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Sign Update

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CONTENTS

6 - 29	Product News
30 - 33	Vinyl Focus
34 - 41	Project News
44 - 70	Sign News
50 - 51	Company Profile
54 - 60	Product Choice
62 - 65	Trade Supplies
74	New Appointments
76 - 81	Classified
83 - 98	Buyers Guide Directory

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Editor - Heather Rutter

Tel: 01525 377073

email: heather.rutter1@btinternet.com

Advertising Manager - Martin Hinchliffe

Tel: (inc. Advertising enquiries) 01784 463904

email: martin@sign-update-magazine.co.uk



Features Editor - Janet Brennan

Tel: 01582 584414

email: janet@sign-update-magazine.co.uk



Graphic Design - Tony Hinchliffe

Tel: 01295 660666/690862

email: tony@sign-update-magazine.co.uk

Publisher - Roger Hinchliffe

Tel: (inc. Advertising enquiries) 01295 660666

email: roger@sign-update-magazine.co.uk



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PRODUCTS AND EDITORIAL SUBMISSIONS

Sign Update welcomes news and information relating to new and improved products for possible coverage within the news and review pages. Sign Update however accepts no obligation to provide coverage or return unsolicited products which are sent to it.

Sign Update is always delighted to receive correspondence hints and tips for articles which should be sent in the first instance in outline form, together with the author's name and address. Manuscripts, photographs and other materials will not be returned unless accompanied by a stamped address envelope. No responsibility is accepted for any unsolicited materials. Sign Update takes every effort to ensure the accuracy of the contents of the magazine and takes all reasonable care in accepting advertisements for publication, but makes no representation as to their accuracy or quality.

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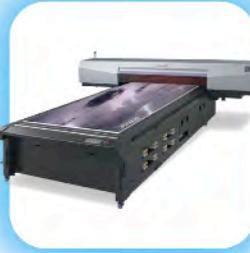
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WELCOME *Page*

Any old boys about

Over the last two years I've noticed a lot of the old boys starting to throw in the vinyl and retire. And when I say old boys I mean people well into their seventies. So I wanted to ask, who is the oldest sign worker out there? Could it be you?

If you're in your seventies or older and still making signs, drop another old boy (me) an email about yourself at roger@sign-update-magazine.co.uk, preferably with a picture of yourself or some work you are especially pleased with. I'll then let the best contributors use this page to tell us about the joys of the job, or even to have a good moan if that's what they want.

Don't just sit there thinking "I'll do it tomorrow". Do it now, time is not on your side. Come to think of it, it's not on mine either. And it will give readers a break from me going on about a load of rubbish.

Talking of rubbish, I've noticed some of the new boys are producing quite a bit of it. Why? I don't know, as the equipment and machinery that's around these days virtually does the job for them.

I've started visiting sign makers working in Norfolk for our feature on the Norfolk Sign Maker that will run in our September/October issue. Similar to my request to more mature sign makers, anyone in the Norfolk area that would like their work to be featured in our magazine and show the new boys how it's done drop me an email.

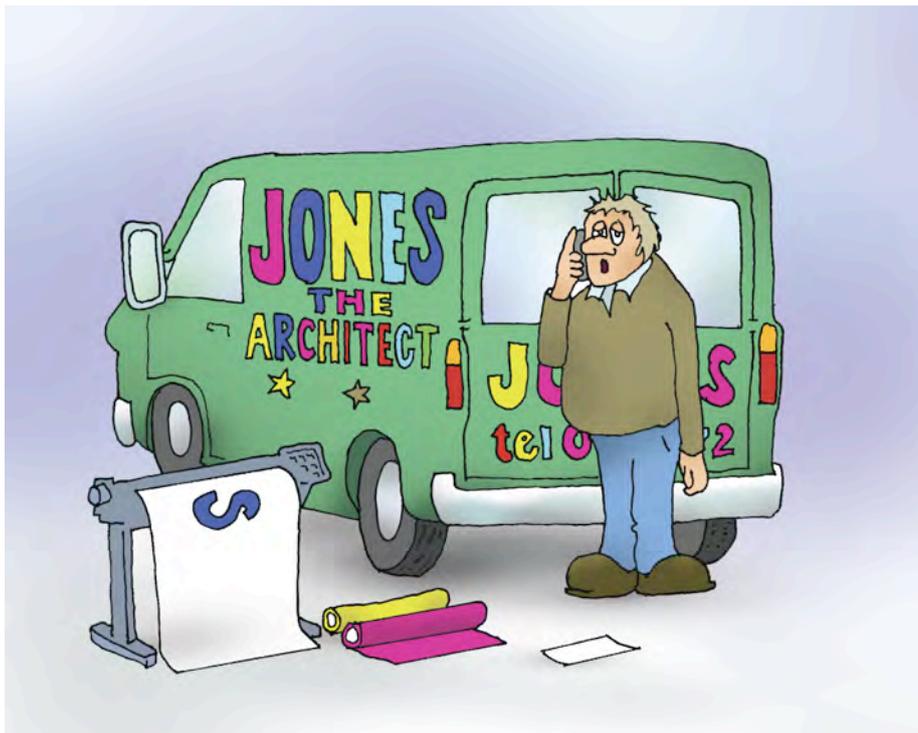
When I say boys, I mean people generally, as this industry has a growing number of female sign makers. So Norfolk sign ladies, don't just sit there doing your nails or whatever, sort out some photos of your sign work and get them over to me. I for my part am going to spend the rest of the day in the garden, chasing the birds off my redcurrants.

