Buyers' Guide has its own indexed page in Google and each entry is linked to the advertiser's website. With approximately a third of the website's traffic using the Buyers' Guide, make sure your company doesn't miss out.
- **E-magazine and PDF downloads of the magazine** – More and more people throughout the world are downloading *Sign Update* or viewing it on-line, including past issues.
- **YouTube videos** – Some *Sign Update* advertisers have YouTube videos, which we put alongside the on-line editorial. We also have a page for tutorials from suppliers such as Delcam and CADLink and these include videos from YouTube.

These are just some of the developments that add value for *Sign Update* advertisers and readers, keeping you up to date with the latest news on the website and here on our Welcome Page.

Martin



## New engravers from Roland to boost in-house facilities



*The EGX-30A entry level desktop machine.*

Roland DG Corporation has added to its range with the launch of two new engravers – the highly-versatile four-axis computerised EGX-360 and a new entry level desktop machine, the EGX-30A.

The EGX-360 is capable of producing intricate designs onto the curved, domed, flat, cylindrical and irregular surfaces of materials such as glass, metals, acrylics, laminates and wood.



*The highly versatile EGX-360.*

“Taking an ordinary product and turning it into a gift to be cherished is what personalisation is all about,” said Toshihide Yahiro, Roland DG Engraving Solution Manager. “Engraving is the most permanent form of personalisation and also has the highest perceived value. The EGX-360 is capable of engraving onto a variety of products, such as wine bottles, champagne flutes, vases, decanters, goblets, tankards, cups, trophies and so much more. With its intuitive operation and safety cover, the EGX-360 is a trouble-free engraver for anyone to use. Now, high quality and long-lasting personalisation is within reach of everyone looking for new solutions for their business or expanding their current services.”

The entry level EGX-30A is based on three generations of EGX technology. It's been designed to be both affordable and easy to use while being equipped with new advanced features that make it ideal for both in-house and retail environments.

Faster engraving speeds and enhanced features enable the EGX-30A to create a wide range of custom products, including engraved badges, nameplates, gifts and awards. When paired with R-WearStudio, Roland's optional rhinestone design software, the EGX-30A can also be used to produce engraved templates for custom rhinestone-studded T-shirts and gifts.

Toshihide continues: “Exceptional value, the EGX-30A is extremely easy to operate, even for anyone with no engraving experience. With the EGX-30A, businesses everywhere can eliminate outsourcing for office and factory safety signs and nameplates, as well as for personalised corporate gifts such as identification tags for golf bags and luggage. It's also a great tool for gift and apparel shops looking to add value to their product lines. With the EGX-30A, almost anything can be personalised, such as gifts, accessories, plaques and awards, and rhinestone-studded T-shirts can be created easily and quickly - all on demand, with professional results.”

For further information on Roland's new engravers, EngraveStudio, Dr.Engrave and R-Wear software, visit the website: [www.rolanddg.co.uk](http://www.rolanddg.co.uk)

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54" PRINT AND CUT

\*Increased to 9.4m<sup>2</sup>/h on banner and 8m<sup>2</sup>/h on vinyl in standard print mode, compared to 5.2m<sup>2</sup>/h (banner and vinyl) without Roland Intelligent Pass Control

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## Top quality digital printing in aluminium from new DuraSeal printer

**Polychromal has introduced the latest innovation in the field of printing on anodised aluminium with the new DuraSeal Printer.**

The DuraSeal printer, said to be unique, provides extremely high print quality for digital production of signs, name, text and front plates. It has all the advantages of digital printing, including production of any number of copies from one to several hundred, now made faster, easier and much less expensive.

Launched very successfully at Viscom 2008 in Frankfurt, the interest in the DuraSeal printer was described as tremendous.

Using DuraSeal plates and DuraColour inks, this new aluminium printer can provide unprecedented image quality. Bright, true-to-life colours come as standard, with uniform surfaces and smooth colour gradations being no problem either. The frequent occurrence of pixilation (dithering) and stripes (banding) in blue skies or shadow effects are now a thing of the past, says Polychromal.

Achieving these excellent results is clean and easy. A DuraSeal plate is placed on the vacuum table, the print command is given, and the plate sealed after printing. No more films or dirty hands.

The technology utilised in the DuraSeal printer is expected to bring about a shift in the market and development of the hardware and software to make the application possible took more than a year.

Eric Hensen, Commercial Director of Polychromal, based in Alkmaar, The Netherlands, says: "In 2007, we came into contact with CST in Germany and discussed our ideas about digital printing in aluminium. Using our knowledge, CST was then able to develop the DuraSeal printer. The printer is controlled by special RIP software from Colorgate. They modified their software using profiles written for our DuraSeal plates and DuraColour inks. As the expertise of specialists was used for all components, we can now offer an unprecedented level of quality. We are very enthusiastic about this."

Two models of the DuraSeal aluminium printer are available; the DS-200 for printing areas up to 2000 x 1000mm and the DS-100 for areas up to 1000 x 1000mm. Both models are supplied with a PC and the associated RIP software. Installation and training, plus a starter kit with DuraSeal aluminium plates and DuraColour inks are extra.

DuraSeal plates are highly durable, thanks to a relatively thick anodising layer of 23-25 microns, and come in silver matt, silver satin and silver glossy.

The new DuraSeal aluminium printers are supplied by Polychromal and by CST. DuraSeal plates and DuraColour inks are available from Polychromal.

To request a sample or arrange a demonstration, contact Polychromal via telephone +31 72 567 0799 or go to [www.polychromal.nl](http://www.polychromal.nl)



*The DuraSeal aluminium printer was successfully launched at Viscom last year.*

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# PRODUCT *News*

## Seiko II promises high speed without image quality compromise

Following Colourgen's recent launch of the new Seiko II ColorPainter H-104S and H-74S (see page 35 last issue); *Sign Update* takes another look.

The new Seiko II ColorPainter has been designed to offer high speed printing without compromising on image quality. This is achieved this with a combination of new features and advancements in technology.

Eight new high speed print heads with 508 nozzles each are crucial. They have the ability to fire twice at one target, which gives a larger ink volume per dot and a density that makes the draft mode truly practical. A powerful dryer also helps production speed and ensures a quick turn around on all applications, including banners, trade show signs, vehicle wraps, production art, and many more.

The two configurations of the print heads should more than satisfy the demands of wide format print producers wanting both high volume output and high image quality.



*The Seiko II ColorPainter offers true 720x720dpi resolution at impressive speed.*



*The roll take-up unit with four winding modes comes as standard. Left to right: Tension/Outer Take-up, Tension/Inner Take-up, Loose/Outer Take-up, Loose/Inner Take-up.*

The eight colour configuration is perfect for short distance viewing with high speed printing up to 55 sq.m./hr, and the four colour configuration is ideal for mid to long distance image quality and extreme printing speeds.

Grey and light grey inks are included to drastically improve gradation of black and tonal ranges and quality is further enhanced by Smart Pass Technology radically reducing horizontal banding.

The need for media flexibility across PVC, banner materials, flexible face media, papers and fabrics, is satisfied by the ColorPainter's auto head adjustment feature. It automatically detects the thickness of media being used and adjusts the height of the print heads to ensure the best image quality.

A generous 1.5 litre ink cartridge and sub tank enables round-the-clock printing and on-the-fly ink replenishment.

Additional innovations on the latest ColorPainter includes a new rack and pinion type media alignment system to ensure straight winding to the end of roll. Operators also benefit from low ink usage and a printed alignment line to help make double sided printing easier.

Options include exhaust attachment for forced ventilation system, foot switch, extra scroller shaft, and a mesh printing kit that expands applications for outdoor banner business, is easy to install, saves time and improves turn around.

For more information telephone Colourgen on 01628 588722 or visit the website [www.colourgen.com](http://www.colourgen.com)

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## Green credentials of new HP Designjet opens up new markets

ArtSystems Ltd has just launched the latest HP Designjet, the L65500 – the first of a new category of large format signage printers with HP Latex Inks that reduce the total impact of printing on the environment.

The new Designjet is one of the greenest printers around for indoor and outdoor signage. The latest, non-toxic, odour free Latex Inks emit extremely low levels of VOCs (volatile organic compounds) so no special ventilation or hazard warning labels are required. The inks are non-flammable and non-combustible, meaning operators can handle supplies with confidence in an improved printing environment.

A crucial advantage of Latex Inks is that they are completely cured inside the printer. A durable film is formed on the print medium and prints come out of the machine ready to use, finish, and prepare for dispatch.

These features are attracting huge interest at ArtSystems' demonstrations and open days promoting the new Designjet.

Andrew Edwards, Manager, Sales and Graphics Division at ArtSystems, explains: "The vehicle graphics guys were especially excited by this. Usually they have to wait after printing before they can laminate and apply the vinyl to a vehicle. Also the vinyl can get damaged at this stage, which wastes more time and eats into their profits, but with the new Designjet the vinyl is ready for the next stage of production as soon as it's printed."

Equally significant as the new Designjet's green credentials are its print quality and speed. The six-ink printing system (cyan, magenta, yellow, black, light cyan, light magenta) outputs up to 1200 x 600 resolution, delivering rich, saturated colour on applications 104 inches (more than 2.5 metres) wide at impressive speed. Outdoor-quality prints are output at speeds up to 79 sq.m./hr (800 sq.ft./hr), and indoor-quality ones at up to 34 sq.m./hr (400 sq.ft./hr).

"Visitors at the demos and open days were absolutely wowed by the combination of quality and speed together. We're used to seeing printing for outdoor applications with low quality at speed, and indoor applications at high quality but slow speed; the Designjet L65500 produces high quality at high speed," says Andrew.

Outdoor prints from the Designjet L65500 achieve display permanence up to three years unlaminated and up to five years laminated. The prints are scratch, smudge, and water resistant, with performance comparable to that of solvent-ink technology, says HP. Indoor prints achieve in-window display permanence up to five years unlaminated and up to 10 years laminated. The great results are produced across a wide range of media, including most low-cost, uncoated, solvent compatible media.



*The HP Latex Inks are cured inside the printer, so the prints coming out are ready for immediate finish or dispatch.* HP Designjet L65500

A proprietary new HP media surface-treatment technology contributes to the new Designjet's versatility when used with Latex Inks. A wide colour gamut and sharp, vivid image quality with good durability can now be achieved on materials that don't typically print well with solvent inks, using two specially treated media, HP Tyvek Banner and HP High Density Polyethylene (HDPE) Reinforced banner.

"This printer opens up many new, non-solvent markets in retail, health, schools, local government and other locations where solvent printing just isn't used, and for worldwide brands demanding an environmentally sound print option. It's an ideal investment, both for large production concerns using grand format printers with solvent inks, and for smaller firms that have a solvent printer and want to grow their business but feel another low solvent printer will do little to open new markets," says Andrew.

"In addition, the Latex Inks are priced very keenly; they're notably cheaper since some of the competition increased their ink prices recently."

Go to [www.artsystems.co.uk](http://www.artsystems.co.uk) for more information or telephone 0870 224 3612 / 0760 to book your place on ArtSystems' next open day on 9 April or to arrange a demonstration.



*The new HP Designjet L65500 uses Latex Inks to give a wide colour gamut with sharp, vivid images and good durability across a range of media.*

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## foam pvc

10mm available in black & white only.  
19mm available in white only

height	3mm	5mm	10mm	19mm
50mm	£0.39	£0.45	£0.79	£1.70
75mm	£0.50	£0.68	£1.24	£2.38
100mm	£0.77	£1.02	£1.59	£3.40
125mm	£0.96	£1.36	£2.38	£3.96
150mm	£1.07	£1.87	£3.28	£4.53
175mm	£1.29	£2.15	£4.08	£6.22
200mm	£1.47	£2.49	£4.64	£7.93
225mm	£1.98	£2.94	£5.66	£8.78
250mm	£2.26	£3.40	£6.79	£10.19
275mm	£2.54	£4.08	£7.76	£11.59
300mm	£2.83	£4.81	£8.72	£13.87
375mm	£3.73	£5.66	£10.75	£15.85
425mm	£4.53	£6.41	£12.46	£18.68
500mm	£5.38	£7.47	£15.85	£21.51
600mm	£7.36	£10.30	£20.15	£26.04
1200mm	£16.98	£28.09	£53.15	£72.12

no minimum order

## acrylic

including gold and silver  
10mm available in black, white and clear only

height	3mm	5mm	10mm
50mm	£0.56	£0.85	£1.71
75mm	£0.74	£1.08	£2.17
100mm	£0.90	£1.36	£2.71
125mm	£1.13	£1.70	£3.40
150mm	£1.36	£2.15	£4.30
175mm	£1.70	£2.61	£5.20
200mm	£2.26	£3.29	£6.79
225mm	£2.83	£4.18	£8.38
250mm	£3.06	£5.38	£10.76
275mm	£3.51	£5.89	£11.77
300mm	£4.30	£7.36	£14.72
375mm	£6.40	£9.06	£18.11
425mm	£7.81	£10.19	£20.37
500mm	£9.62	£13.01	£26.04
600mm	£11.66	£15.85	£31.69
1200mm	£45.28	£62.26	£124.51

no minimum order

## 3mm Aluminium Composite

dibond, reynobond or alupanel

height	colours	brushed	mirror
50mm	£1.02	£1.24	£1.87
75mm	£1.42	£1.59	£2.38
100mm	£1.86	£2.16	£2.71
125mm	£2.38	£2.67	£4.00
150mm	£2.71	£3.63	£5.43
175mm	£3.17	£4.36	£6.55
200mm	£4.53	£5.10	£7.64
225mm	£5.32	£5.89	£8.83
250mm	£6.22	£7.02	£10.53
275mm	£6.79	£8.60	£12.87
300mm	£7.69	£9.62	£14.48
375mm	£9.06	£10.92	£16.39
425mm	£10.53	£13.01	£19.53
500mm	£14.72	£16.02	£24.04
600mm	£18.11	£20.37	£30.51
1200mm	£54.33	£61.12	£91.70

no minimum order

## exterior mdf

Meditite Exterior comes in a raw form ready for painting/finishing

height	6mm	12mm	18mm
50mm	£0.34	£0.85	£1.47
75mm	£0.79	£1.47	£2.26
100mm	£1.14	£1.81	£2.76
125mm	£1.52	£2.66	£3.79
150mm	£2.26	£3.63	£4.69
175mm	£2.43	£4.35	£5.77
200mm	£2.83	£5.10	£7.13
225mm	£3.56	£5.89	£8.04
250mm	£4.08	£7.02	£10.19
275mm	£4.87	£8.60	£11.59
300mm	£6.22	£9.62	£13.93
375mm	£8.82	£10.92	£15.96
425mm	£10.19	£13.01	£18.68
500mm	£11.54	£16.01	£21.51
600mm	£13.58	£18.11	£26.04
1200mm	£40.75	£54.33	£73.58

no minimum order

## stainless steel

height	1.2mm satin brushed	1.2mm polished	2mm satin brushed	2mm polished
50mm	£3.21	£3.45	£4.28	£4.60
75mm	£3.46	£3.71	£4.61	£4.94
100mm	£4.20	£5.06	£5.60	£6.75
125mm	£4.82	£5.43	£6.42	£7.24
150mm	£5.19	£6.05	£6.92	£8.06
175mm	£7.29	£8.27	£9.72	£11.03
200mm	£9.23	£10.62	£12.31	£14.16
225mm	£10.86	£11.61	£14.48	£15.48
250mm	£11.67	£12.47	£15.56	£16.63
275mm	£12.90	£14.81	£17.20	£19.75
300mm	£14.81	£16.24	£19.75	£21.65
375mm	£21.11	£22.78	£28.15	£30.37
425mm	£23.61	£27.29	£31.48	£36.38
500mm	£29.63	£32.22	£39.50	£42.96
600mm	£35.80	£40.73	£47.73	£54.31

£85 minimum order

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- add 10% - plastic locators and paper template
- add 10% - for v.h.b. tape to rear
- add 25% - for brass locators and template (stainless steel letters)
- add 20% - cladding template (cladding details will be required)
- add 20% - for standard extended typefaces
- add 25% - for laser cut acrylic (polished edges on clear & colours)
- add 25% - gloss finished foam p.v.c.
- add 25% - 45° bevelled edges to m.d.f. letters

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# flat cut letters



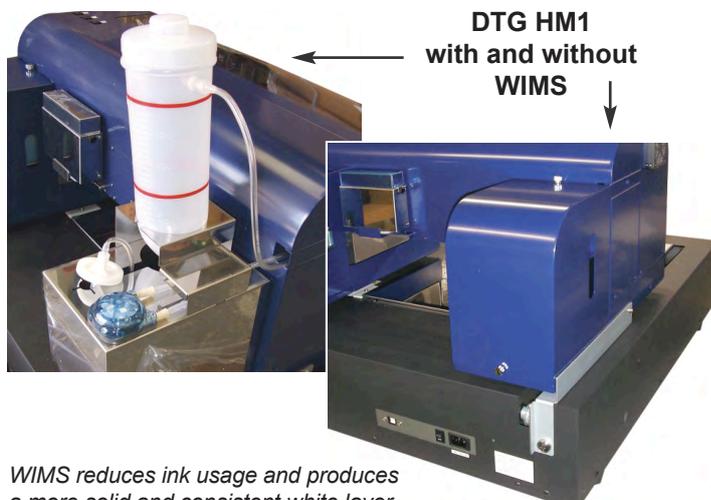
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## New white ink management system saves ink and money

The main benefit of the DTG range of ink jet printers from Your Embroidery Services Ltd is full colour printing direct on to small quantities of items such as t-shirts, and since the introduction of white ink this market has become wider and more lucrative.