Roger Hinchliffe

Dear Roger

As a woman who takes pride in the appearance of her nails and on behalf of all similar women, I would just like to point out that we have time to do our nails because we are so well organised in our work.

Heather x



"Yes Mr Jones, it's my first job I know, but, I have put a lot of time in the design side as requested, with impact. And to make it stand out from other vans, I've even put stars on it."

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Gdi and the rise of the LED

LED lighting is becoming ever more prevalent in signage, from LED trough lights to colour changing LEDs but the feedback we often get from our customers is that they understand technology is developing but "what does this mean for them?" Well at Gdi Trade Signs we develop components into systems which are easy to sell because of the obvious benefits enjoyed by the end user.

At Gdi we work tirelessly to bring the best signs we can to the market place, constantly reviewing production methods and developing ideas. A major part of our business is supplying LED illuminated letters. One issue often raised by customers is, "how do we hide the cable?"



Built up s/steel letters with fitted Gdi Trax rod connections.



View from inside the window with not a cable in sight.

The solution Gdi is offering the sign industry is Gdi TRAX

So what is new about Gdi Trax?

An innovative new system of transmitting power has been developed for LED illuminated built up letters called Gdi Trax which is basically a new way of delivering power to the individual built up letters. It uses a Gdi Trax rod system to feed the power to the letters, replacing unsightly cables with a 6mm dia s/steel Gdi Trax rod system. This system eliminates the need to use a sign tray to hide the wiring or threading the cable through the fabric of the building that the letters are mounted on.

The advantage of this is, firstly, that the wiring is not on view to the customer and secondly, it saves time and money as it speeds up the fitter's time on site and removes the cost of additional components such as trays. But the most amazing benefit of this system is that it means our customers can now fix built up LED face illuminated letters directly to glazing without the need to drill the glass. The finished look is not only very neat, it is absolutely stunning, giving a real 21st century solution to a 20th century problem.

Although the system has not been on the market long, a number of prestigious high street names in retail and leisure are now specifying this system, and having them installed to a number of sites throughout the UK. In times when it is important to stand out from the crowd, even some small independent businesses are specifying this style of sign.

How much does it cost?

It is surprisingly affordable, as you are reducing the cost of the materials and of course the time to install, whilst improving the final look. Prices are subject to specification. If you would like a quote for a current or forthcoming project, please call 0800 146008 or email sales@gdisigns.net. We will email a written quote back to you the same day or for more information visit www.gdisigns.net



View from outside glass, with LED illumination through Perspex letter face.

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the sign company's company


William Smith
established 1832

Spandex offers ImagePerfect cleaning fluids as entry-size starter pack

Spandex has broadened its growing accessories range with the addition of a convenient and cost-effective starter-sized fluid kit comprising four refillable one litre spray bottles of its popular ImagePerfect™-branded cleaning and material preparatory fluids. Featuring ImagePerfect Surface Cleaner, Magic Apply application fluid, Adhesive Remover and Vinyl & Banner Cleaner, the new entry level ImagePerfect Fluid Kit offers sign and large format customers an easy and effective means of introducing themselves to some of the company's best-selling, environmentally-friendly cleaners.

Each of the four ImagePerfect fluids will continue to be available separately in its standard size, five litre refill bottle, enabling customers to retain and refill the new entry-size bottles. This capability for re-use differentiates the ImagePerfect Fluid Kit from certain competitor offerings and delivers cost-savings, as well as environmental benefits.

ImagePerfect Surface Cleaner, a highly-engineered substrate cleaner, is extremely effective and accurate. IP Surface Cleaner enables sign and large format print users to ensure surfaces are professionally cleaned and free of dirt or dust prior to the application of self-adhesive materials, thereby resulting in optimised bonding. It is suitable for use on sensitive materials such as foam boards and acrylics and covers a broad range of end-user requirements, including car bodies, signboxes, glass substrates, dry-wipe substrates, anodised aluminium and PVC banners.

ImagePerfect Magic Apply is a bespoke application fluid that enables optimum working conditions on all surfaces, especially those considered difficult, such as glass, mirrors and flexible substrates like

PVC banners. IP Magic Apply, which contains no oil-based ingredients, makes wet application faster and easier, whether applying vinyl letters and logos, large surface coverage, vehicle graphics or digital prints.

ImagePerfect Adhesive Remover Pro is a professional, ready-to-use and very powerful product for removing adhesive residue from a wide variety of surfaces. Its versatility and effectiveness is proven on substrates including car bodies, signboxes, windows, glass surfaces, plastic substrates, whiteboards, anodised aluminium and PVC banners.

ImagePerfect Vinyl & Banner Cleaner, an advanced and dependable cleaning product, completely and safely removes dust and dirt from any soft and semi-rigid vinyl, thereby restoring the original lustre of its surface. IP Vinyl & Banner Cleaner contains no harsh chemicals or phosphates and is completely solvent-free. Importantly, it will not damage or discolour the surface of either the vinyl itself or any solvent, eco-solvent or UV prints on the vinyl, thereby affording complete peace-of-mind. It is suitable for use on all types of vinyl, including outdoor signage, car-wraps, banners, tarpaulins, semi-rigid sheets, illuminated light boxes, etc.