But the white ink brings with it a specific need for agitation in order to avoid separation, because the pigment used is heavy and liable to settle. The standard way of agitating involved invoking head cleans; as ink is used to complete the cycle, the white ink is not left standing for extended periods. The downside is that this method takes time and uses valuable ink but that could be all in the past with Your Embroidery Services introducing an all new White Ink Management System (WIMS).

WIMS takes over the control of the white ink, ensuring it is kept flowing through the machine, but the advantages do not stop there. It also produces a steadier flow of ink to the head, resulting in a more solid and consistent white layer which, in turn, results in a stronger image.



*WIMS reduces ink usage and produces a more solid and consistent white layer.*



*The White Ink Management System installed on A DTG printer.*

The combination of heavy ink and the more advanced Epson engines used in today's printers means that some help is needed in moving this heavy ink through the system and that is exactly what is achieved with WIMS. It uses a specialised pump system that maintains a consistent pressure that not only keeps the ink moving but, together with more complex dampers, delivers exactly the right amount of ink to the print head. A special piping system on the damper then redirects surplus ink back to the reservoir and helps eliminate waste.

The introduction of WIMS is a real breakthrough and increases profitability of new machines in the DTG range with no reduction in speed. WIMS simply saves ink which, of course, saves money.

The good news for existing DTG owners is that the system can be retrofitted to earlier machines, giving them an instant update to the latest technology.

For the latest information about the DTG range of machines, ink and accessories contact Your Embroidery Services Ltd on 01623 863343 or visit the website [www.yesltd.co.uk](http://www.yesltd.co.uk)

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## A fresh approach to edge lit acrylic signs

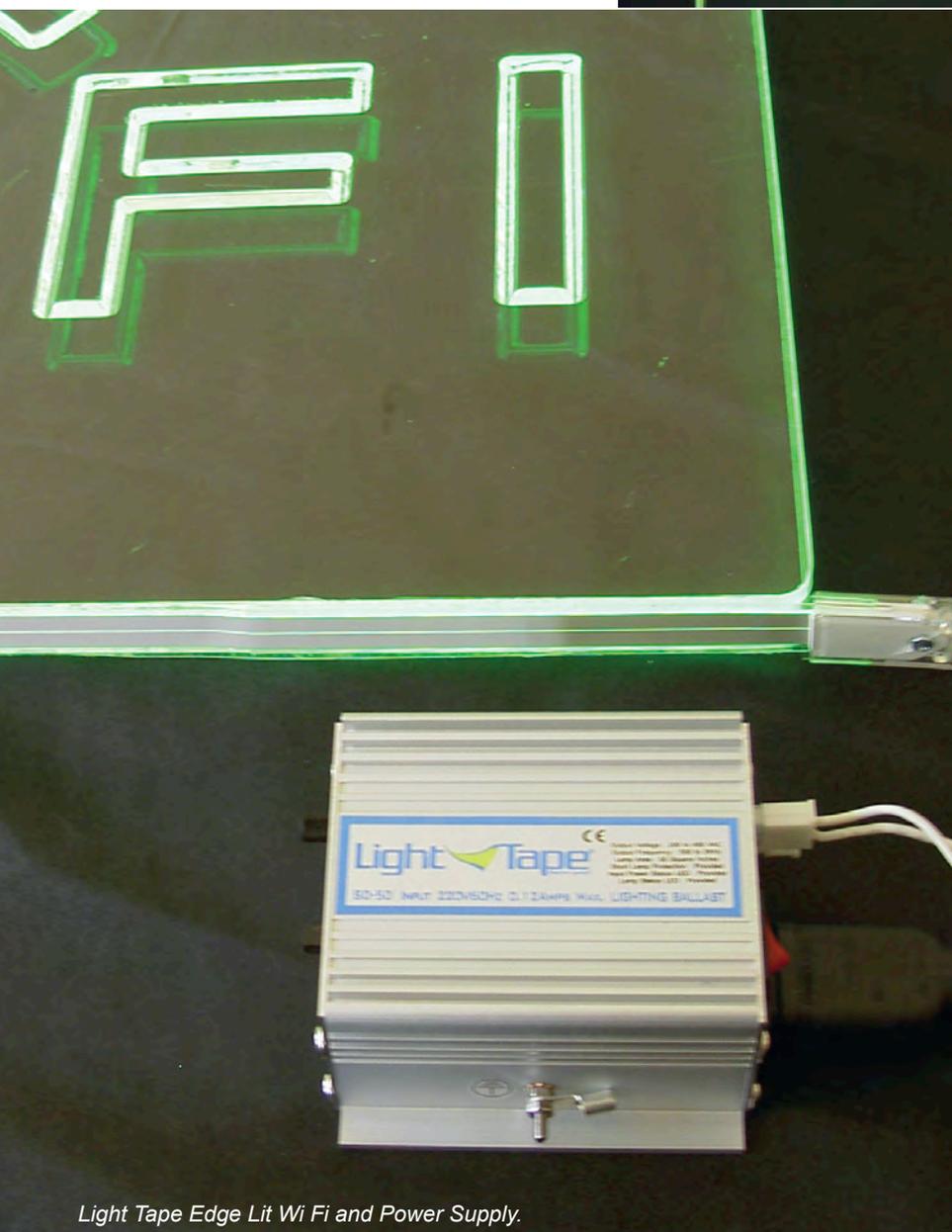
Edge Lit Acrylic Signs have traditionally been illuminated with bulky fluorescent tubes, which limited their application and were expensive to run and maintain.

Now with Light Tape you can produce stunning edge lit acrylics and have the viewers asking "where is the light coming from?"

Light Tape's flexibility and ultra thin profile mean it can be adhered to the edges of an acrylic sign allowing the Light Tape to flood the acrylic sheet with light and any text, logo or shape engraved into the surface of the acrylic is instantly illuminated producing a stunning effect. Also, because the light Tape can be fixed to all sides of the acrylic, the light is contained within the sheet, concentrating the effect and not spilling out on the bottom and sides like the traditional methods of illumination.



*Light Tape Edge Lit Wi Fi Lights off.*



*Light Tape Edge Lit Wi Fi and Power Supply.*

Light Tape is available in a wide range of colours and widths and not limited to square or oblong panels. It can light circles, ovals and complex shapes just as easily.

Light Tape, with its wealth of benefits, versatility, ease of application, cost effectiveness and extremely low carbon footprint is fast becoming the chosen, viable alternative to more traditional forms of display lighting.

### What is Light Tape?

Light Tape is made up of metal ribbon coated in Sylvania phosphor and encapsulated in a Honeywell laminate. Light Tape has no glass, no gas, and no mercury/heavy metals and so is user and environment friendly. Light tape provides an 85% - 90% energy saving against other commercially available light sources such as neon and cold cathode. Light Tape uses 1 watt per metre at 25mm (1") wide, a 100m length of 25mm wide Light Tape only uses the same power as a 100w light bulb. Due to its ultrathin profile of less than 1mm Light Tape provides a neater, modern, space saving alternative that is easy to install with little to no maintenance and has a long working life of up to 40,000 hours.

Development kits for Light Tape, enabling systems to be easily developed, tried and tested are now available from Light Tape UK, which operates with full sales and marketing capabilities, as well as warehousing to enable fast delivery from stock. Light Tape UK will also provide full back-up and support as well as advice and assistance in system design and requirements.

For further information visit the website: [www.lighttape.co.uk](http://www.lighttape.co.uk)

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## Hybrid's resellers show latest Mimaki products at Trophex

Signalling a successful return to the Trophex exhibition in January, Mimaki's exclusive distributors, Hybrid Services Ltd had considerable presence at the show with two key resellers sporting their influential new integrated printer and cutter – the Mimaki CJV30-60.



Hybrid's John de la Roche with the new Mimaki CJV30 Series integrated solvent printer cutter at Trophex.



Activity on the Target Transfers stand at Trophex.

Target Transfers and The Magic Touch both included the new solvent machine amongst their exciting array of products. The CJV30-60 is the 610mm (24") variant of the four model range, and offers a productive and powerful entry into wide format printing. The durable and vibrant inks print onto vinyl, paper and banner and suit the trophy and promotional market with its high speed and small footprint.

Priced at just £8,995 and supplied 'ready to go' with a two year warranty, inks and software, the Mimaki also features a powered take-up unit for unattended printing of posters and display graphics – or for getting that huge order of decals out the door in time! With its built in cutter, the CJV30-60 will automatically cut with extremely high accuracy immediately after the print has run with no need for the operator to get involved. Especially useful for smaller sign or trophy shops, this can make positive impacts as simple as enabling a sole trader to attend to visitors at the same time as producing profitable printed material.

Also featured on the Target Transfers stands was the Mimaki CG-60SR desktop cutting plotter, perfectly suited to cutting garment marking film, sandblast rubber, vinyl lettering and foils. Supplied with plugin software for Corel DRAW! and Adobe Illustrator, it works on the Mac or PC and the CG-60 range starts at just £795 ex VAT.

Hybrid's National Sales Manager, John de la Roche, said of the successful return to the exhibition: "We had an excellent couple of days at Trophex, and the footfall was extremely good on both the Target Transfers and The Magic Touch stands. The interest in the Mimaki CJV30-60 was very high and it was a great opportunity to launch this exciting new printer / cutter to the trophy and engraving market."

Further details on all Mimaki's products can be found at [www.hybridservices.co.uk](http://www.hybridservices.co.uk), or by calling Hybrid on 01270 501900. To see a trophy, engraving and promotional products orientated demonstration of the CJV30-60, simply visit [www.targettransfers.com](http://www.targettransfers.com) or [www.themagictouch.co.uk](http://www.themagictouch.co.uk)



Mimaki CJV30 Series integrated solvent printer cutter.

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dibond/reynobond metal faced sheet in a range of finishes

FINISH	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
Standard Colours	£0.98	£1.37	£1.79	£2.30	£2.62	£3.05	£4.37	£5.13	£6.00	£6.55	£7.42	£8.73	£10.15	£14.19	£17.46	£54.64
Chrome	£1.80	£2.30	£2.62	£3.85	£5.24	£6.31	£7.38	£8.51	£10.15	£12.41	£13.97	£15.80	£18.84	£23.18	£28.58	£88.44
Brushed	£1.20	£1.53	£2.08	£2.57	£3.49	£4.20	£4.91	£5.68	£6.77	£8.30	£9.28	£10.53	£12.55	£15.45	£19.65	£58.94



## ACRYLIC

exterior grade perspex or plexiglas gold & silver available

HEIGHT	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
3mm	£0.55	£0.72	£0.84	£1.10	£1.31	£1.64	£2.18	£2.72	£2.95	£3.38	£4.15	£6.17	£7.53	£9.28	£11.24	£43.66
5mm	£0.82	£1.04	£1.31	£1.64	£2.07	£2.51	£3.27	£4.03	£5.18	£5.68	£7.09	£8.73	£9.83	£12.55	£15.28	£60.04
10mm	£1.65	£2.08	£2.62	£3.28	£4.15	£5.01	£6.55	£8.08	£10.38	£11.35	£14.19	£17.46	£19.65	£25.11	£30.56	£120.01



## FOAM PVC

available in white only other sizes available on request class 1 fire retardant

HEIGHT	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
3mm	£0.38	£0.48	£0.77	£0.93	£1.03	£1.25	£1.41	£1.91	£2.18	£2.45	£2.73	£3.60	£4.37	£5.18	£7.09	£16.38
5mm	£0.43	£0.65	£0.98	£1.31	£1.80	£2.07	£2.40	£2.84	£3.27	£3.93	£4.64	£5.46	£6.18	£7.20	£9.93	£27.28
10mm	£0.77	£1.20	£1.53	£2.30	£3.17	£3.93	£4.48	£5.46	£6.55	£7.49	£8.41	£10.36	£12.01	£15.28	£19.43	£52.39



Artwork is required in vector format (EPS or AI file) with all text outlined. Please note: Any work carried out on artwork files will incur an additional charge.

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## Beat recession blues with super offer from Graphtec

When money's tight, businesses look to cut costs – and a special offer from Graphtec (GB) could help do just that.

The company has just introduced a new range of high quality blades for all Graphtec cutters at a very special price of just £17.95 per blade.

Even better news is that Graphtec (GB) is running a super 'Buy One Get One Free' offer on these blades, but only until the end of March 2009.

The new price combined with this deal means a saving now of more than 65 per cent on the cost of a single cutter blade compared with the original price of £26.25.

Graphtec (GB) supplies a range of cutting plotters to the sign

and graphic trades, from feature-rich entry-level machines to the high-performance FC8000 developed for top end production demands.

"We know our customers are having a difficult time financially at the moment and we looked at where we could cut costs for them. The current exchange rate of Sterling makes it cheaper to source blades from within the UK. We found the high quality we wanted and because of the quantity ordered, we were able to get an even keener price and are passing these savings on to customers," says Phil Kneale, Sales and Marketing Director for Graphtec (GB).

"It makes sense to have a spare blade in order to ensure you never have any production hold-up, and this fantastic deal means you get an extra one totally free."

The price reduction applies to any quantity of blades ordered but the 'Buy One Get One Free' offer is limited to one purchase per customer. Postage and packing is extra, blades are dispatched by first class post.

Order online at [www.graphtecgb.com](http://www.graphtecgb.com) or tel: 01978 666700.

# GRAPHTEC

## New range of fine art and photographic digital printing media from DCP Systems Ltd

DCP has introduced the Innova Fine Art Collection to its wide format consumables range, a range of papers that enable the client to match the artwork to the paper texture and weight for stunningly original prints.

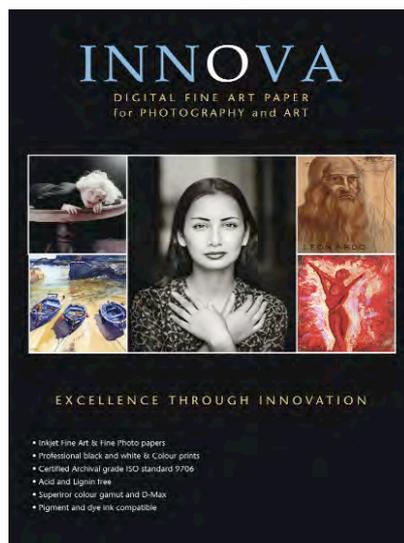
DCP's continual support of the demanding fine-art and photography market combines their knowledge and expertise of the large format print and imaging processes, with industry renowned products, such as those from Innova.

The Fine Art line is available for both wide format printing and cut sheets up to A2 size, in addition to smaller sizes for small format desktop printers.

The materials include rough to smooth texture, cotton canvas and archive grade board in a variety of natural base colours.

Darren Walker, MD for DCP Systems says, "The Innova products open up the opportunities for fine-art and photographic images to be reproduced creatively through wide format digital print methods. This can increase the services offered by professional image-makers who use wide-format printers and provide excellent business growth opportunities for them in turn."

For further information visit [www.dcp-systems.co.uk](http://www.dcp-systems.co.uk) or call 0114 257 3640.



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## Mimaki JV33 profiles for KPMF digital print films

The MIMAKI JV33 wide format inkjet printer delivers very high quality images of up to 1,440 dpi and is proving the choice of an increasing number of display companies: the sole UK distributor is Crewe-based Hybrid Services.

Five of Kay Premium Marking Films most successful products were run on the printer by technical support specialists Optimise Print and users of the Mimaki JV33 and Rasterlink can now visit [www.kpmf.com](http://www.kpmf.com) to download profiles.