"Our new entry-sized fluid kit offers the perfect means for sign-making professionals to facilitate their first use of some of Spandex's most popular cleaning liquids and to see for themselves the terrific results they deliver", says Roland Keller, Executive Director Aftermarket Product Management, Spandex. "This fluid kit represents just a fraction of Spandex's extensive accessories range which is continually developed to ensure customers have the right tools to enable easier production of their sign and large format printed projects."

For further information on Spandex's new ImagePerfect Fluid Kit, please contact your local Spandex office at www.spandex.com



The ImagePerfect branded cleaning and material preparatory fluids starter kit.



flat cut letters

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

albond, 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

Medite 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 finished	1.2mm polished	2mm satin finished	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% - 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)
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- add 25% - 45° bevelled edges to m.d.f. letters

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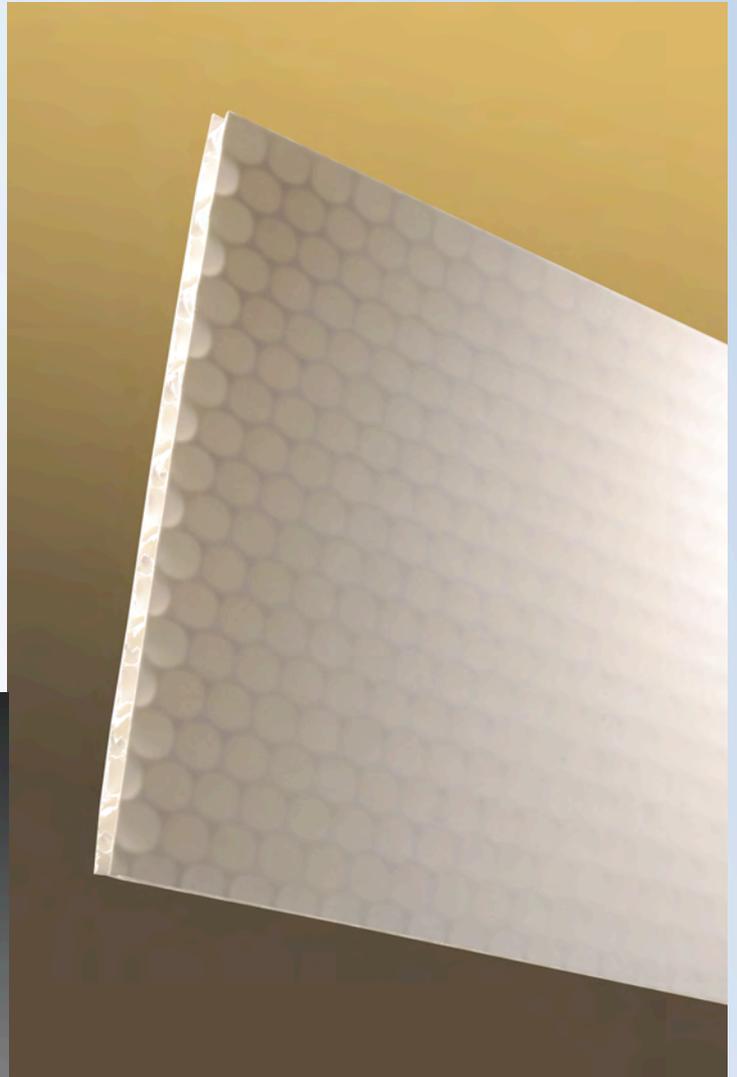


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Amari Plastics launches eco-friendly Bubble Print Board in the UK

Amari Plastics has entered in to partnership with an Italian manufacturer, Imballaggi Protettivi, to distribute its range of eco-friendly polypropylene sheets for the print, signage, fabrication and industrial markets. Marketed under the name of Bubble Print Board, the product comes in several different formats – however the essential core of the product is polypropylene shaped as bubbles. The product is neither a solid sheet nor a fluted sheet but has a super smooth printing surface and is rigid and strong at thin gauges such as 3mm, 5mm and 8mm.

The product is manufactured by a lamination process that brings together the core of the product – the bubble shaped polypropylene - and two solid surfaces of Polypropylene to form a sheet. The cell structure of the bubble allows the sheet to be manufactured at lower weights than other polypropylene sheets and still retain a strength and rigidity which outperforms its natural competition. The surface is matt white but can be made with other colours or finishes. It is also corona treated to ensure maximum ink adhesion when printed and is suitable for both external and internal applications.



The Bubble Print Board is 100% recyclable.

Bubble Print Board is developed for the print, signage, fabrication and industrial markets.



Due to the versatility of the production process and the durability of the Bubble Print Board sheets it is also used in industrial applications such as vehicle lining and noise reduction. It is available as standard in 3mm, 5mm and 8mm in white in 2440 x 1220 and 3050 x 1550mm. The market applications for the product include short to medium term signage, election campaign poster boards, stadia advertising boards, general external print and industrial estate agent boards.

Because of its structure and being a polypropylene sheet it is 100% recyclable; furthermore it contains a percentage of side trim and reworked material from the factory waste output making it even more friendly to the environment. The product can also be purchased in a flame retardant version and an enhanced UV resistant version. Amari Plastics, with its sister company, Recycled Plastics, will be happy to help you recycle the product after its usage.