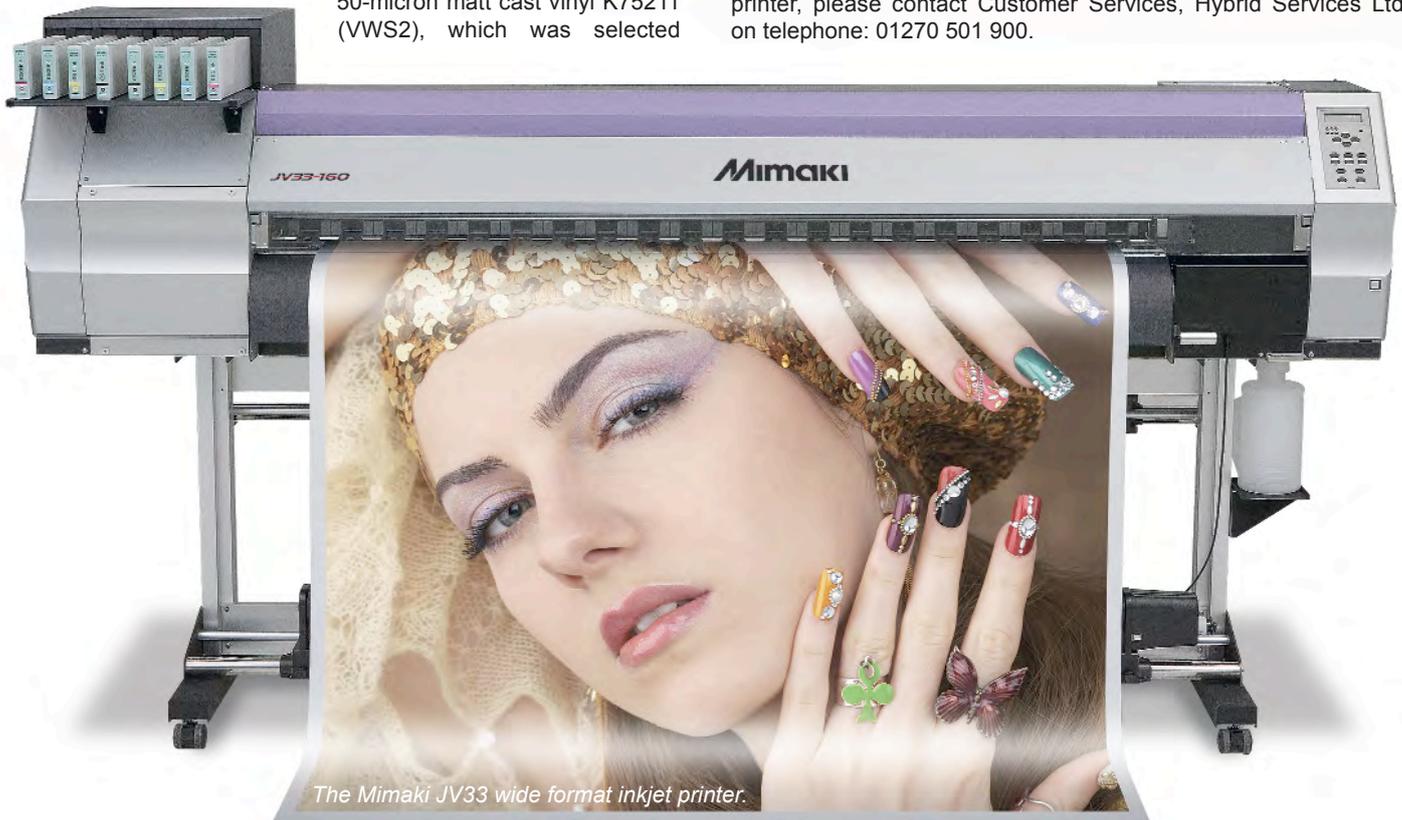
These include KPMF's vehicle-wrapping films: VWS1 - the 100-micron K88011, and the 50-micron matt cast vinyl K75211 (VWS2), which was selected

by Honda for the livery on their F1 cars last season and again for 2008/09.

Three multi-purpose, 75-micron, white calendered vinyls were also profiled by Optimise. K42011 is a monomeric glossy film with a three-year life; K52011 and K5301, respectively gloss and matt polymeric, are ideal for a five-year application.

For further information on KPMF digital media products, please contact UK distributor KPMF Direct Ltd on 01543 414163 or visit [www.kpmfdirect.co.uk](http://www.kpmfdirect.co.uk)

For further information on the MIMAKI JV33 wide format printer, please contact Customer Services, Hybrid Services Ltd on telephone: 01270 501 900.



The Mimaki JV33 wide format inkjet printer.

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## Highlight T5 Budget Pricing

	Fluorescent		L.E.D.	
	UP TO 4' LONG	5' LONG AND OVER	UP TO 4' LONG	5' LONG AND OVER
AA5/MILL FINISH	£50.00	£9.50/foot	£60.00	£12.35/foot
GLOSS WHITE FINISH	£55.00	£10.00/foot	£65.00	£13.00/foot
SATIN BLACK FINISH	£58.00	£12.00/foot	£73.00	£15.60/foot

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# PRODUCT *Choice*

## New Tekcel router at Northampton Signs

**Northampton Signs has recently installed a new 3m x 2m Tekcel CNC router to help meet the demand for its high quality signs and sign-related services.**

Established in 1965, Northampton Signs has been the cornerstone of sign manufacturing in the region for over 40 years. During this time, the company has enjoyed continued growth and earned itself an enviable reputation for quality and service. A reputation that has spread nationwide with a host of High Street names amongst its loyal customer base.

With 20,000 sq ft of manufacturing space and a full complement of sign cutting, printing, fabricating and coating/spraying equipment, Northampton Signs has always maintained a policy of investing in people, technology and plant to keep control of production in house.

The company believes it delivers better quality control, quicker production cycles and lower production costs.

Having owned two cnc routers for the past 15 years or more, Managing Director, Simon Lowin, and his team at Northampton Signs knew exactly what to look for when the time came to invest in a new 3m x 2m cnc router. Having considered a number of models on the market and attended various demonstrations, the router that ticked every box on their wish list was the E Series supplied by Tekcel CNC Solutions. The features that most impressed the Northampton Signs team included the ease with which the new Tekcel E Series router handled sheet metal

cutting. Equally impressive was the the accuracy and control the router demonstrated when cutting composites, plastics and acrylics.

According to Julian Sage at Tekcel CNC Solutions, the class leading routing performance that impressed Northampton Signs is the cumulative result of the innovative technology that's unique to Tekcel routers. This includes an all ballscrew drive system, a proprietary, closed loop, digital motion controller, a powerful, 10hp spindle motor with its own air cooling system and an auto tool change system with an 18 tool capacity. Tekcel routers also feature a highly effective vacuum hold down bed that has a massive amount of table suction on tap to prevent parts moving. Northampton Signs also opted for the onboard material registration system offered with Tekcel routers.

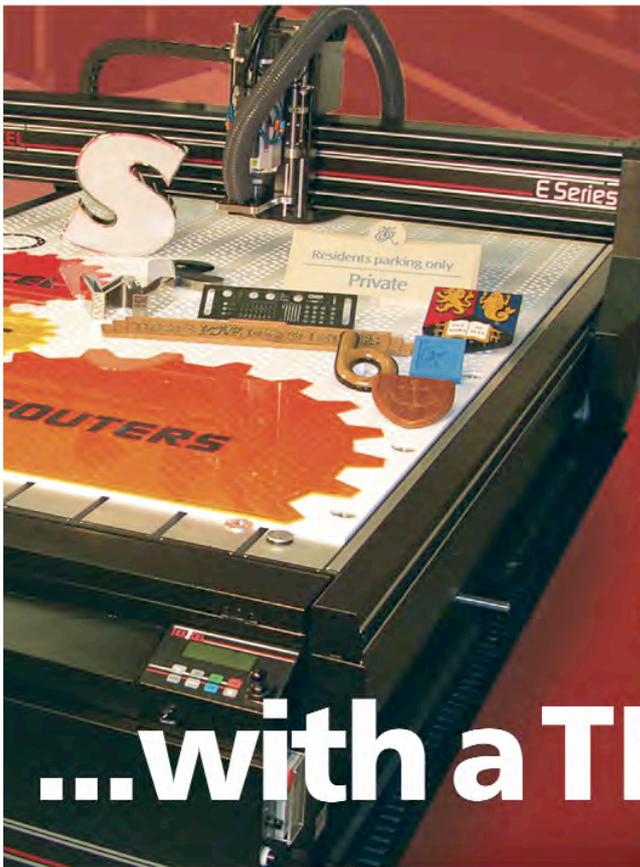
Northampton Signs' Production Manager, Paul York, reported that the new Tekcel router was installed and running within a day and his production team benefited from a further two days of comprehensive training that covered all aspects of the safe operation of the router, the toolpath software and wide range of routed signmaking applications. Immediately following this training, the Tekcel router set to work, actively contributing to the overall productivity and high quality of workmanship at Northampton Signs.

For further information on Northampton Signs visit [www.northamptonsigns.co.uk](http://www.northamptonsigns.co.uk) and for a complete update on the entire Tekcel range visit [www.tekcelcnc.com](http://www.tekcelcnc.com)



*The Northampton Signs team with Simon Lowin (MD) centre and Paul York (Production Manager) far right, alongside the newly installed Tekcel E Series router.*

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# PRODUCT *Choice*

## XYZ router proves the ultimate solution for Ormond Aluminium

If ever proof were needed to confirm the long-term problem-free operation of the routing solutions provided by XYZ International, then the experience of Ormond Aluminium in Gloucester would surely provide this unequivocally. For over 10 years, the company has been using an XYZ 6014 router continuously in the fabrication of aluminium composite panels used to provide cladding, fascia panelling and cut out logos for large corporate end users. During that time, Ormond has never found it necessary to call on XYZ maintenance personnel to repair even the slightest machine malfunction.

As Ormond Aluminium's effusive owner Owen O'Neill pointed out: "The XYZ 6014 was installed in 1998 and, apart from a minor problem with the PC motherboard that was rectified at the time of installation, has continued to operate virtually non-stop without the smallest hint of any problem. The machine has been used primarily to cut and shape fascias, cladding and cut out logos in Reynobond and Reynolux aluminium composite materials (ACM) used by large corporate clients such as Shell and Sainsbury's. Around 90 per cent of our manufacturing output is reliant on the XYZ router, a machining solution that has operated tirelessly for over 10 years using the original motors and one that has never required any replacement parts."

The XYZ 6014 installed at Ormond Aluminium has a process length of 4,267mm and a process width of 2,095mm. With a negligible set up time, it can be configured to accommodate a host of machining options (including an Automatic Tool Change facility) and has the capacity for multiple routing heads to further increase its speed of production and performance capabilities. Often described as 'routing engineering excellence at its best', the 6000 series has proved the ultimate solution for cutting large sheets of material with speed and precision.

Established as a family-run concern in 1978, Ormond Aluminium commenced business manufacturing seamless guttering in aluminium. The company was subsequently approached by Shell



Canopy fascia signage for Sainsbury's produced on the XYZ router.

to produce large fascias and panelling installed at its petrol forecourt stations and then by Sainsbury's to produce large cut out letters and fascias used in its numerous retail outlets. The supermarket giant remains Ormond Aluminium's largest customer and one for which it has recently embarked on a third re-imaging project. Three-millimetre Reynobond is used almost exclusively in all of the work undertaken and this is supplemented with two-millimetre pre-painted Reynolux for associated production requirements.

All of the CNC machinery installed at Ormond Aluminium, including not only the XYZ router but also a guillotine, sheet bending and sandblasting machines and a bespoke mitre-cutting saw, has been geared to handle 4 x 2 sheets of material and configured to the company's own specifications. The XYZ router was originally purchased to cut out logos and rout-and-return ACM panels for Sainsbury's and has since been employed for a diverse range of applications involving ACM.

Due to the high performance capabilities and reliability of the XYZ router, Owen O'Neill has never had to call out a maintenance engineer, although he is familiar with the excellent back up provided by XYZ.

In conclusion, Owen stated: "People who have visited our factory and have seen at first hand the outstanding performance capabilities of the XYZ router have often subsequently purchased the same or similar machine as a result. Although no machine upgrades are at present planned, I would not hesitate to again specify an XYZ solution."

For further information on XYZ routers, visit [www.axyz.co.uk](http://www.axyz.co.uk) or telephone 01902 375600. For more information on the services provided by Ormond Aluminium, contact Owen O'Neill on 01452 423076.



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# PRODUCT *Choice*



*Rainbow Signs & Maintenance regularly chooses the Flexfast back-lit box system when providing signage for its customers.*

## Simple maintenance wins the day for William Smith's back-lit box system

**William Smith's Flexfast back-lit box system is regularly chosen by Rainbow Signs & Maintenance for its clear image and ease of installation and maintenance, when providing signage for stores, shopping malls and car parks.**

"We like the Flexfast back-lit boxes because the tensioning system is very good as it can be adjusted to individual requirements says Rainbow Signs & Maintenance's Kevin Robinson. "They give a brighter and sharper image and are also simpler to fit compared to acrylic panels".

"Size is now a big issue, with shopping malls and car parks often requiring larger signage and this is where Flexfast really comes into its own. It requires minimal maintenance compared to other systems, especially where a large format is needed in exposed and high level positions. The boxes are very easy to access for cleaning, changing lamps and electrical maintenance."

"We have been working with William Smith for around 15 years now," adds Mr. Robinson, "and we know that when we place an order the finished product will be right and delivered on time. We particularly like the fact that you have one dedicated contact and have been impressed with the continuity of staff and level of personal service from a relatively large company.

They understand our requirements and that gives us confidence that we will get the service we need."

Flexfast is a flexible faced back-lit box system, featuring one of the most accurate face tensioning systems currently available to provide a wrinkle-free finish. It can be easily assembled using standard power tools, enabling up to 50% savings on installation times to be achieved.

It is a versatile system suitable for any flexface material, including Seemee IV and Panaflex 945. Full colour graphics for the flexible face are manufactured by William Smith using translucent or opaque materials and 3-10 year warranties can be supplied where required for graphics that are to be subjected to outdoor environments.

Removable cover plates on all sides of the box provide access to all electrical components, allowing fast and easy maintenance without disturbance to the face. Robust and capable of withstanding severe weather conditions Flexfast boxes can be stove-enamelled to any RAL or BS colour.

These boxes can be supplied as a finished unit, in ready-to-assemble kit form, or in full lengths of extrusion. All elements of the backlit box can also be supplied as individual components.

For further information contact Wm Smith by calling 01833 694707 or visit [www.williamsmith.co.uk](http://www.williamsmith.co.uk)

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## Smart new sign for Harefield Library

Nova Aluminium Ltd recently, supplied one of its regular customers, Sign-A-Rama (Hillingdon), with the Pole and Plank sign pictured.

Fabricated in powder coated aluminium, the system includes a double sided panel measuring 1200mm x 800mm and features a D post. The finished height is 2400mm.

Sign-A-Rama applied vinyl graphics and installed the finished sign at Harefield Library in Hillingdon, Middlesex at the end of 2008.

Director at Sign-A-Rama (Hillingdon) Neill McAdam commented on the ease of installation, says Nova Aluminium, and the client was overjoyed with the striking graphics.

Nova Aluminium fabricates bar lengths as well as a comprehensive range of systems for all types of internal and external signage from its 35,000 sq.ft. facility in Bristol.

The company's fabrication service includes ready made sign boxes and frames complete with rigid panels fully prepared ready for decoration, flexface signs, wayfinding signs, overhead trough lighting and a choice of off-the-shelf solutions for today's fast paced sign market. Signs are available powder coated in standard RAL.

Nova Aluminium operates its own fleet of vehicles to ensure delivery deadlines are met and products arrive in good condition for customers throughout the UK.

Go to [www.nova-aluminium.com](http://www.nova-aluminium.com) or telephone 0117 955 6463 to find out more.



*Pole and Plank unit by Nova Aluminium Ltd, graphics and installation by Sign-A-Rama (Hillingdon).*

## Fastsigns points the way to new Fire HQ

Sign and graphics business FASTSIGNS® in Sheffield has been working hard designing a variety of signage for a selection of companies, including the South Yorkshire Fire & Rescue HQ's new base in Eyre Street, for the ongoing 'Heart of Sheffield Regeneration Project'.

The Heart of Sheffield Regeneration Project, due to be completed in 2012, is an initiative aimed at refreshing and rejuvenating the city of Sheffield and intends to bring focus on it as a city of cultural, retail and civic significance.

The new Fire and Rescue HQ is one of the many projects being carried out during this process. It is a new state-of-the-art, four storey fire and rescue headquarters which opened its doors for the first time in November.

Fastsigns are also creating advertising hoardings for The Moor shopping centre, which is in the process of redevelopment, and signage for the multi storey car park situated opposite the Fire and Rescue HQ.

Paul Allison has just taken over as joint owner of Fastsigns Sheffield and Chesterfield with his father Garth Allison, Managing Director of Fastsigns UK, commented: "It was an honour to be asked to work on such a prestigious project and I am proud to be able to play a part in our city's regeneration."

Fastsigns Chesterfield specialises in signage and graphics products including banners, vehicle graphics and safety and identification signs. Fastsigns Chesterfield can be contacted on 0114 255 2553 or email [paul.allison@fastsigns.com](mailto:paul.allison@fastsigns.com)



*New signage for the South Yorkshire Fire & Rescue HQ.*

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## Cypher Digital map survives extreme weather conditions in the Lake District

Cypher Digital from Milnthorpe produced a 3m x 1.5m digitally printed enlargement of an OS map that was an essential element in an episode of *The Gadget Show* on Channel 5 television.

The map was integral to a test of walkie-talkies in extreme conditions in the Lake District. Two presenters, Jason Bradbury and Dallas Campbell, had to get around the mountains in the Lake District, guided by the other two presenters Suzie Perry and Jon Bentley who would provide directions for them by walkie-talkie and show their positions on a 'map table' - WWII bomber command style. In true *Gadget Show* fashion, the map was located on top of a mountain.