Give your local Amari Plastics service centre a call and find out more about Bubble Print Board or look us up on www.amariplastics.com

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PRODUCT *News*

New innovative products from Grafityp UK Ltd

Grafityp, in conjunction with Siser Italy, are pleased to announce the immediate availability of the following new products to their already extensive textile decoration lines.

SmartPro® is a new product that will revolutionise digital print on garments using solvent and eco-solvent printers and print and cut machines such as the Roland VersaCMM.

Application is simple and easy and done at the same time as the printed logo is applied to the garment. SmartPro is a heat applied protection film only six microns thick that when used with the C-Print range of materials from Grafityp, will transfer the protective layer only over the logo shape that has been cut. The logo will then withstand higher washing temperature, become scratch resistant and it will also dramatically reduce the fading of the printed transfer. What's the cost of adding this excellent protection to your logos? As low as one penny per 50mm square logo.

Another brand new Grafityp product is Siser's latest Cad Cut material 3D-XPB that allows you to add amazing dimension and texture to designs.

When heat is applied 3D-XPB rises, puffing up to create a raised texture to letters, shapes and logos. It can almost be described as an embroidered look and can be used on many of the normal garment type applications giving stunning results, especially when used with other Siser products to give various textures on the finished garment. This product is suitable for application on to 100% cotton, 100% polyester, or cotton/poly blends. When previewed at this year's exhibitions, 3D-XPB attracted more interest than any other new product shown on Grafityp's stand.



The latest Siser Cad Cut material 3D-XPB allows you to add dimension and texture to designs.

Also new are five additional colours in the hugely popular Grafiflex PS-range from Siser.

Lilac, apple green, light pink, light blue and hibiscus have all been added to the existing already impressive range, bringing the total number of colours now available to 32.

For details of any of the new or existing products, please contact Grafityp UK Ltd on 01827 300500 or visit www.grafityp.co.uk

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Viewing the print close up at 30cm away

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size: 2.5m height

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Signwaves raises the standard in flags

Signwaves has announced its improved quality, shortened lead times and reduced prices on its range of Flying Banner and Giant Pole textile flags.

As part of Signwaves' continual efforts to improve its products, the standard flag material has been upgraded to a 115gsm close weave knitted polyester textile, for improved durability and image vibrancy. For optimum performance, a 135gsm 'airmesh' material is also available which, thanks to small holes in the fabric, presents less resistance in the wind. This makes it ideal for outdoor events where windier conditions are expected.

All Signwaves' flags are printed by a dye-sublimation process which uses special inks and undergoes a post-print heating process to fix the ink into the fabric, making it scuff resistant and washable as well as maximising the mirror image show-through on the reverse.

For quantities up to 25, the lead time has been reduced to one week and no more than two weeks for quantities between 25 and 200.

For further information, telephone 01493 419300, email enquiries@signwaves.co.uk or visit www.signwaves.co.uk



Feather/Teardrop Flying Banners and Giant Pole



The 135gsm airmesh flash material.



Close up detail of the standard 115gsm knitted polyester textile.



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Mutoh releases Viper TX Soft Sign printers

Wide format inkjet printer manufacturer Mutoh Belgium nv has released a new series of direct-to-fabric printers, called the Viper TX Soft Sign series. Available in 1620 mm (63.78") and 2210 mm (87") widths, the Viper TX Soft Sign printers offer a total solution for direct printing of polyester fabrics with open or closed structure. The printers incorporate all features required to accurately load, transport & tension, dry, heat-fix and roll up finished prints, ready for use. Tuned to Mutoh's new VOC-free water-based direct disperse inks, the new engines deliver typical production speeds up to 37 sq.m./h and top engine speeds up to 77 sq.m./h.

The new Mutoh Viper TX Soft Sign printers have been purposely built for professional soft signage print businesses looking for an integrated workflow to print directly onto polyester fabrics like flags. The printers are suited for a wide variety of applications: heavy duty flags, banners, architectural graphics, sport arena displays, wall murals, home furnishings, curtains and much more.

"We have been marketing wide format dye sub and direct textile printers developed and manufactured at our Belgian factory since 2004. Today, we offer several product lines products such as Viper, Viper TX, Viper 100, Viper Extreme and Viper TX Extreme," comments Arthur Vanhoutte, President of Mutoh's European operations.

"Viper TX Soft Sign printers are our first integrated direct textile printing solutions, delivering prints immediately ready for use. The new printers address the key demands for a green workflow. Using Mutoh water-based inks they print directly onto polyester fabric, with no need for transfer paper. Keeping the environment in mind, printing signage on fabric is preferable because it folds easily, is light to transport, re-usable and last but not least, polyester fabrics are recyclable. Our new cost-effective soft sign printers will allow innovative entrepreneurs to address latest market trends such as web-to-print, print-on-demand and customization," Vanhoutte concludes.

The Viper TX Soft Sign printer's integrated infra red dryer & fan bank will dry the printed fabric before heat fixation. After drying, the printed fabric will run into the fixation unit, consisting of a contact drum with integrated infra red lamp. Its typical working temperature is 180 °C. The fixation time depends on the print mode that is used. The fabric process can be easily controlled via a touch display on a swivel arm. The in-line fabric drying and fixation system has no cooling down delay. An integrated switch ON timer makes sure the printer is ready in the morning.