Cypher Digital's brief was to make something suitable for use in wind and possibly rain, but no one imagined how bad the weather would be on filming day.

The map was produced in two pieces, printed on Metamark MD5 vinyl using an HP9000S, over laminated, mounted and edge wrapped onto 19mm MDF to give it some 'weight'. A heavy duty wooden frame was built and the parts transported by Paul Calland, Managing Director, and two Cypher Digital team members to what was to become base camp at Honister Slate Mine in the North West Lake District.

Such was the terrain that panels, frames, sides and tools, all had to be carried by hand on the last leg of the journey, which was as near to the top of Fleetwith Pike, 2,126ft above sea level, as it was possible to get.



*A team from Cypher Digital and Presenters of The Gadget Show.*

The frame and map were assembled at daybreak in absolutely appalling weather conditions on the edge of the Pike overlooking Buttermere, Crummockwater and Loweswater in the distance. Unfortunately, the rain was coming down so hard, around three inches in less than an hour, that the usually fantastic view was invisible.

Indeed, so severe were the wind and rain that the crew considered it too dangerous to film at that location, so a relatively sheltered spot was found in the lee of the Pike, on a natural shelf out some of the wind but on the edge of a drop of hundreds of feet. The map then had to be partly dismantled to be carried by hand across the mountain top and lowered down onto the ledge in violent winds, and then re-assembled again.

Filming was able to finally take place around midday. Afterwards, because the weather still hadn't abated it was decided not to attempt to recover the map immediately. A week or so later when the weather had settled, it was a pleasant surprise to find the map still in location and it was retrieved and transported back to Honister Slate mine.

The episode featuring the Cypher Digital map was shown in November.

To find out more about Cypher Digital's range of digital and poster prints, exhibition systems & accessories, giclée and stretched canvas prints, go to [www.cypherdigital.co.uk](http://www.cypherdigital.co.uk) or tel. 01539 563433.



*The digitally printed map and frame were carried up the mountain and assembled in-situ.*



*Even in a relatively sheltered position, wind and rain made filming challenging.*

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Socket Width: 20mm		Stud Ball Dia: 11mm	
Stud Base Dia: 20mm		Overall Standoff: 25mm	

Screw	250	500	1,000
Complete Fixing	£34	£62	£118
Nuts only	£23	£40	£78
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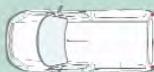
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## Museum of Science and Industry chooses Halcyon for new signage project

Halcyon signs Ltd, based in Manchester, has been established for six years and in that time has grown to be recognised as a well run company with excellent bespoke sign making skills.

Its impressive portfolio includes companies such as Barnardos, Manchester City Council, Salford Council, CLS Care Homes, Seddons Construction, Gaucho, Britax and various blue chip companies. Halcyon Signs covers the whole of the UK and Europe. The company doesn't employ sales staff, and the person who is the initial contact for clients sees that project through to the very end, including installation; a method that's proved very successful.

When the Museum of Science And Industry (MOSI) needed new signage, it invited Halcyon Signs, along with five other companies, to make an assessment of the MOSI site in Manchester and come up with plans and drawings of what would be the right signs for the museum's needs. The look MOSI was after was an industrial feel with a modern design, but it also had to be practical for the public to find their way around a huge site.

From the very first meeting Halcyon signs used its expertise to advise MOSI on where the signs should be located, the size they should be, and how signage would be fitted.

The museum team was thrilled with the proposal from Halcyon Signs and placed the order, but there was a twist. MOSI had an open night just 17 days later, which would be attended by the Mayor of Manchester and other VIP guests, and the signs needed to be completed and installed by then.

The task was mammoth; involving some 25 plus signs, all in Marine grade stainless steel with routed out panels and lit from within plus more than 100 metres of Contra Vision. Steve Thompson and Chris Maylett, owners of Halcyon Signs, realised it would mean 24 hour days for them.

"Another spanner in the works is that the MOSI site is Grade I and II listed, meaning we couldn't just whack a bolt where we thought would be best," says Steve. "Each screw, bolt, nut and plug had to be fitted in certain places so as to not affect the existing brick, cobble or wood work."



*Halcyon Signs fitted more than 100 metres of Contra Vision at the Museum of Science and Industry.*



*The use of stainless steel contributes to the industrial feel the museum wanted.*

One of the main buildings where Halcyon Signs worked was the Station Building, part of the site of the world's first ever passenger Railway station and built back in the early 1800s. This building was to be home to the largest sign, a triple sided fully illuminating seven foot stainless steel directional sign fitted into the path of the original cobble station walk way. With the sign being more than four foot in diameter at the bottom, the Halcyon Signs team had to remove several cobbles, lift the sign into place and then place each cobble back in its original position.

Steve explains: "At one point work had to come to a halt, when an exact replica of the Stephenson's Planet, the first ever passenger train, came out of its usual home in the Power Hall area to be put on show for the open evening; it needed to be turned around at the point where we were fitting the new sign. That was a first for us and I'm sure it's never happened to any other sign makers whilst out fitting."

Each sign made was totally bespoke due to the surroundings of the museum. As well as being an owner of the business Steve is also sign designer and had sleepless nights deciding how to make the signs fit all the requirements needed.

*continued on page 40.....*



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# PROJECT *News*

## Museum of Science and Industry

.....continued from page 38

"Some nights I would wake up at a ridiculous hour with an idea of how the sign could look, so I would get dressed and head straight down to our design office, put my idea onto screen and then make a prototype. It was trial and error due to the complexity of the task, but in the end I was more than pleased with the results and so were the museum," he says.

From start to finish the MOSI project was a test of the skills and initiative of the Halcyon Signs team. But they overcame every obstacle thrown in their way, from working on Grade I listed buildings to the filming of the BBC's Doctor Who, whilst they were fitting Contra Vision in the background 40 ft off the ground, not mention the freezing Manchester temperatures in December.



Halcyon Signs delivered the industrial feel, practical and modern-looking directional signs MOSI wanted, on time and to an impeccable standard.

For more pictures of the MOSI project and also other work carried out by Halcyon Signs Ltd visit [www.halcyonsigns.co.uk](http://www.halcyonsigns.co.uk) or telephone 0161 202 2525 for information.

The Museum Of Science And Industry (MOSI) is open all year round and is free to the public, go to [www.msim.org.uk](http://www.msim.org.uk) for details.



The signs had to help the public find their way around a huge site.



Signage at the entrance of the museum.



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5 mm	£1.22	£1.27	£1.27	£1.80	£2.02	£2.25	£2.75	£3.20	£3.50	£4.20	£5.33	£6.76	£10.75	£16.50	£25.00
10 mm	£1.50	£1.70	£1.70	£3.50	£4.00	£4.56	£5.47	£6.61	£7.50	£8.40	£10.80	£14.50	£19.00	£27.00	£48.00
19 mm	£3.00	£3.50	£4.00	£4.50	£5.80	£7.56	£8.24	£9.89	£11.94	£13.50	£15.00	£20.09	£28.00	£40.00	£80.00

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# COMPANY Profile

## Accolades galore for Sussex Sign Company

*"The past few months have proven to be an interesting and challenging journey for all but on behalf of Fellow™ and the University College for the Creative Arts I would like to thank you all for your professionalism, quality of deliverables and amazing customer service. You have gone above and beyond to deliver a fleet of beautifully crafted vehicles and the positive feedback we've received so far (including the rumour of an award nomination) is testament to everyone's hard work (See images). Please consider this a glowing reference for anyone who might be considering Sussex Signs as a potential supplier. I look forward to working with you all again."*

Carl Jeffrey  
Creative Midwife and Founder of Fellow™ Creative

Founded in 1995, The Sussex Sign Company, Newhaven, East Sussex (part of The Sussex Sign Group) has over thirteen years experience in meeting the requirements of our wide and varied client base.

The Sussex Sign Group was formed in 2004 and now consists of Milterbest Screen and Digital Printers, the newly acquired Brighton Sign Company and Brighton Trade Signs. The group offers a total solution for your design and signage requirements.





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The group offer a nationwide service, which includes a consultancy service, design service, signage manufacturing, fabrication, installation, project management, full colour digital printing – trade and retail, vehicle wrapping, screen printing and DDA compliant Health and Safety signage.

Whilst each company within the group has its own structure and focus, the management teams work closely together to ensure the highest standard of service throughout the entire supply chain.

We at The Sussex Sign Company do not just see ourselves as just another signmaking company; we differ significantly in our enthusiasm and commitment to our work. We receive satisfaction in all that we do and as a team are committed to providing a complete design and signage service from project conception to completion. We specialise in four significant areas; design, large format digital printing, vehicle wrapping and DDA compliant Health and Safety signage.

The Design Department at The Sussex Sign Company is dedicated to producing attractive, noticeable and inspiring design solutions. Our designs do not just look excellent, our passion for design advocates our team objective of helping our client's initiate and maintain lasting relationships with their audience.

Our latest state of the art UV stable printers can produce exceptionally high quality prints that can be professionally applied to an extensive range of substrates including impressive and striking vehicle wraps completed by our qualified vehicle wrapping team.

We pride ourselves on our quality and embrace the latest technology and skill bases to guarantee that we surpass our client's expectations. This point is compounded by The Sussex Sign Company playing an influential role in facilitating the arrival of the NVQ in Signmaking to the South Coast.

All team members within the group have now either successfully completed or are completing appropriate levels within this scheme.

The Sussex Sign Company works closely with our immediate and extended community. We are members of Newhaven Chamber of Commerce and Business Network International. We are also accredited the Buy with Confidence Trademark issued by East Sussex Trading Standards.

The team are furthermore proud winner's of Sussex Small Business of the Year Award 2003 followed in 2004 by not only being voted Newhaven business of the year but also Federation of Small Business – Southern Region Small Business Champions. In addition 2005 saw us awarded the Investors in People standard and in 2007 we were finalists in the Sussex business awards 'Learning Pays' award. January 2008 saw us re-appraised for the Investors in People standard which we passed with flying colours and the latter part of the same year we were accredited to the Safe Contractor Approval Scheme.

*Norman Mayhew*  
Managing Director  
Sussex Sign Company

For further information call 01273 512818 or visit the website [www.sussexsigns.com](http://www.sussexsigns.com)



# PROJECT *News*

## KPMF helps draw attention to wildlife species

The Union of Czech Zoos, was established in 1991, and all 15 Czech and four Slovak zoological gardens are members. They co-operate in the breeding and rearing of species native to Central Europe and, on a wider scale, participate in a number of international programmes for the preservation of endangered species.

The Union is employing a very effective vehicle to heighten public awareness of their activities: Czech rail travellers are being treated to the sight of a liveried, powerful locomotive rumbling into the station looking more like Noah's Ark than the 9.52 for Bratislava! Previously, all graphics on trains were painted and only small areas of cut vinyl or digital printing were applied, but the Union engaged the collaboration of Safex, who are the official partner of Kay Premium Marking Films Ltd in the Czech Republic, to achieve the first full wrapping exercise, of its kind, that has been undertaken in the country. KPMF provided technical support and all the films employed on the exercise.



*Czech Rail Travellers are treated to colourful livery.*



From the start of the project, Safex were consulted on the methodology and materials and co-ordinated the complete application, which took a team of four people nine days, working in an average temperature of five degrees.

Whilst the locomotive's relatively straight lines presented only minimal challenges, the area of the engine was quite daunting at 120m<sup>2</sup>: the printed graphics accounted for a quarter of this space. The engine body was covered in K50000 calendered vinyl and K70000 cast vinyl, providing excellent durability and protection. VWSII was chosen for the graphics, which were printed on a Solijet pro111 XJ-640, using Permacolor. For the train's windows, the choice was VistaView, printed in the same colour as the rest of the engine and laminated with Ultra Clear K70005.

In line with their green credentials, KPMF can now claim that their products are also helping to draw attention to the threat facing a number of the planet's wildlife species.

For further information and samples please contact KPMF Direct Ltd on 01543 414163 or visit [www.kpmfdirect.co.uk](http://www.kpmfdirect.co.uk)



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This plaque was unveiled by  
**Her Majesty The Queen**  
accompanied by  
**His Royal Highness The Duke of Edinburgh**  
on the occasion of their visit  
to the University of Ulster  
on 1st June 2007



### Grytviken Whaling Station

#### 4: Bone Cookery - bein kokeri

Bones contain one third of the oil in a whale's body. When this had been extracted, the residue was processed into bone meal.

After the blubber and meat had been cut off, the skull and backbone of the whale were pulled up a wooden ramp (demolished) onto the Bone Loft (beinloft) where they were cut into pieces with steam saws (see right) and fed into cookers. There is one rotating Hartmann Cooker and originally 32 vertical pressure cookers in four rows. A large number of cookers was needed because bones took a long time to cook.

The solid residue from the cookers was loaded on small trucks and taken on a railway line into the Meal Plant.



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## William Smith creates signage for animal attraction

When ZSL Whipsnade Zoo required permanent replacements for temporary signs on the road approaching the Zoo, William Smith was chosen for their expertise in this field, together with a competitive pricing structure.

"We were looking for a supplier with specific experience in producing signage suitable for use on the highway and found William Smith to be in this category when researching via the External Works compendium," says ZSL Graphic Designer, Andrea Mant. "We also had experience of William Smith as a supplier of other products and services."

The three 'Welcome to Whipsnade Zoo' signs produced by William Smith feature full colour graphics applied onto an aluminium backing and were supplied complete with mounting posts.

"The signs, posts and fixings were supplied exactly to specification. They look very good and will certainly be a great improvement in directing visitors."

For further information contact William Smith on tel: 01833 694707 or visit [www.williamsmith.co.uk](http://www.williamsmith.co.uk)



One of the "Welcome to Whipsnade Zoo" signs produced by William Smith.

## Signarama marks start of The West Highland Way

When they were approached by East Dunbartonshire Council to design, manufacture and install a sign to mark the start of Scotland's famous walk "The West Highland Way", Signarama Glasgow North were delighted to accept the challenge.

Having completed the West Highland Walk himself many years ago, Marc Burley of Signarama understood the importance of having an impressive landmark to mark the start of what is an amazing 96 mile journey across some of Scotland's most breath taking scenery.

The design for the sign is on a British Racing Green background and features fret cut Scottish thistles in stainless steel, with built up text manufactured from brushed stainless steel. The use of the thistle motif gives the sign a traditional Scottish feel and is sure to mean that this landmark is photographed for years to come.



The location for the sign is Milngavie Main Street on a sloping bridge spanning Allander Water. The site for the sign meant that the team from Signarama Glasgow North faced numerous challenges during the construction. Because of its position on a bridge the sign is likely to be subject to severe weather conditions, as a result everything for the sign including the fixings and internal structure has been constructed from stainless steel. The sign spans 12.5 metres broken into three sections. The centre section is 5.6 metres wide and features a broad curve. To give the curved section added strength, Signarama used 40mm stainless steel square section supports in this part of the sign. The supporting posts for the sign were made from 5mm thick 150mm square sections of stainless steel, welded to 20mm thick base plates.

The sign was constructed by Signarama over a two week period and the installation took three days.

For further information on Signarama franchises visit the website [www.signarama.co.uk](http://www.signarama.co.uk)



The new West Highland Way sign is admired by visitors.

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# PROJECT *News*

## A piece of cake for Brighton Sign Company

Forfars, the Sussex based bakers, decided on a total new re-brand for its 19 outlets and they instantly approached the Brighton Sign Company. The brief was roughly outlined by the client and several options were mocked up and samples manufactured and submitted for approval. As soon as Forfars made the decision on which style they preferred, all the stores had to be fully surveyed and photographed ready for the visuals to be produced.

The contract was for all new fascias and internal menu boards and freezes. The fascias were painted aluminium sign trays with stood off acrylic text and logos faced with vinyl. Brighton Sign Company turned to local trade suppliers Simplex for the fascia trays. The fascias were all different and had to be designed with installation in mind as many of the stores had ornate mouldings to the façade and fixing the trays back to the wall required some ingenious solutions.



Once the order was received, production had to begin straight away due to the very tight schedule set by the client. Schedule one was for seven stores, which had to be completed within 15 working days with little or no disruption to Forfars business. Most of the stores are in the main shopping areas of major towns in the county along with eight shops in Brighton. With this in mind there had to be close coordination with the local and city council to arrange for special permits for parking and erecting access towers.

The whole project is now complete and very much to the customer's satisfaction. Brighton Sign Company called upon its previous experience in project managing the re-branding of Plumbase and Brewers and although these were far bigger projects, they were without the difficulty of being in High Street locations.

For further information contact Brighton Sign Company on tel: 01273 424900 or visit [www.brightonsigns.co.uk](http://www.brightonsigns.co.uk)

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# EXHIBITION *Update*

## Organisers prepare for busy Sign & Digital show in Birmingham

As we swiftly move closer to the show, activity is intensifying around Sign & Digital UK ensuring the 2009 show is to be the best yet, say the event organisers.