Fabric transport has been made easy with the fully motorized heavy-duty unwinding/winding system with dancer bars for media rolls up to 150 kg. The system is ready for inside and outside unwinding & winding. Perfect fabric tracking with the front and back belt system delivers straight winding of finished prints onto the take-up roll.

The new printers incorporate eight drop-on-demand piezo inkjet heads. Each head has 2 x 180 nozzles. Using Dynamic Variable Dot Imaging Technology, each ink droplet is individually adjustable to provide high speed and high quality printing with low ink consumption. The printers incorporate Mutoh's award-winning Intelligent Interweaving print technology.

The Viper TX Soft Sign 90 achieves a top speed of 77 sq.m./h (Viper TX Soft Sign 65 : 63 sq.m./h). Quality production speeds of 37 sq.m./h on the TX Soft Sign 90 are reached with the Intelligent Interweaving 360x360 high definition mode (Viper TX Soft Sign 65 : 33 sq.m./h). Highest quality prints (720 dpi) are delivered at 17 sq.m./h (Viper TX Soft Sign 65 : 15 sq.m./h).

To remove vapours when heat fixing direct printed fabrics, the machines can be directly connected to Mutoh's optional fume extraction system. Connection is possible via multiple connection points. A hose will then make the connection with the fume extraction system.

The printers can also be connected to Mutoh's optional bulk ink system offering long unattended printing options along with minimum user intervention.

The Soft Sign printers have been tuned to Mutoh's VOC free water-based direct disperse inks. They feature excellent nozzle stability, offer a large colour gamut and have an excellent outdoor durability, rated up to one year. Available in one litre bottles, these inks deliver top scores in wash fastness and perspiration, while allowing direct printing onto polyester fabrics with no need for washing.

The new printers will be marketed all over Europe, the Middle East and Africa through Mutoh's network of authorized resellers.

For further details on the Viper TX Soft Signage printers: www.mutoh.be/page.aspx/5431



The Viper TX Soft Sign printers offer a total solution for direct printing of polyester fabrics with open or closed structure.

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More Hotmask products for heat transfer applications

R Tape Europe has extended its range of Hotmask products with the full series now available.

Hotmask are 75 micron PET application and protection tapes used for heat transfer applications on textiles. They have a removable heat resistant modified acrylic adhesive that's specially formulated for heat transfer without leaving adhesive residue after transfer.

Both self-wound and lined versions are available and there's a choice of three different tack levels to suit the different properties of various textile transfer materials. For example, there's a high tack option for flock films and low and medium tack options for polyurethanes and vinyls.

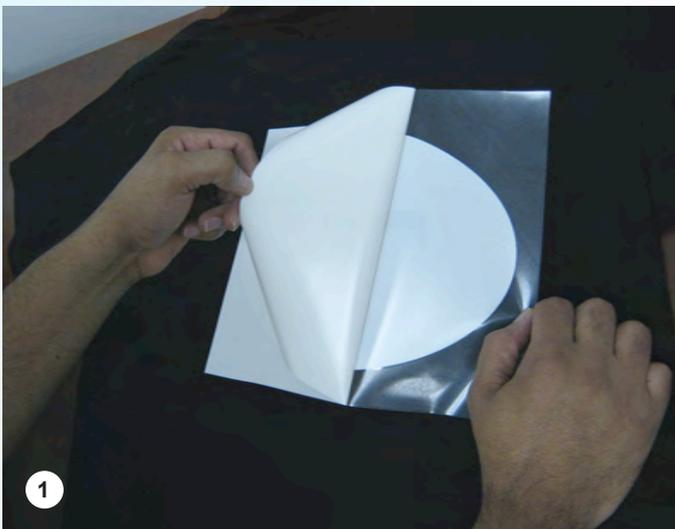
When used as an aid for the alignment of text and printed

graphics, Hotmask gives precise control of graphic placement on to the garment to ensure exact registration is maintained.

For best results Hotmask should be applied to the printed or weeded film with a squeegee. The liner of the textile media is removed and then the graphic is applied to the garment. Because the Hotmask is facing the top plate of the heat press, it protects the heat activated material and prevents discolouration and distortion during the transfer process.

The polyester film resists temperatures of 166 degrees C for 60 seconds and Hotmask is re-useable for up to four applications.

Find out more by visiting the website www.rtape.be or telephone 07887 612735.



Step 1: on a flat surface, apply Hotmask to the printed media with a squeegee.

Turn over the graphic and remove the liner from the printed media.

Step 2: apply the graphic on to the garment, ensuring that the fabric is smooth and free of creases or folds.

Step 3: press the graphic using a heat press, making sure the correct temperature and pressure settings are used for the material.

Step 4: once the printed graphic has been fused on to the garment, remove the Hotmask.



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ThyssenKrupp Materials (UK)



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The Apollo[®] module from SloanLED is the most efficient module available for the signage market.

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For more information and a free sample*, contact:

Ryan Mann - LED Product Manager

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PRODUCT *News*

Innovative signage solution sees Manchester business thrive



Many companies are choosing the ExiFlex system for temporary signage requirements.

A revolution in temporary signage is helping many brand leaders improve their marketing effectiveness. The system has a patent application pending, which has been developed and is being marketed by Manchester business Exiflex Limited. This flexible and robust track display system, which has been given the brand name 'EXIFLEX', is experiencing high volume sales growth from a wide range of end-users as well as the signage trade.

ExiFlex was originally engineered for a one-off project. It was designed by Andrew Cassidy at Ask Design to display signage at an exhibition for a leading tyre manufacturer. However, its flexibility, image quality and ease of fitting started to attract interest at the show and the decision was made to put ExiFlex into full production.

Andrew Cassidy, Director of ExiFlex says, "This is a truly exciting time of growth for ExiFlex. Demand for this product is phenomenal and is well exceeding our initial targets. Demand for ExiFlex is undoubtedly being driven by the tremendous take up we have seen from end-users, ranging from individual local businesses

to national brand retail, hospitality and property businesses such as De Vere Golf, Majestic Wine, the Fatling & Firkin pub chain, JW Lees the licensed retailer and hotelier, Greens Health & Fitness clubs, Michelin ATS Euromaster and McGoff & Byrne construction."

He continued, "ExiFlex is ideal for virtually any temporary signage be it indoor or outdoor, large or small, whatever the surface. I consider it to be superior to other systems and at a lower cost too. We have ExiFlex installed at sites across the country and are in talks with several national household names about introducing ExiFlex to their businesses. Everywhere we go we get the same reaction, everybody loves ExiFlex. We are truly excited about what ExiFlex can achieve. Another Manchester success story in the making."

ExiFlex is now being tooled for the trade in cut sizes or made to measure and also being sold direct to businesses nationwide.

For further information call ExiFlex on 0161 976 5001 or visit www.exiflex.co.uk



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3mm	0.42	0.52	0.84	0.96	1.10	1.26	1.40	1.92	2.20	2.50	2.80	3.70	4.50	5.55	7.35	16.50
5mm	0.45	0.65	0.99	1.35	1.80	2.10	2.45	2.90	3.30	4.00	4.78	5.60	6.98	7.90	10.30	28.06
10mm	0.76	1.20	1.49	2.30	3.15	3.98	4.45	5.59	6.60	7.72	8.38	10.67	12.97	15.30	18.22	52.13
19mm	1.69	2.22	3.10	3.60	4.10	6.20	7.00	8.73	10.00	11.52	13.44	14.78	18.65	21.34	26.00	75.24

Acrylic standard colours including gold & silver 10mm black, white & clear only

NO MINIMUM ORDER

C/HEIGHT mm	50	75	100	125	150	175	200	225	250	275	300	375	425	500	600	1200
3mm	0.55	0.74	0.84	1.12	1.30	1.67	2.20	2.80	2.98	3.46	4.24	6.10	7.40	8.47	11.00	42.97
5mm	0.84	1.05	1.35	1.68	2.20	2.56	3.15	4.13	5.30	5.72	7.30	9.97	10.02	12.99	15.67	62.10
10mm	1.66	2.15	2.55	3.30	4.10	5.06	6.30	8.26	9.99	11.58	14.10	17.05	19.67	25.01	31.04	124.09

Aluminium Composite

NO MINIMUM ORDER

C/HEIGHT mm	50	75	100	125	150	175	200	225	250	275	300	375	425	500	600	1200
Colours	1.00	1.36	1.78	2.28	2.64	3.12	4.40	5.08	5.97	6.64	7.38	8.68	10.43	14.08	17.69	54.20
Brushed	1.18	1.50	2.08	2.54	3.43	4.26	4.98	5.72	6.89	8.52	9.18	10.42	12.45	15.50	19.80	60.87
Mirror exterior	1.80	2.28	2.68	3.84	5.28	6.22	7.45	8.40	9.98	12.20	13.88	15.76	18.65	23.67	28.18	90.00

Mill Finish Aluminium

NO MINIMUM ORDER

C/HEIGHT mm	50	75	100	125	150	175	200	225	250	275	300	375	425	500	600	1200
2mm	2.70	3.35	4.10	5.11	5.80	6.65	7.40	8.48	9.80	10.59	10.95	14.65	17.60	22.50	28.95	88.50
3mm	2.82	3.55	4.35	5.32	5.80	6.74	7.70	8.92	10.00	11.30	12.45	16.45	20.30	25.60	34.10	92.00
5mm	3.40	4.08	5.30	6.50	7.12	7.88	9.05	10.06	11.30	12.45	14.45	19.35	23.00	29.95	40.00	94.50

Exterior MDF

NO MINIMUM ORDER

C/HEIGHT mm	50	75	100	125	150	175	200	225	250	275	300	375	425	500	600	1200
6mm	0.35	0.82	1.10	1.59	2.25	2.45	2.78	3.50	4.05	4.90	6.28	8.90	11.60	12.40	13.65	42.18
12mm	0.85	1.52	1.85	2.75	3.70	4.35	5.15	5.85	7.10	8.60	9.55	10.90	12.95	16.00	18.00	55.00
18mm	0.85	1.52	1.85	2.75	3.70	4.35	5.15	5.85	7.10	8.60	9.65	10.90	12.95	16.00	18.00	55.00

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Delivering graphics to the great outdoors

With longer days and better weather, organisers of outdoor summer events across Europe are now planning ahead and looking for cost-effective ways to make their events stand out.