Some 90 percent of floor space has been taken already, more than 17 percent up on last year. To date, the show has a prestigious list of exhibitors, including Roland DG, Hewlett Packard, Robert Horne Group, Europoint Display, William Smith, Hybrid/Mimaki, Fujifilm Sericol, GrafiTyp, Durst and Hexis UK. Those who have exhibited in previous years have found the show hugely beneficial, and visitors have also cited the show as the best way to network, find new products and keep their fingers on the pulse of this vibrant industry.

Global Erecting Sign Services LTD (GESS LTD) are one company who are on board to exhibit this year. Having previously exhibited at Sign & Digital UK, they made sure early on that they were part of the 2009 show.

Garvin Clark of GESS LTD spoke of what they will be doing at the 2009 show: "Olympic swimmer and Strictly Come Dancing star Mark Foster will be on the stand on the 29th April to meet and greet visitors to the stand to make a prize draw for £2000 worth of free installation work."

Alongside this, GESS will be presenting a wide range of products, including full building wraps, one-to-one building montages, huge format banner installations, lightbox design and installation plus many more. It is sure to be another great year on the GESS stand, so make sure that you are around to see what they have to offer.

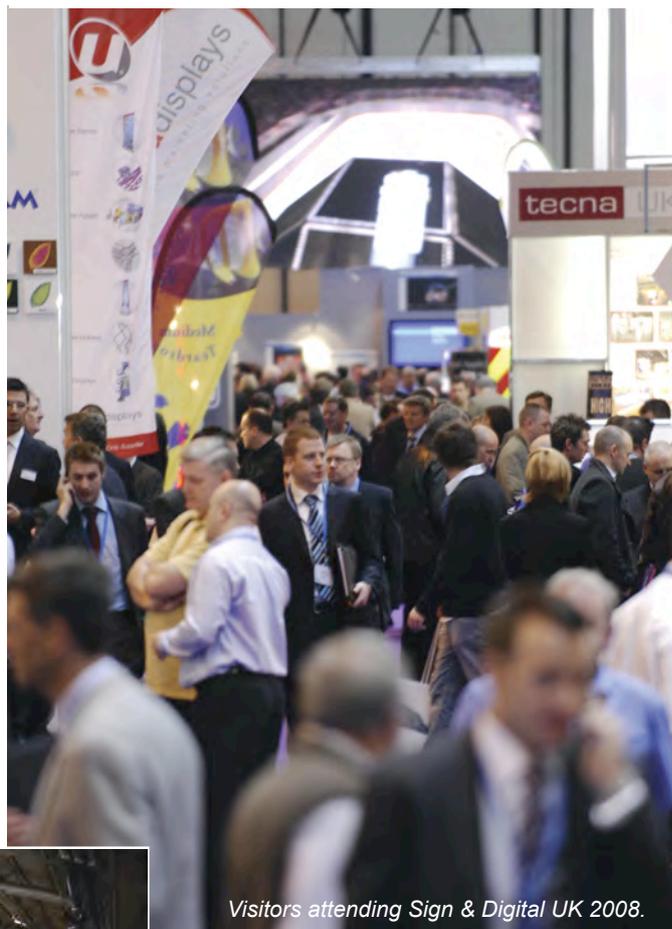
Also at the show will be Alcan Composites – Simon Philpott is excited about the potential of this year and talks about what Alcan are bringing with them.

"Alcan Composites Display Europe is a leading supplier of light weight sheet materials with high quality surfaces for display and signage applications. Alcan Composites Display Europe offers the broadest product range and services available in the market including DIBOND® aluminium composite panels, FOREX® rigid foam plastic sheets, KAPA® and FOAM-X® lightweight foam boards. End uses range from signs and displays through to graphic arts materials, direct-to-substrate digital printing, fabrication, mounting and many more."

Meanwhile, Melanie Enser will be part of the Colourgen Ltd team who are exhibiting at the 2009 show: "The show will see the first public UK unveiling of the new H-Series of solvent inkjet printers from Seiko II, the ColorPainters H-74S and 104S."

28-30 April 2009, Halls 6-8, NEC Birmingham

**sign&digital** UK  
screenprint    The digital signage showcase



Visitors attending Sign & Digital UK 2008.



One of the popular vehicle wrapping demonstrations.

Combining high quality with high volume, the two models print at up to 55sqm/hour in 8-colour mode and 100sqm/hour in 4-colour mode – considerably faster than nearest competing models. Using eight super-wide piezo heads at 720dpi, other features include 'Smart Pass Technology' to reduce horizontal banding as well as 'double' drop' technology which creates high ink density levels by firing multiple drops without compromising speed."

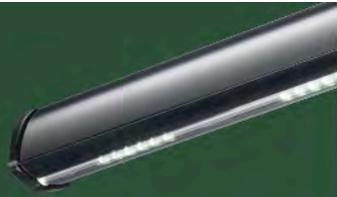
This years show is shaping up to be the best one yet, so being there is an absolute must to keep abreast of the latest trends, innovations and new products hitting the market. Register your attendance at the 2009 for free by visiting [www.signanddigitaluk.com](http://www.signanddigitaluk.com)

For further information on exhibiting visit the website [www.signanddigitaluk.com](http://www.signanddigitaluk.com) or email [signanddigitaluk@fav-house.com](mailto:signanddigitaluk@fav-house.com)

**NEW**

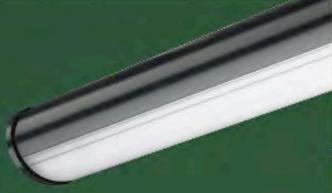
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# EXHIBITION *Update*

## POS - a cost effective marketing solution in testing times

As marketing budgets get slashed and businesses fight for a piece of the rapidly reducing pie, maybe its time to look towards traditional marketing methods. Leading UK point of sale designer and manufacturer, UK POS, believes its methods of promotion represent a valuable investment when looking for cost-effective marketing solutions.

UK POS Sales and Marketing Director, Debra Jamieson commented: "Reports already suggest that buying behaviour is rapidly changing due to the current economic climate. Consumers are taking more time to weigh up their options by looking around for the best deal. A nation of bargain hunters sadly means businesses have to compete harder than ever to secure sales. Businesses and their brands need to make consumers fully aware of their offerings from the moment they step in store."

With 20 years experience in the industry, UK POS considers it the perfect time for businesses to get back to basics with tried and tested methods of in-store promotion such as PoS.



*Low cost but high impact.*



*UK POS Directors, Jason Leslie and Debra Jamieson.*

Getting more for your money is also particularly important in a recession where budgets are cut and margins being squeezed, especially when it comes to marketing. Maybe, argues UK POS, it's time to forget the bells and whistles expensive digital PoS items and opt for other low cost, high impact alternatives. UK POS manufactures poster holders, shelf talkers, literature dispensers, and the like, which can tick all the same boxes at a fraction of the cost.

What's more, with mainstream PoS it's never too late to get that last minute message across to give sales a final push. UK POS manufactures many of its products in Stockport, Greater Manchester, so can also provide a quick turnaround.

For further information, visit the website [www.ukpos.com](http://www.ukpos.com) or telephone 0845 8731600.

## Opportunity knocks for Expand International

Winston Churchill said, "A pessimist sees the difficulty in every opportunity, an optimist sees the opportunity in every difficulty."

While the current economic climate has put exhibition plans into turmoil for many companies that had booked space only stands, having planned to custom build their displays but now finding budgets tight; the situation does offer opportunities for the optimistic large format printer that proactively provides a range of cost effective solutions.

Two main ranges are aluminium extrusion modular stands and those pop-up systems that allow the exhibitor to build more complex designs from their components. Both offer flexibility and scalability; however the pop-up system tends to be far simpler to build.

The Expand 2000 pop-up from Expand International is one such system. Working from a range of basic components it is possible to design a wide range of different configurations and the ability to have the frames built to order further extends the flexibility of the system. It is highly cost effective compared to custom build as all the items can be used over again and can be reconfigured to fit different situations.

The development of the integrated MonitorStand allows the inclusion of flat screen monitors with moving images to catch the eye as an integral of the display. The addition of optional extras such as showcase units, shelves and PodiumCase really do offer the cash



*Many different configurations can be designed using a range of basic components from the Expand 2000 system.*

strapped exhibitor a credible alternative to custom build at a price that allows them to grasp the opportunity out of the difficulty.

Find out what Expand International can do for you at [www.expandmedia.com](http://www.expandmedia.com) or telephone 0208 540 8800.

# Making waves with exhibition displays

Signwaves, long established in the design, print and manufacture of a wide range of signs and displays, has expanded its product range to include a broad selection of exhibition display systems. Renowned for market leading pavement and forecourt signs, snapframes and more recently chalkboard displays, the move is part of Signwaves's ongoing effort to continually develop and improve levels of choice, value and service.

Perhaps most notable amongst the newcomers are the remarkably good value Pop-Ups, designed to create impressive, high quality visual backdrops. Two stock models are now available: the curved 3x3 (2500 x 2300mm) and 4x3 (3050 x 2300mm) pop-ups, both of which are supplied with a sturdy wheeled trolley case, two spotlights and optional full colour printed panels.

For graphic display on a smaller scale, Signwaves stocks a range of Roll-Up Banners in a variety of sizes, available from as little as £11.99\* for the Eco-Roll Up, with options for single or double-sided display.

The multi award-winning Polemorphics freestanding display system is unrivalled for maximum levels of flexibility and convenience in displaying posters, brochures, banners, graphics panels and merchandise, says Signwaves. An unlimited variety of arrangements can be achieved by simply pushing items into its patented gripper channel, which can then be changed and updated in seconds.

In addition, two styles of Promo Counter are available: hexagonal and convex, with a choice of wood or white laminate top (convex with white top held in stock, others are made to order) as



Two models of Pop-Ups are available in stock at Signwaves.

well as a wide selection of other exhibition ideas, such as brochure stands, flags, banners and poster display systems.

For further information, visit [www.signwavestrade.com](http://www.signwavestrade.com) or telephone 01493 419333.

\*Trade list price, excluding delivery & VAT. Hardware only (banner not included).

# Spacious new showroom and demonstration suite at Eurostand proving good for business

Responding to unprecedented growth in trading during the last 12 months, Eurostand Display has unveiled a shiny new demonstration and training suite at its offices just outside London.

With its lofty vaulted ceiling and large windows, the new building provides an ideal space for erecting and viewing the company's entire range of presentation and exhibition display solutions – from modular exhibition stands to roll-up graphic systems.

Eurostand Display is a trade-only supplier and the new facility is already in great demand from trade customers bringing their own clients to the site in order to provide hands-on assembly experience and product education sessions.

"The new demo suite allows our trade customers, and their customers, to learn more about our range of systems first hand,"

says Eurostand Displays' Sam Mooney. "This is infinitely more inspirational than simply looking at an image on a website page or in a product guide. Plus we can get together in person, have a coffee and do business in the traditional way – face-to-face."

The facility proved particularly useful during the launch of Eurostand Display's brand new Centro modular exhibition range. As the key feature of the system is its vast range of assembly combinations, being able to explore its capabilities in a real environment is enormously beneficial to those purchasing the system.

Web-based resources are vital in today's marketplace, and the company has also revitalised its web presence at [www.eurostanddisplay.com](http://www.eurostanddisplay.com) – details also available by telephoning 01277 350925.



Eurostand's spacious new showroom is benefiting the company's trade customers, and their customers.

## The signs are successful for expanding gateshead business

A Gateshead sign maker is seeing his business boom, with help from accountants and business advisors at North East based RMT.

Saltwell Signs, based in Team Valley, was acquired by owner Jason Hathaway in April 2008 as part of a management buy out. The business had previously been in existence for 37 years.

Jason said: "I had worked at Saltwell Signs for nearly six years when the MBO took place. I was introduced to RMT in the negotiations stage and the team has been absolutely fantastic to work with, helping me with my accounts, business plans and general business advice.

"In terms of business growth, Saltwell Signs has just moved into a new factory and turnover, compared to this time last year, is up to £3.1m, a significant rise. Staff numbers have also increased over the past eight months – from specialist sign makers, to designers, to graphics and production.

"RMT is always on hand to help me when I need it and I would thoroughly recommend working with the team there."

Saltwell Signs operates across the whole of UK and Ireland and clients include Sky, William Hill and Newcastle United Football Club.

Martin Stephenson, corporate finance director at RMT said: "We at RMT are not only committed to building the best deals for our clients, through ensuring the right people are involved, but supporting those clients going forward and ensuring their operation is successful.

"Our deals offer us the chance to work with people in the long term and help to grow and nurture their business. Saltwell Signs is a perfect example of this and we very much look forward to working with Jason and his team going forward."

Maxine Pott, corporate finance partner at RMT, said: "As one of the region's leading accountancy firms and business advisors, RMT is committed to offering clients the best service possible.



(L-R) Martin Stephenson, Corporate Finance Director at RMT, Jason Hathaway, MD of Saltwell Signs and Maxine Pott, Corporate Finance Partner at RMT.

Businesses, which seek advice, are more likely to survive and thrive and we'd encourage any, which are looking for help in the current financial climate, to get in touch so see how RMT can help. We're delighted that Saltwell Signs has had such success so far and look forward to seeing more in the future."

For further information on Saltwell Signs visit the website [www.saltwellsigns.co.uk](http://www.saltwellsigns.co.uk) or for further information on how RMT could help your business visit [www.r-m-t.co.uk](http://www.r-m-t.co.uk)

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3mm	0.62	0.80	0.92	1.18	1.40	1.80	2.30	3.15	4.30	6.40	8.25	9.50	11.50	35.50	44.50	
5mm	0.85	0.96	1.21	1.45	1.91	2.29	2.98	4.35	6.08	8.81	11.18	13.88	17.04	34.73	61.37	
10mm	1.67	1.90	2.47	3.05	4.09	4.97	6.51	9.60	13.61	16.17	18.59	26.24	31.24	63.76	120.30	

Foam PVC (10mm & 19mm in white only)													NO MINIMUM ORDER FEE			
C/HEIGHT mm	50	75	100	125	150	175	200	250	300	375	450	500	600	900	1200	
3mm	0.45	0.52	0.84	1.03	1.10	1.25	1.55	1.97	2.90	3.55	4.32	5.40	6.65	12.83	18.37	
5mm	0.70	0.83	1.00	1.19	1.49	1.71	2.27	3.31	4.51	6.70	8.75	10.49	13.15	25.13	38.20	
10mm	1.33	1.49	1.73	1.94	2.42	2.76	3.51	5.03	6.94	10.24	12.27	14.55	17.06	29.06	41.78	
19mm	1.49	1.73	2.14	2.56	3.25	3.92	5.06	7.45	10.36	13.79	18.04	22.71	28.31	50.00	80.00	

Aluminium Composite Dibond/Alupanel													NO MINIMUM ORDER FEE			
C/HEIGHT mm	50	75	100	125	150	175	200	250	300	375	450	500	600	900	1200	
3mm	1.08	1.24	1.49	1.73	2.25	2.61	3.34	4.87	6.76	10.12	12.80	15.70	18.95	32.69	58.96	
4mm Mirror	2.04	2.36	2.70	3.19	4.12	4.84	6.19	9.00	12.30	16.33	20.74	24.20	31.37	45.51	88.91	
3mm Brushed	1.42	1.63	1.89	2.18	2.78	3.24	4.12	5.96	8.31	11.72	13.04	15.10	19.45	34.79	58.52	

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## Updates on the latest film releases

Kay Premium Marking Films Ltd have recently launched their updated website, which has a crisp modern feel to it, and is not cluttered with unnecessary information. The program contains a content management system which allows the KPMF team to update the web site regularly, keeping both informative and up to date with product and company news. The new site has a log in area for distributors from all over the world, who can access and download product information in minutes.

Paul Hartshorn, Managing Director of Crumlin-based Billy Board, who were commissioned by KPMF to design and develop the site, had this to say of his company's experience on the project.

"One of the unique things about us designing and building the new web site for KPMF is that our sign making section is a customer of KPMF and we use their products in our manufacturing process. So when we looked at the original website we viewed it not only through the eyes of a web site designer but also through the eyes of the user. This led us to identify many issues which may have made the existing site non user-friendly and we addressed those issues when designing the new site. The management at KPMF had a clear vision of how they expected the site to look and this certainly made our task easier. The feedback received from the main users of the site (the distributors) has been very positive and there have been good comments made by other trade associates."

KPMF Sales & Marketing Director, Debbie Cardell, added "We knew at the outset that we wanted the website to appeal not only to



potential customers but also to be a source of information for our network of worldwide distributors, who have exclusivity for the product range in their own countries. We further emphasised that the site should be attractive and easily navigable, both of which the designers have achieved."

To get the latest news, updates and profiles on materials, please visit [www.kpmf.com](http://www.kpmf.com)

For further information on KPMF digital media products, please contact UK distributor KPMF Direct Ltd on 01543 414163 or visit [www.kpmfdirect.co.uk](http://www.kpmfdirect.co.uk)

## Roland DG expands Miyakoda factory

Roland DG Corporation announced the completion of its Miyakoda factory expansion. The Miyakoda factory in Japan is responsible for producing the company's best-selling, wide-format inkjet printers for the durable graphics industry.