Positioning itself favourably to meet this seasonal demand, trade-only graphic systems supplier Eurostand Display has just added two new outdoor products to its already extensive range of display solutions.

The Essex-based business says its robust Landmark outdoor graphic display is ideal for reinforcing an event's messages or branding, or for guiding pedestrians, vehicles, spectators or visitors towards a destination.

The Landmark system houses twin 800mm-wide graphics, each 870, 1440 or 2015mm in height, depending on which model is employed. It is designed to withstand wind buffeting and is fitted with a pair of flexible, spring-mounted telescopic poles which support the banners. Further stability is afforded by the water fillable, moulded base.

The lightweight system, less than a metre long when packed, weighs in at less than 17kg. In fact, one of the Landmark's most useful features says Eurostand Display, is its portability, thanks to its wheeled base, ergonomic carry handle and padded carry bag.

The Bowhead outdoor graphic display is designed to catch people's attention and deliver impact in any outdoor application.



With its dramatic design, the Bowhead outdoor graphic display is designed to catch people's attention and deliver impact in any outdoor application, from sports meetings to retail forecourts.

Eurostand Display says the textile-based graphics systems are available in three heights – 2.85m, 3.45m and 4.45m. Each model incorporates a three-piece hi-tensile aluminium pole. These are treated with a special powder coating that gives the system a huge 12 year external use lifespan.

Assembled and working in seconds, the Bowhead is anchored using a heavy duty, weather-proof ground spike which is supplied as standard. Other bases are also available, and include a square base plate, car wheel plate and scissor stand to enable the product to be used in a wide variety of applications.

Eurostand Display says it routinely plans for seasonal demand for all its products and so has secured stock ready to ship within 24 hours of order to anywhere in the UK or mainland Europe.

Like all of Eurostand Display's products, the Landmark and Bowhead systems come with a five-year guarantee.

For further information visit www.eurostanddisplay.com



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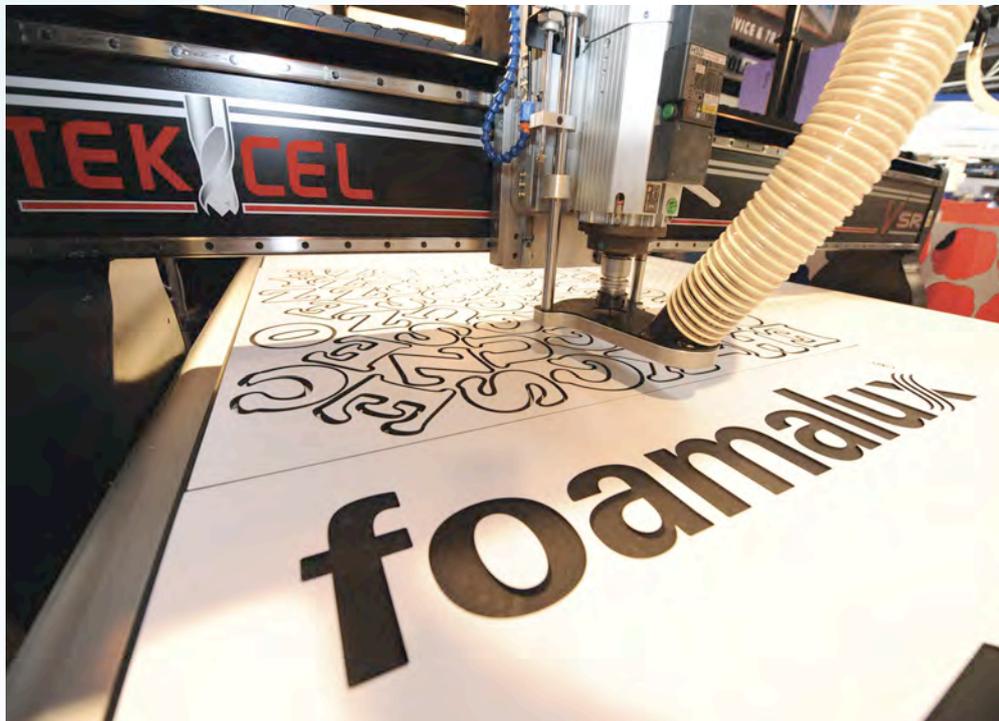
Brett Martin's environmentally friendly substrate, Foamalux Xtra, which was showcased by CNC router experts, Tekcel CNC Solutions, at Sign & Digital UK this year demonstrated the exceptional processing capabilities of this greener choice proving that this recycled option does not compromise on quality.

Manufactured from recycled foam PVC recovered from production and post consumer signage waste, Foamalux Xtra is a material option comprising a black recycled core of up to 80% recycled content, sandwiched between pristine white layers of virgin material which creates a better quality finish for all types of processing. Foamalux Xtra is available in 3mm and 5mm single sided options (S1 Xtra) and 10mm & 13mm double sided options (S2 Xtra) in sheet widths up to 1560mm.

Tekcel CNC Solutions, drawing on 20 years experience of CNC routing research and development, believe that Foamalux Xtra is one of the best PVC sheet products available for cnc routers with the added benefit of being an environmentally friendly material.