Inside the expanded Miyakoda factory.

The completion of the Miyakoda factory has allowed Roland DG to consolidate its parts warehouse, packing materials warehouse and storage depot for finished products into the company's primary manufacturing facility. As a result, the company now houses all aspects of its manufacturing operations in one location, including parts procurement, production, product packing and shipping.

The expanded factory optimises the capabilities of the company's "D-shop" technology, the newest generation of Roland DG's Digital Yatai production technology. Digital Yatai technology follows an automated cell-based model that enables a single employee to assemble a product from start to finish while preventing human errors and controlling inventories to meet evolving market demands. The new factory expansion builds on this highly efficient system by eliminating the time and resources involved in transporting parts between external warehouses and the Miyakoda factory.

Roland DG continues to streamline its D-Shop production processes. New technologies have been implemented to automate a number of simple assembly operations, allowing employees to focus on more complex assembly processes requiring manual work. As a result, the new D-shop technology saves assembly time and space. In addition, a separate room was built for the automated assembly area to ensure a clean production environment.

To support future growth Roland DG will continue to improve manufacturing efficiencies and will increase the production capacity of its cutting-edge manufacturing operations.

For further information visit [www.rolanddg.com](http://www.rolanddg.com)

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# MIDDLESEX *Signmakers*

## Sign-A-Rama Heathrow looks to be a high flier

New owners took over the Sign-A-Rama Heathrow franchise in July 2008.

Located close to Heathrow Airport, they looked to expand the business by using their experience to focus on the airport area and become a key supplier to industrial and retail customers alike.

Sign-A-Rama Heathrow comprises a small four man team with particularly strong design and sales skills. The team's service majors on an informal, friendly atmosphere where relationships and ideas develop with customers – and this approach has won plenty of business.

Sign-A-Rama Heathrow aims to supply every type of sign for every type of business in the area. Being on an arterial road, it benefits from a large quantity of vehicle and fleet work, as well as a strong demand for smaller, more creative signs such as digital prints and A-boards.



An example of Health and Safety signage from Sign-A-Rama Heathrow. 13-02-07 5



Sign-A-Rama Heathrow wraps vehicles for both fleet and individual customers.

The business is also forging strong relationships with local schools as they undergo rolling refurbishment and re-branding programmes.

Bruce Raeside, Director of Sign-A-Rama Heathrow says: "It's hard work, but really rewarding when you create a great looking sign and get a positive reaction from the customer."

"Even in the current business climate we find that enquiries with varied and interesting briefs come in at any time, from small local business to large national concerns, and our customer base is growing accordingly."

Contact Sign-A-Rama Heathrow to find out more, email [heathrow@signarama.co.uk](mailto:heathrow@signarama.co.uk) or telephone 01784 257043.



Window graphics by Sign-A-Rama Heathrow add style and attract passing trade.



Sign-A-Rama Heathrow's location makes it in an ideal position to win both local and national business.

# New owner keeps up tradition at Darling Signs

**AJ Darling & Sons, based in Twickenham, has been established as a sign maker for more than 60 years.**

The business was a family run concern until a year ago, when it was bought by Mark Heywood, the current owner.

At that time Mark the owner of another sign business, Expo FX in Weybridge for 15 years. Supplying signs and exhibition services, business was growing and they needed to expand.

Tom Sebastiani, General Manager, explains why they chose AJ Darling & Sons: "The company had been established over 60 years and has a fine heritage, with a reputation for quality work and reliability. Its customer base is very good with clients spread across different industries and no huge reliance on any one area, which attracted us; and also important in our decision was to keep the name and existing staff with all their skills and experience."

AJ Darling hasn't changed its comprehensive range of general signage and medium format printing (up to 1.6m) it provides. A combination of printers, cutting plotters and a vertical panel saw produces internal graphics, outdoor displays, vehicle livery, shop fronts, window graphics, and thermal transfer printing for small signs, badges, stickers, and similar.



*Darling Signs' work includes wooden and traditional signage for customers such as the National Trust.*

The good customer base Tom speaks of are end-users and mostly from Middlesex and north-west Surrey. In addition, AJ Darling completes signage and digital printing for its sister company Expo FX, which focuses on exhibitions.

Having previously worked in the litho industry for 20 years before making the career change to the sign and display industry a few years ago, Tom is full of enthusiasm.

"Signmaking, especially digital printing is a positive, growing industry. It's an exciting time, despite the economic situation. Ten years or so ago the market was nowhere near as big. There wasn't anything like the volume of printed display material you see now. For example, in supermarkets now there's floor graphics, displays hanging from ceiling, more on shelves, everywhere you look. Where litho printing is in decline, digital graphics are on the rise."

Customers continue to choose AJ Darling & Sons, says Tom, because of their attention to detail and high level of customer service, along with top quality work and reliable turnaround.

"We're small enough to provide personal service and for all our customers to be important, but we're big enough to be flexible and take on variety of work at one time," he says.

For further information, visit the website [www.darlingsigns.co.uk](http://www.darlingsigns.co.uk) or telephone 0208 898 5555.

.....Continued on page 60



*Andy Hone, Sign Fabricator, at work.*



*Vehicle livery forms a significant part of Darling Signs' work.*



*Left to right: Tom Sebastiani, Austen Wood and Wayne Ovenden of Darling Signs.*

# MIDDLESEX *Signmakers*

## Classic Signs – but with a modern twist

.....Continued from page 59

Paul Hopkins formed Classic Signs of London in 1992, based in Enfield, when he decided to put his sign making skills and experience to use in his own company.

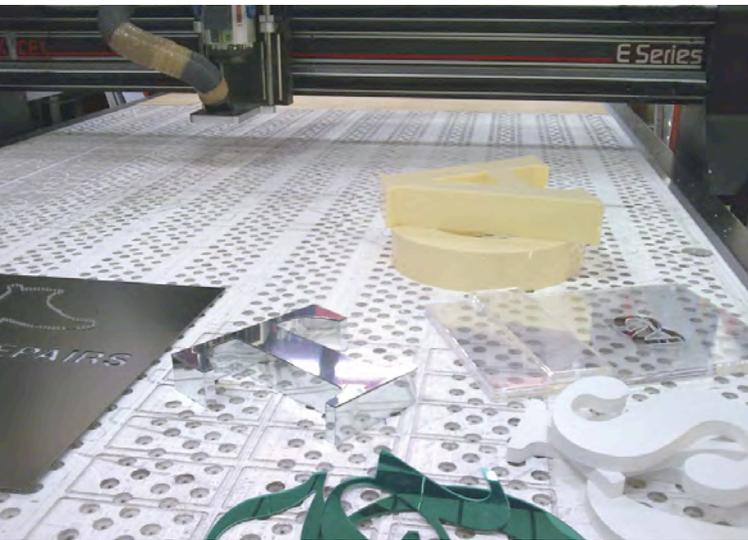
After finishing art college some 28 years ago, Paul went to work in a local sign company as a sign writer. But soon he realised that making signs was much more exciting and versatile, so he began to fabricate signs, initially in Perspex, a material he continues to use today.

Back then Paul did everything by hand, even drawings. The letters were projected on to a wall and scaled up, the Perspex sheet was hand cut using bandsaws and fretsaws, then sanded to produce the finished job.

Advances since then include built-up and inlaid lettering, which have been largely replaced now by vinyl machines at Classic Signs, although the company still produces built-up lettering and inlaid signage to customer order.



Just one example from many signs that Classic Signs fabricates for estate agents.



Investment in a Tekcel router changed the way Classic worked, and the type of signage the company can create.

Materials used in signmaking have also changed. Most of the signs Paul creates now consist of Dibond backgrounds and are stencil cut and illuminated, with panels folded to produce a tray and a seamless finish.

“One of the good things about Dibond is its versatility,” says Paul. “When tackling certain jobs like unsightly shutter boxes we can extend the tray to cover the box for a much neater job, replacing traditional panatrim frame systems and light boxes. Again, all this manufacturing process used to be done by hand using jigsaws and routers, which obviously takes time.”

Paul has worked together at Classic Signs with Mario Kyriakides for several years and the pair have developed a high level of skill and expertise. In 2006 it was decided to invest in a 3m x 2m Tekcel CNC router, which changed the way they worked forever.

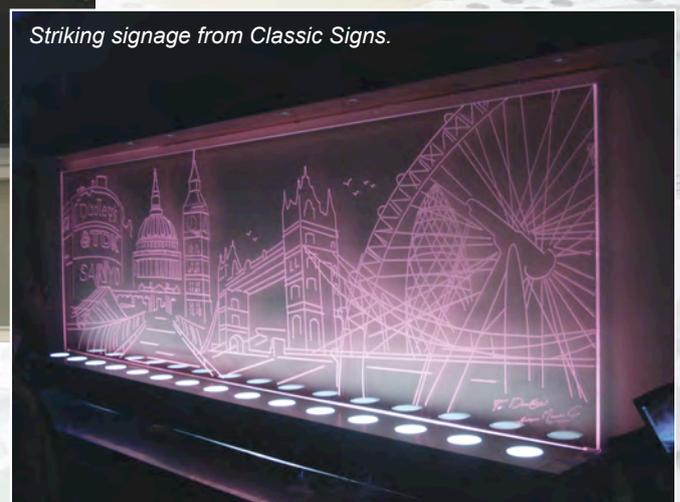
“It’s quick, accurate and versatile. We began taking on jobs that normally would be subcontracted out. The bulk of our work is trade and with our years of experience, we are able to advise the best production finish for any type of sign,” says Paul

“We have also experimented with Dibond and managed to form it in our oven to create countless effects. We can also turn out unrivalled pieces of work using the router, as in bevelled and engraved signs used for estate agents displays. Currently we are updating our website and that will show how versatile we are and have examples of our fitting services.”

Classic Signs can be contacted via telephone 0208 805 4649 or go to [www.signsoflondon.co.uk](http://www.signsoflondon.co.uk)



Signage for this retail outlet has the clean and modern look required.



Striking signage from Classic Signs.

## Flexible and creative solution from Q-Signs

Q-Signs Design-Production-Installation services (of Heathrow) designs, prints and installs imaging for a variety of companies, frequently combining many aspects of signage, such as a rotating illuminating projection system for Brentford based opticians, complete with stove enamelled steel fascias.

Health and Safety is a major issue in public domain services and Q-Signs worked under strict timetables to install the gym window graphics pictured. Working at heights of 10 metres using a two man aerial platform and harness, the finished effect is simple yet effective in generating a high level of interest for the gym locations.



One example of a local shop front completed by Q Signs.



These window graphics Q Signs installed 10 metres above ground successfully promoted a new gym.

Fitting coach livery on site at Birmingham's NEC the day before an event allowed BM Coaches the ease of having its new coach delivered directly to site with Q-Signs working around BM Coaches' schedule.

Creating solutions for clients on a number of levels demands flexibility of creativity in every aspect of design production installation and scheduling. Q-Signs provides numerous, almost anything from simple signage such as that installed at Hounslow's Blenheim Centre using standard reflective roads signage and includes metal panels, illuminated systems, frosted vinyl window logos and full colour printed banners.



The livery on this coach was applied on the NEC site to enable Q Signs' customer to have the vehicle delivered direct to the NEC.

The sign industry continues to develop and evolve; from the days of brush-writing 40 foot trucks and gilt leaf work on honours boards, shop windows and fascias, to now fitting full colour prints on floors, trucks, windows, pop-up-display systems – with everything produced in-house using the latest anti-banding software large format systems and optical eye plotters.

Q-Signs knows the importance of evolving technologies and software aiding solutions and combines the quality of traditional brush-writing skills with the latest techniques and technology of visual imaging finishes. The company intends to develop and evolve alongside the industry by continuing to offer its clients the latest solutions combined with first-rate customer service.

Go to [www.qsigns.co.uk](http://www.qsigns.co.uk) or telephone 01784 420161 to find out more.



Simple but effective signage at the Blenheim Centre, Hounslow.

# HOW DO THEY DO THAT?

## Chemical etching

**Most sign companies have a need for chemically etched signs, but few understand how they are made. Colin Edge of Multitechnic gives a quick run through of how it is done.**

Chemical etching may use some complicated processes but the principle is quite simple. It is also known as chemical engraving, and like engraving it involves making holes in bits of metal, and then usually putting paint in the holes. The only difference is that the hole is dug into the metal using acids instead of metal tools, and being a photographic process, much finer detail can be achieved.

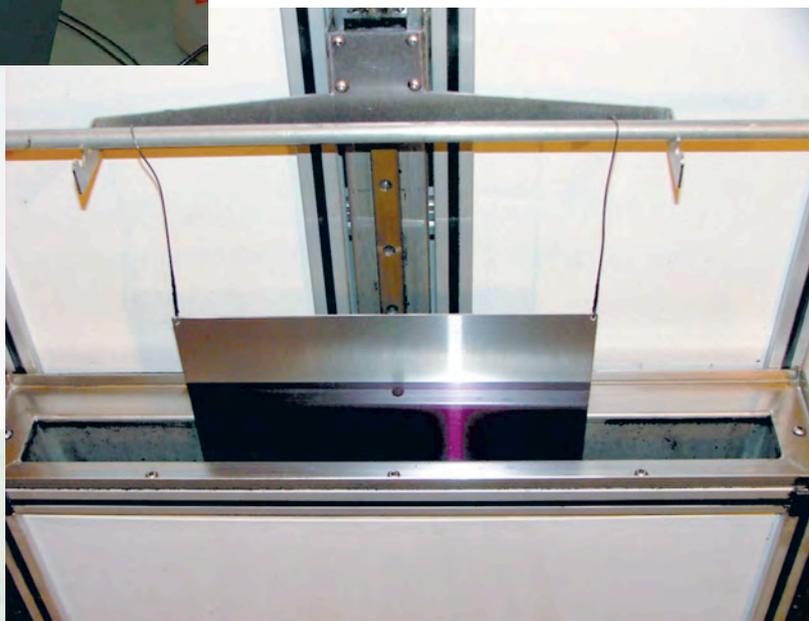
To get started you need some artwork. All our artwork is sent to us from customers by email, all we do is give it a good check over and add some cut marks, then produce an actual size film from the artwork using our imagesetter.

Meanwhile, a piece of the required metal, usually stainless steel or brass, is cut from stock, inspected & cleaned. It is then dipped into a light sensitive paint called a photoresist - photo because it is a photographic material, resist because it is resistant to acids. Simple.



*Imagesetter.*

After being stoved in an oven at a precise temperature, the coated piece of metal meets the film in an exposure frame. The film is held on top of the coated metal by a vacuum and exposed to ultra violet light. The coated metal is then immersed into a developer, which removes photoresist, leaving an exact copy of the image on the surface of the metal. This is carefully inspected for any faults, and this is the stage when we find most of our customer's speeling mistakes.



*Photoresist.*



*Posi and sign.*

Most other etchers screenprint a thick ink to reach this stage but the principle is the same, bare metal ready to be etched - the metal you don't want to be etched is protected. We use photoresist as the quality and definition are much better and it enables us to do some very creative things. To give you an idea, we reproduced the Lord's Prayer in beautiful Times Roman text on a piece of stainless steel 10mm x 6mm. That was just showing off but the same principle allows us to etch very fine half tones, very useful for reproducing photographs and graduated tones in designs. It is also much quicker and speed is everything in the sign trade.

The metal is then taken to the etching room, which is always expected to be the exciting part but is actually the most simple. The metal is sprayed with acid in a machine at a very carefully controlled temperature and for a precise time. Easy as that.

The acid is not some fuming cauldron of life threatening evil such as you would find in a James Bond film, it is all quite boring - you can even etch copper using vinegar. All the clever stuff is involved in making the image before etching and what you do with the metal now that you have made holes in it.

Most signs need just a bit of colour putting in the etched design to finish them off and that usually means paint. We are clever bunnies and use the etching mask to get the paint only in the etched bits, but we can be even more clever than that. The paint is usually sprayed on so we can airbrush coloured highlights, blend colours into each other, even have colours touching by using all sorts of clever masking techniques. This is usually the stage where the most creative work is done, all without touching the surface of the metal, so a beautiful mirror polish remains perfect.

All that remains is to trim the sign on a guillotine, drill some holes if required and following a final inspection send it off to the customer. Brass signs can be lacquered and once again we can show what clever bunnies we are by such things as combining mirror polish and satin to make very striking designs.



*Finished sign.*

That in a nutshell is the etching process. There is some very clever chemistry involved, a lot of the techniques are quite complicated, but it is basically making holes in bits of metal and filling them with paint, all very simple.

For further information contact Multitechnic on Tel: 01670 512090 or visit [www.Multitechnic.co.uk](http://www.Multitechnic.co.uk)

## Chemical Etching

MULTitechnic



Chemical etching is all that we do, but we do more than just chemical etching. Confusing? Not really.

Because chemical etching is all that we do, we devote all of our efforts towards being the very best, unlike other etchers who only dabble in etching as just another thing that they do.

We don't engrave, we don't screen print, and we certainly don't supply vinyl graphics. We manufacture the very best etched signs, and we only sell to the trade. Every job from a hotel installation to a simple sign gets the benefits of our expertise.

Because we don't do anything else, we spend our time developing new ways to offer more creative effects such as colours that fade into each other, adding gold plated highlights, and combinations of metal finishes.

*All very simple really, well it is to us, we are the experts.*



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Email: [sales@multitechnic.co.uk](mailto:sales@multitechnic.co.uk)

[www.multitechnic.co.uk](http://www.multitechnic.co.uk)

# COMPANY *Profile*

## Hand made letters and logos give style and individuality

One way to survive in tough economic times is to provide something different from the competition. Jason Edwards of 5StarSigns is doing just that by specialising in supplying hand built-up lettering to the trade.

Jason has more than 20 years experience making signs and explains how he first learnt to make letters by hand.

"All my skills were handed down to me from expert craftsmen who were making bespoke signs by hand, at a time before lasers, routers and computers were widespread. I learnt a lot from them and this is reflected in my work today," he says.



Jason created this curved stainless steel sign for a customer in Cornwall.

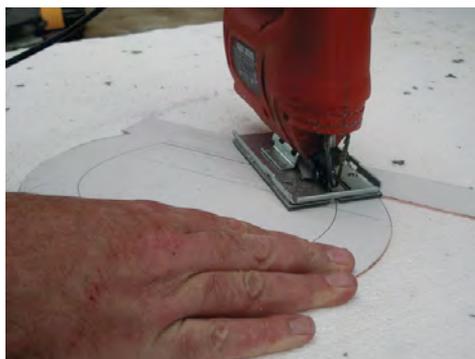


Lettering for The Viceroy in the workshop.

"The advantage of hand building is that every letter is individual. You can produce a unique sign that you just can't do mechanically, where you get one typeface only. Letters produced by computer are too standardised. Many worldwide companies like McDonalds use hand made signs."

Jason honed his expertise at some of the major leading European sign manufacturers, including Pearce Signs, Active Signs and Blaze Neon. He has worked on prestigious projects demanding the utmost degree of fineness such as Euro Disney in Paris and the Bluewater Shopping Centre in Kent.

After relocating to Devon with his family, he set up 5StarSigns two years ago.



This series of photos show Jason building letters by hand.



"Sticky vinyls are very popular around this area and I saw the opportunity to use my letter making skills to supply signmakers with something extra to offer their customers, and 5StarSigns was born," says Jason. "The difference between what I provide and other companies is that most of my letters are made by hand, rather laser or waterjet cut and folded by machine."

Operating from a base in Paignton, Jason offers all aspects of built-up metal letter work, ranging from flat faced polished stainless steel to inverted or exverted polished bevels, chisel (prism) style letters, rim and return, and Zodiac style letter work. Working to the highest standards, he uses a variety of metals, including aluminium, polished stainless steel zintec, gold, and lead coat to provide one-off, hand made letters and logos.

Initially, supplying only local signmakers, he soon began winning repeat orders and earning a reputation for top quality work from satisfied customers.

The Sign Company St Ives is one such loyal customer. Most recently Jason produced large front and rear signs, halo illuminated for a car showroom, GMO in Penzance, for The Sign Company St Ives.

Jarrard Harrison, Director of The Sign Company St Ives, says: "Jason's done a few jobs for us now. His letters are superb. It's nice to have them hand made individually rather than from computer where they're all the same.

"Almost anyone can laser or router cut but they can't make bespoke lettering or logos. Jason has the talent to make them out of whatever material you want. You just send him the plans and he makes them. His ability is amazing."

Jarrard cites a curved sign, fabricated from stainless steel and cut to fit around turret, 8ft x 1.2m planter, as another good example of Jason's skills.



*The finished sign installed above the exclusive restaurant in Derby.*

"It's a beautiful piece of hand made bespoke work. The fixings are all hidden, it's just excellent. You look at what Jason produces, show it to anyone, they're amazed it's hand made."

Comments like that have led to Jason winning orders from signmakers up and down the country, many via recommendations, like VA Signs of Derby.

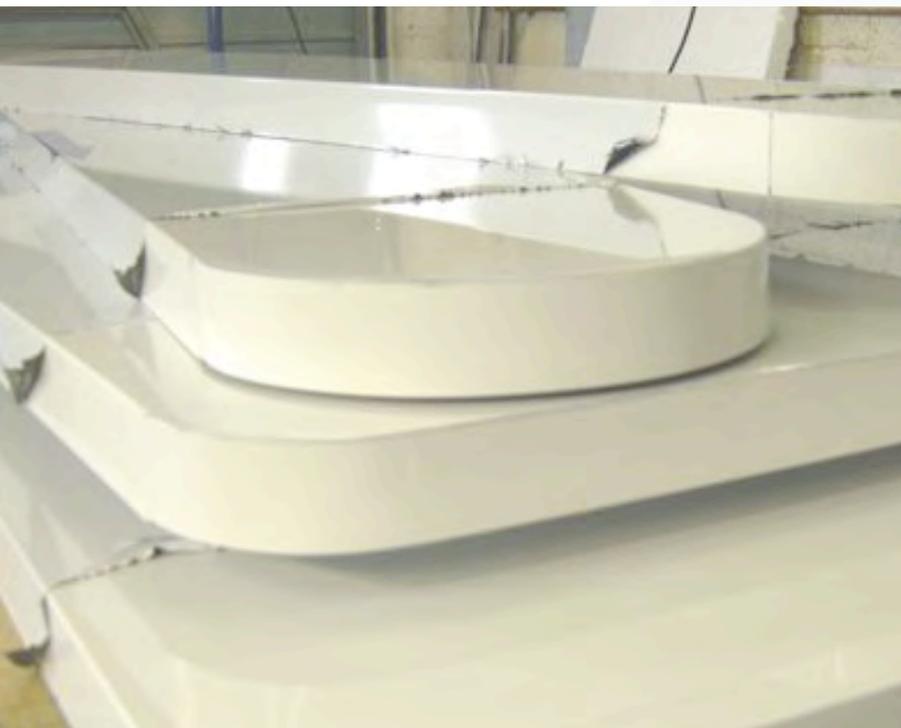
Jamie Eaton, Director at V.A. Signs, explains: "We had a job for a new exclusive Indian restaurant, The Viceroy. Located in an area of the city packed with other eating places, they wanted a one-off sign, something distinctive, to really stand out from the competition. When we found the right material, I knew it would be challenging to work with; the metal supplier suggested we contact Jason, saying he's very good with bespoke letters and fitting LEDs."

For this project the stainless steel lettering was cut by waterjet but because of the finish with gold embossing, letters had to be formed carefully by hand. LEDs add to the effect and the finished signage was installed at the end of last year.

"The result is brilliant," says Jamie. "Very good quality work, all complete on time and our client loves it. We will definitely be using Jason again."

Examples of Jason's work can be seen on YouTube at <http://uk.youtube.com/watch?v=oj3uKimfMoY> and at [www.5starsigns.co.uk](http://www.5starsigns.co.uk) - Jason also offers an in-house design service and can be contacted on telephone 01803 296836.

Further information about The Sign Company St Ives is available at [www.st-ives-signs.com](http://www.st-ives-signs.com) or by or telephoning 01736 798838. To contact V.A. Sign Centre Derby, go to [www.vasigncentre.com](http://www.vasigncentre.com) or telephone 01332 296496.



*Jason forms these lozenge shapes by bending Dibond.*



*A large halo illuminated sign for a car showroom.*

## Roland DG (UK) announces winner of new VersaArt RS-640

Roland DG (UK), a leading provider of wide format inkjet printers, is pleased to announce that Tim Eaves of Tim Eaves Signs, Preston, is the winner of its VersaArt RS-640 competition. Roland DG (UK) launched the competition in September 2008 and Mr Eaves' name was drawn at random by Roland DG representatives at Viscom Italia 2008, Milan.

Valued at £12,000, the VersaArt RS-640 will be added to a Roland VersaCAMM SP-300 30" integrated printer/cutter already at Tim Eaves Signs.

Says Tim Eaves: "I'm absolutely delighted to have won this machine. It's going to make a huge difference to my business. The larger width of the machine means I will no longer have to outsource the bigger jobs that come through the door, which will dramatically improve my turnaround times and reduce costs. It will also allow me to grow my current vehicle lettering market and produce larger vehicle wraps and outdoor graphics."

"I came across the competition while looking at software upgrades on the Roland DG website. I had seen an RS-640 on display at my supplier's and read about its speed and quality in the trade press, so I entered the competition. That was back in September so I was very pleased to receive a call from Brett Newman at Roland DG who told me my name had been drawn at the Viscom exhibition in Milan."

Says Brett Newman, Head of Product Management, Roland DG (UK): "Congratulations to Mr Eaves. The VersaArt RS-640's speed and quality is un-matched by any other machine at its price point and it's the ideal machine for businesses wanting to break into new markets or boost production capacity, for what is a minimal capital outlay. I wish him every possible success with his plans for the new machine and look forward to catching up with him in a few months for an update."

Having evolved over the years, in some ways both Mr Eaves and his company represent the changes that also occurred in the sign making industry. While Tim Eaves Signs was established 12 years ago when he took over the family run company from his father, Mr Eaves started out 26 years ago with hand sign writing commercial vehicles. Noticing a significant drop in demand for hand lettering, he then purchased an early Roland PNC 1000 cutter, followed by a VersaCAMM SP-300 about four years ago.



Brett Newman, Roland DG (UK) (left) congratulates Tim Eaves of Tim Eaves Signs on winning the VersaArt RS-640.

While digital print signs have completely replaced the demand for hand lettering, Mr Eaves is able to keep the old tradition alive with bespoke heritage vehicles and church interiors.

Today, Tim Eaves Signs continues to specialise in vehicle lettering and graphics for car dealerships and commercial fleets - although using digital technology to produce them more quickly and efficiently. Advertising hoardings produced by Tim Eaves Signs are also on display at Premiership football grounds: Blackburn Rovers' Ewood Park and Everton's Goodison Park; and the Championship football ground, Preston North Ends' Deepdale.

The VersaArt RS-640 is ideal for producing a range of graphics from precision composite designs to large outdoor posters and banners. It can support a variety of substrates including high-end proofs, vinyl for banners, textiles and eco-friendly papers. The printer also features Roland Intelligent Pass Control technology, which ensures image integrity even at higher print speeds.

For further information on the complete range of Roland products visit [www.rolanddg.com](http://www.rolanddg.com)

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## Sign 2000 offers flexible financial packages

**SIGN**  
**2000**

**Some good news from Sign 2000 in the midst of the ailing economy – the Kent based architectural and retail sign manufacturer has teamed up with an independent finance house to offer clients the option of paying for certain projects on a lease basis rather than by capital expenditure.**

Sign 2000 Sales Director, Neil Scott, explains: "The option to pay for specific projects by leasing rather than capital payment would be attractive to many businesses in normal times but given the current economic climate it provides a welcome flexibility."

Sign 2000 has teamed up with Henry Howard London Ltd, an independent finance house and broker, which has in excess of 15 funders in addition to their own portfolio.

Henry Howard's Simon Lumley explains why they chose Sign 2000 as a partner. "We look for prominent, well established and

reputable companies within various business sectors to work with us in extending customer choice through leasing/rental arrangements. Sign 2000 fitted the bill precisely in their sector and we are delighted to be working with them."

The benefits to Sign 2000 clients who avail themselves of this flexible finance package are numerous:

- No capital outlay – just a rental in advance
- Tax efficient – rentals fully tax deductible
- Easier to budget – fixed monthly payments eases planning
- Better use of working capital – can be used in other areas of the business
- Eases acquisition restrictions – leasing can remove new equipment from capital expenditure budgets
- Efficient use of equipment – equipment need only be leased for the period of the agreement
- Ability to keep pace with technology – easier to upgrade aging equipment
- Increased income and efficiency – less time to recover capital equipment. New equipment can pay for itself and reduce costs.

Based in Paddock Wood, Kent, Sign 2000 has a client base comprising blue-chip names across the business spectrum as well as many small to medium sized commercial organisations.

It is anticipated that the leasing packages would prove suitable for projects ranging from £1000 upwards.

For further information contact Sign 2000 on 01892 834383 or visit [www.sign2000.co.uk](http://www.sign2000.co.uk)

## MACTac Awards Prize Book now available

**Once again designers and converters have proven that their imagination has no limits.**

MACTac's Worldwide Awards 2008 Prize Book is now available and presents the winners for each of the regions covered in the event.

These Awards were established to recognise and reward creative and high impact "visual communication" work using MACTac self-adhesive materials.

The MACTac Worldwide Awards 2008 have been a resounding success with more entries and higher standards than ever before.

The Prize Book is published to give visual communication professionals a great many ideas to promote their messages using self-adhesive vinyls.

As previous editions, the MACTac 2008 Worldwide Awards Prize Book is being sent to major end-users and advertising agencies to help them discover new possibilities in the advertising world and generate business for MACTac converters.

The MACTac Worldwide Awards 2008 Prize Book is available from local MACTac Subsidiaries or Distributors and on [www.mactac-europe.com](http://www.mactac-europe.com)



*Discover new possibilities with the MACTac 2008 Awards Prize Book.*

Size:  
750 x 500mm\*  
(\*Image area)



## Folding Swing Sign

This folding swing sign is easy to transport and store. Folds flat for easy storage. Manufactured from 25mm square tubing with 1.2mm zinc coated steel panel.

Available in 3 heights  
1 metre high • 1.5 metre high  
2 metre high



## Bus Stop Sign

A useful sign for marking meeting points or giving direction. Suitable for indoor and outdoor use. Available with lightweight or located base (as shown).

Available in 2 sizes in any combination  
635 x 457mm (A2)\*  
530 x 450mm\*  
(\*Image area)



## Handysign

This lightweight and easy to move 'A' board is manufactured in 1.2mm zinc coated steel.

- Powder coated in white as standard
- Integral carry handle

Easy to assemble.  
Custom made to your own requirements and sizes.

## Banner Frame

The easy way to display your banners. Fabricated from 25mm square section steel tubing, this double or single sided frame comes in a modular easy to assemble system.



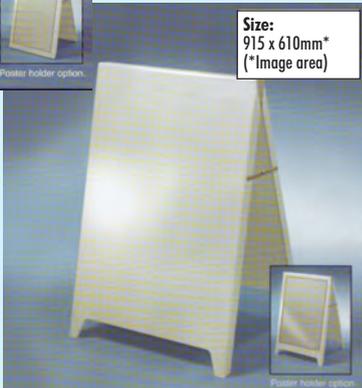
Available in 3 sizes in any combination  
864 x 533mm\* • 876 x 635mm\*  
1170 x 838mm\* • (\*Image area)



## Pavement Sign

1.2mm zinc coated steel. White powder coated. Available in 3 sizes and 4 styles. i.e. Standard, poster, blackboard and poster blackboard.

Size:  
915 x 610mm\*  
(\*Image area)



## Legged Pavement Sign

Manufactured from 1.2mm zinc coated steel.

- Powder coated in white as standard
- Two heavy duty metal side stays and legged feet
- Double folded sides give extra strength

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## Recycling initiatives offer cost savings and environmental benefits

**Increasingly, signmakers and graphics companies are looking to their suppliers to provide recycling options for waste production materials – and suppliers are responding. Amari Plastics plc, leading UK distributor of sheet and profile plastics, and Macro Art, huge format digital printer, are two companies that have recently introduced recycling initiatives.**

The Amari Recycling Initiative (ARI) is a unique system within the UK, because Amari Plastics is the only company that has committed itself to environmental change by taking control of its own waste, says Amari Plastics.

Other UK schemes are sub-contracted to third party waste management or recycling companies, where there is no direct control over the third party's policies. But Amari Plastics plc has owned and invested in its own recycling company, called Recycled Plastics, for more than two years.

Amari Plastics launched ARI in October 2008 as a tried and trusted scheme that had already been piloted in its own business.

ARI is tailored to each individual customer and the system offered fits not just a company's waste profile, but also practical business issues such as available space and ability to sort waste. Companies signing up to use the service include sign manufacturers, exhibition and graphics businesses, and plastics fabricators such as Luminati Waycon.

Steve Senior, Managing Director of Luminati Waycon, commented: "The scheme was exceptionally easy to introduce. We had a visit and site survey from Recycled Plastics, the wholly owned subsidiary of Amari Plastics Plc that handles the recycling, and this determined the style and number of cages we would need. After that they were delivered and the system was put straight into our production.

"I felt that this was the right thing to do. Amari Plastics are the major supplier to Luminati and they were offering a closed loop system of not only supplying sheet but removing my scrap.

"The certification of the process allows us to show our customers that we are moving in the right direction and it supports other separate initiatives that Luminati has taken to strengthen its environmental credentials – Luminati has recently committed to reduce its energy consumption by 10 per cent during 2009."

Most plastics can be recycled and turned into some form of useful product such as mugs, key rings, injection moulded items and packaging materials. The more plastic waste that ARI can utilise, the less goes to landfill.

With Recycled Plastic paying for the majority of the scrap that it takes away, companies using ARI benefit from an additional income as well as reducing outgoings on landfill costs.

ARI is designed for users of acrylic, polycarbonate, polyester, polypropylene, aluminium composite and some PVCs. To find out more or to register with your local Amari Plastics branch, go to [www.amariplastics.com](http://www.amariplastics.com)



*Marco Art is helping customers protect the environment.*

Macro Art teamed up with ALD Industry in its initiative for the disposal of reinforced PVC banner and mesh materials.

Huge format digital printer Macro Art grew by 20 per cent last year and used 1,100,000sq.m. of materials weighing close to 500,000 tons. Without action all this material, whether production waste or creative images, ultimately would have been disposed of in land fill sites with a limited life.

"No more," says John Walker Managing Director of Macro Art. "All our production waste is now bagged or baled, pelletized and recycled in a process that is guaranteed to be completed within the UK. Even the new end products are themselves recyclable."

Macro Art is now selling the concept to its customers. After a printed image is taken down Macro Art offers to collect these printed products, remove any metal eyelets and put the used prints through the same process as its own production waste. Customers contribute towards these costs, which rarely exceed 30p per square metre.

John Walker said "This represents about a four per cent environmental charge to what it says on the tin – to dispose of in landfill costs almost as much without the benefits of a greener image for the printing industry."

By teaming up with ALD Industry, which had been working closely with Verseidag on the project for almost a year before cracking the problem, Macro Art has found a UK solution to the closed loop that the company was seeking.

More details are available from Macro Art at [macroart.co.uk](http://macroart.co.uk) or telephone 01767 677946. For information about ALD Industry, go to [www.aldgroup.co.uk](http://www.aldgroup.co.uk) or telephone 01483 277387.



*Amari Plastics Bristol Branch Manager Rob Weeks presenting the ARI Certificate to MD of Luminati Waycon, Steve Senior.*

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## New franchise prepares to grip onto Ireland's display and sign market



As part of its global expansion programme, GRIPPIT™, the UK's producer of visual communication display boards and signs, is targeting Ireland as a key franchise region through their new franchising company, Grippit International.

The Grippit product range incorporates a paper grip slat system, which completely removes the need for drawing pins, magnetised strips or tack adhesives.

With a blue chip client base including such high profile organisations as St. Barts Hospital in London and United Biscuits, GRIPPIT™ is fast becoming the visual display board of choice across many public and private sector markets including Education, Pharmaceutical, Retail, Food Manufacturing, Marketing and Healthcare.

"Increasingly stringent regulations regarding health & safety and food hygiene have caused a huge increase in demand for superior quality visual display boards" says Adrian Fletcher, MD of Grippit International.

"At Grippit we provide our customers with a cost-effective solution that essentially eliminates all of the contamination and safety issues commonly associated with traditional display boards.

"Having decided to expand the Grippit organisation through franchising, we are now looking for the right individual who can capitalise and build on the success of the Grippit brand and establish Grippit as a leading name in visual display boards throughout Ireland" he adds.

On offer to potential franchise candidates is the exclusive right to both use the Grippit trademark and logo and sell the Grippit product range throughout the Republic of Ireland and Northern Ireland, with an excellent business start up and marketing support package.

For more information contact [enquiries@grippitinternational.com](mailto:enquiries@grippitinternational.com) or to view the product portfolio visit [www.grippit.co.uk](http://www.grippit.co.uk)

## New home for Spirit Displays

Spirit Displays celebrated the New Year with a move to new premises, in Garth Road, Morden, Surrey.

The new site was operational when the doors opened in January and is now fully fitted out.

A warehouse of 3,500sq.ft. means Spirit Displays has been able to expand its fabrication department, and has increased storage space for new products and more stock ready to be dispatched to customers.

Spirit Displays is probably best known as the supplier of the SPIRITFlex Tensioning System in Europe. SPIRITFlex is a versatile solution for general signage, wall murals, building wraps, retail and window displays, event and promotional graphics, stage and theatre backdrops.

To find out more about SPIRITFlex and for further information on Spirit Displays' range, visit [www.spirit-displays.co.uk](http://www.spirit-displays.co.uk) or telephone 08448 009612.

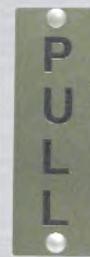
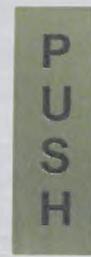


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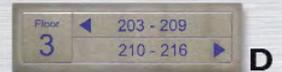


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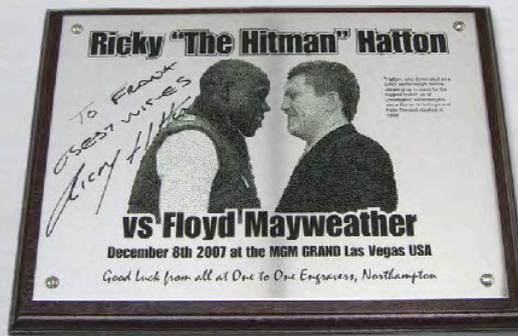
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# AWARDS

## Top safety accreditation for The Sussex Sign Company

The Sussex Sign Company is one of the latest group of successful companies to join a leading edge scheme, designed to help industry improve its safety record.

The Sussex based firm recently received accreditation from SAFE contractor, a programme, which recognises very high standards of Health and Safety practice amongst UK contractors.

Employing 25 people, The Sussex Sign Company is principally involved in the manufacture and installation of signage across the country.

With a £1.2 million turnover, The Sussex Sign Company's most recent clients have included major players such as Legal and General, Lloyds TSB and Parker Pen.

The company's application for SAFE contractor accreditation was driven by the need for a uniform standard across the business.

Norman Mayhew, The Sussex Sign Company's Managing Director said, "I am extremely proud of all my teams and especially with regard to our Health and Safety Record. The Sussex Sign Group takes its Health and Safety responsibility very seriously and this award shows our clients and the public in general, our Health and Safety is second to none."

SAFE contractor accreditation is expected to enhance the company's ability to attract new contracts and its commitment to safety will be viewed positively by its insurers when the company liability policy is up for renewal.

SAFE contractor is applicable to most sectors although it is particularly relevant to sign installers, property, facilities management, retail and leisure sectors, all of which are big users of contract services.

Darran Hughes, Operations Director of SAFEcontractor said,



"Major organisations can no longer run the risk of employing contractors who are not able to prove that they have sound Health and Safety policies."

"More companies need to understand the importance of adopting good risk management in the way that The Sussex Sign Company has done. The firms' high standard has set an example, which hopefully will be followed by other companies within the sector."

Under the SAFEcontractor system, businesses undergo a vetting process, which examines health and safety procedures and their track record for safe practice.

Those companies meeting the high standard are included on a database, which is accessible to registered users only via a website, [www.safecontractor.com](http://www.safecontractor.com)

Employer-organisations who sign up to the scheme can access the database, which enables them to vet potential contractors before they even set foot on site. These employers agree that, as users of the scheme, they will engage only those who have received accreditation.

More than 120 major nation-wide businesses, from several key sectors, have signed up to use the scheme when selecting contractors for services such as building, cleaning, maintenance, refurbishment or electrical and mechanical work.

For further information contact Norman Mayhew, Managing Director, The Sussex Sign Company tel: 01273 512818 or visit [www.sussexsigns.com](http://www.sussexsigns.com)



Norman Mayhew, MD, The Sussex Sign Company.



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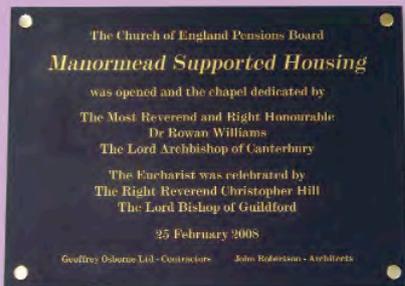
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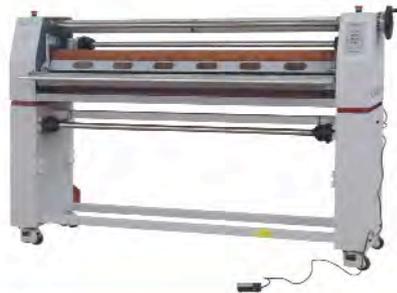
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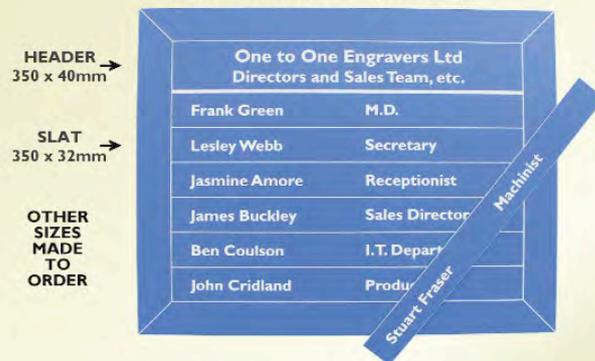
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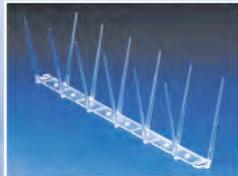
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One of the largest independent stockholders of semi-finished plastics in the UK. Offering a huge range of both branded and own label products including Perspex, Marlon, Foamalux and Veka. A next day delivery service on cut to size and polished products is available. Also, manufacturers of light boxes, sign frames and specialist fabricated items.

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**Fax: 01254 272801**

sales.blackburn@perspex.co.uk

www.perspexdistribution.com

Perspex Distribution offer unique access to many of the principal plastic sheet products for the sign industry from their regional distribution centres in the north, midlands and south. With a comprehensive stock-holding in many colours and finishes, Perspex Distribution can deliver any material for any application when it is required.

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**Fax: 0121 344 4558**

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www.righton.co.uk

National distributors of Quinn cast & extruded acrylic sheet, Brett Martin Marcryl sheet and Policril cast acrylic. Available in a wide range of clear, opals and colours. Also stocked: Marlon solid Polycarbonate, PETG, SAN, Foamalux, Komadur, Octaclad, PVC, Aluminium Composite Sheet, aluminium sheet (available white painted). Stainless steel sheet in various finishes, aluminium extrusions, stainless fasteners, adhesives, copper, brass and bronze.

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www.transdev.co.uk

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**Tel: 01293 560130**

**Fax: 01293 537743**

Braintree Road, Ruislip, Middlesex HA4 0XX

Tel: 0208 841 4211

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Tel: 0116 2624736

vulcascot.baz@btinternet.com

Vulcascot supplies a comprehensive range of plastic sheet materials including Quinn, Vulcacryl, Setacryl cast and extruded, Marlon, Foamalux foam PVC, PETG, Eurosign engraving, chalkboard compact laminates and a wide range of industrial laminates including phenolics, fire rated and high temperature. All available in full or cut to size. Full technical support.

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**Fax: 0151 933 5667**

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**Fax: 0141 774 6653**

sales@insightsignsystems.com

www.insightsignsystems.com

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**01858 43164**

**Fax: 01858 466992**

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www.dorotape.co.uk

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www.williamsmith.co.uk

We offer a range of application tapes from 3M, R Tape and Ritrama. Orders placed before 5.30pm (stock permitting) are guaranteed next day delivery and if you aren't completely satisfied we will offer you a full refund.

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www.gess.uk.com

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sales@saltwellsigns.co.uk  
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We offer a trade based service to sign companies all over the UK for their 3D built up stainless steel lettering and logos, ranging from Neon illumination, LED illumination to No illumination. For quotes please contact our sales team by e-mail/fax or call today for that friendly prompt service you require.

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Signconex are a UK manufacturer of Changeable Displays in 3 main product areas:

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APCO UK is the exclusive wholesale distributor of APCO's design award winning modular sign systems, which have been providing innovative solutions for hospitals, universities and other facilities throughout the world since 1966. APCO UK offer a complete range of interior and exterior systems, in stock length component form or pre-cut and coloured, including APCO's most comprehensive system, Accord15.

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Signconex are a UK manufacturer of Changeable Displays in 3 main product areas:

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Leading the way since 1952

ACRYLIC (Perspex or Repsol - including gold and silver) (10mm: white black and clear)														NO MINIMUM ORDER		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
3mm	£0.61	£0.80	£0.93	£1.22	£1.46	£1.82	£2.42	£3.03	£3.28	£3.76	£4.61	£6.86	£8.37	£10.31	£12.49	£48.51
5mm	£0.91	£1.15	£1.46	£1.82	£2.30	£2.79	£3.63	£4.48	£5.76	£6.31	£7.88	£9.70	£10.92	£13.94	£16.98	£66.71
10mm	£1.83	£2.32	£2.91	£3.64	£4.61	£5.57	£7.28	£8.98	£11.53	£12.61	£15.77	£19.40	£21.83	£27.90	£33.96	£133.40

FOAM PVC (all available colours - 10mm & 19mm available in white only)														NO MINIMUM ORDER		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
3mm	£0.42	£0.53	£0.85	£1.03	£1.14	£1.39	£1.57	£2.12	£2.42	£2.72	£3.03	£4.00	£4.85	£5.76	£7.88	£18.20
5mm	£0.48	£0.72	£1.09	£1.46	£2.00	£2.30	£2.67	£3.15	£3.64	£4.37	£5.15	£6.07	£6.87	£8.00	£11.03	£30.32
10mm	£0.85	£1.33	£1.70	£2.55	£3.52	£4.37	£4.98	£6.07	£7.28	£8.32	£9.34	£11.52	£13.34	£16.98	£21.59	£58.21
19mm	£1.82	£2.55	£3.64	£4.24	£4.85	£6.67	£8.49	£9.41	£10.92	£12.42	£14.86	£16.98	£20.01	£23.05	£27.90	£78.83

EXTERIOR MDF (MEDITE comes in its raw form for painting)														NO MINIMUM ORDER		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
6mm	£0.37	£0.85	£1.22	£1.63	£2.42	£2.60	£3.03	£3.81	£4.37	£5.22	£6.67	£9.46	£10.92	£12.37	£14.55	£43.66
12mm	£0.91	£1.57	£1.94	£2.84	£3.88	£4.66	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.16	£19.40	£58.21
18mm	£1.57	£2.42	£2.96	£4.06	£5.03	£6.18	£7.64	£8.61	£10.92	£12.42	£14.92	£17.10	£20.84	£21.83	£29.11	£87.32

3mm ALUMINIUM COMPOSITE (Dibond, Alupanel)														NO MINIMUM ORDER		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
standard colours	£1.09	£1.52	£1.99	£2.55	£2.91	£3.39	£4.85	£5.70	£6.67	£7.28	£8.24	£9.70	£11.28	£15.77	£19.40	£60.71
Chrome	£2.00	£2.55	£2.91	£4.28	£5.82	£7.01	£8.19	£9.46	£11.28	£13.79	£15.52	£17.56	£20.93	£25.76	£31.75	£98.25
Brushed finish	£1.33	£1.70	£2.31	£2.86	£3.88	£4.67	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.17	£21.83	£65.49

MILL FINISH ALUMINIUM (Comes in its raw form ready for coating) - Other thicknesses available on request														MINIMUM ORDER £95	
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm
3mm	£2.94	£3.67	£4.54	£5.63	£6.26	£7.18	£8.10	£9.38	£10.59	£12.08	£13.67	£17.88	£21.41	£27.22	£36.14
5mm	£3.46	£4.33	£5.36	£6.64	£7.39	£8.47	£9.55	£11.07	£12.49	£14.25	£16.13	£21.10	£25.26	£32.12	£42.64

2mm 316 MARINE GRADE STAINLESS STEEL - Other thicknesses available on request														MINIMUM ORDER £95	
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm
Satin Brush	£4.72	£5.09	£6.18	£7.10	£7.64	£10.74	£13.61	£16.01	£17.20	£19.01	£21.83	£31.11	£34.80	£43.65	£52.75
Polished	£5.09	£5.49	£7.46	£8.00	£8.91	£12.19	£15.64	£17.10	£18.37	£21.83	£23.93	£33.59	£40.20	£47.48	£60.03

**ADDITIONAL OPTIONS**

- Add 10% to above prices if plastic locators and paper template are required
- Add 10% for VHB tape to rear
- Add 25% to price if soldered brass locators or M4 studs (30mm/50mm) and paper template are required. (Aluminium or Stainless steel only)
- Add 20% to price list if the typeface is extended
- Add 25% to price list if a template is required for cladding (cladding gaps will be required)
- Add 25% to price list for Flame Polished Edges (clear acrylic only)
- Add 25% to price list for Gloss Finish Foam PVC
- Add 25% to price list for a rounded or 45° edge to letter
- Additional locators Bag of 250(M) 250(F) locators large: £34 small: £23 (100% uv stabilised)\*
- Additional Glue 500ml of Adhesive £23\*

\*no discount available

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