Marketing Director, Huw Davies, commented: "The excellent machining properties of Foamalux Xtra complement the high production capabilities of Tekcel routers and people are amazed by the finish quality that we produce straight off the routers."

Brett Martin's Foamalux Foam PVC range has a reputation for quality and performance with endless applications in the sign, display and print industries. Tekcel's router range is available in a range of



Tekcel CNC Solutions believes that Foamalux Xtra is one of the best PVC sheet products available for cnc routers.

popular bed sizes all the way up to 4m x 2m as standard. Tekcel is also capable of delivering custom CNC solutions for companies with specific requirements that fall outside its standard model range.

For more information on Foamalux Xtra or the entire Foamalux range telephone 028 9084 9999 or visit www.brettmartin.com

Further details on Tekcel CNC Solutions can be obtained by calling 01275 342668 or visiting www.tekcelcnc.com

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PRODUCT *News*

SloanLED Apollo module now available at ThyssenKrupp Materials (UK).

With the launch of the Carbon Reduction Commitment (CRC) scheme by the Government and people looking to reduce their energy bills, it's important that the efficiency of LED modules isn't overlooked in signage.

ThyssenKrupp Materials is proud to be able to offer the signage market, what the company claims is the most efficient LED module available, the Apollo. Developed by SloanLED in California, the Apollo module is the ultimate blend of brightness and efficiency, offering solutions for everything from built-up letters to large flex-face light boxes.

The Apollo module offers an outstanding output of 50 lumens per module, yet only consumes 0.48W of energy. This means that a full metre of Apollo modules would only consume just over 3W of energy. The advantage this brings for the sign maker is that they can power more modules from a single power supply without compromising the quality of the installation. This low energy consumption should also make it easier for sign makers to sell LEDs as an illumination option to their customers over more traditional solutions like fluorescent tubes. Low energy consumption means that the signage becomes cheaper to run and these savings can be used to offset the additional expense of LEDs over fluorescent tubes.

Not one to remain complacent with its module design, SloanLED's Apollo module now features IP68 rating. The internal components of the modules are completely encapsulated in resin to offer a greater level of protection and further piece of mind for both the sign maker and end customer. This is backed up by SloanLED's five year warranty, which has recently been extended to cover their entire range of module products and power supplies.

A further development is the lens technology featured in the Apollo module that increases the beam angle to 150 degrees, allowing the light to spread much further. What this means for the sign maker is greater coverage with less modules, reducing costs and making



The Apollo offers solutions for everything from built-up letters to large flex-face light boxes.

LEDs a more energy efficient, viable option for end customers.

As part of its 'complete' LED service, ThyssenKrupp Materials (UK) will create layout drawings free of charge for any sign maker so that they can see exactly what products they will require and where they need to be installed in the signage. They also calculate energy savings and CO2 reductions based on an LED sign versus a sign illuminated by other light sources. This can be a great tool for sign makers to use to sell LEDs as the better option as it allows them to give the customer a pay-back period on their investment.

For further information about the Apollo module or the other products in the SloanLED range, please call Ryan Mann, LED Product Manager on 07966 165742, email ryan.mann@thyssenkrupp.com or visit www.thyssenkruppmaterials.co.uk

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New Shiraz versions compound flexibility and functionality

In a move consolidating a number of recent advances to its popular multi-functional RIPs, Shiraz Software has announced a raft of upgrades in new versions of its key software platforms for large-format output. While RIP Server v6.7 and the single-printer Signature v7.5 now encompass the potent, popular Adobe PDF plug-in as well as other important enhancements, Focus v3 includes innovative productivity features for photographic and fine art production.

Following the commercial success and positive response to its Adobe PDF plug-in in October 2009, Shiraz has incorporated it as standard in both RIP Server v6.7 for production environments with multiple devices, and Signature v7.5.

Adding to the fully HP-certified support for its latex printing technologies, Shiraz RIP Server v6.7 includes a throng of drivers for new machines. Users of Epson's Stylus Pro 7700 and 9700 are now fully represented, as well as those using the Stylus Pro 3800 with RGB ICC profiling enabled. Several members of Canon's imagePrograf family – the iPF650, 655, 750, 755, 6300, 6350, 8300 and 8310 – feature, as well as Mimaki's solvent-based CJV-30 print-and-cut series, the UV-curable flat-bed JFX machines and the hybrid UJV-160.

Version 7.5 of Shiraz Signature is bidding to become the most versatile, efficient and diverse low-cost platform on the market for single-printer users with a multitude of new, productivity-based components. A print mode widget allows a full list of configuration parameters and their values to be adjusted within given tolerances, providing owners the power to fine-tune their device to their specific requirements. Also, a new integrated tool for image browsing and management enables users to place multiple images quickly and automatically within the layout module.

Powerful graphical enhancements also star in the latest round of upgrades to Shiraz Signature, including refinement of fully ICC aware image previews which

show accurate rendering of images as they would be printed. Any colour correction and changes on images are reflected instantly, enabling users to print with the confidence that their graphic will be reproduced accurately.

Focus v3 for the photographic and fine art markets benefits from a bundle of versatile new options, including further inclusion of pre-print image manipulation. While the core usability and layout enjoyed by users of Shiraz Focus has not changed, the main application now allows them to save and recall jobs, edit images in batches and add various frames and crop marks.

Shiraz's developers have counteracted the need to switch between a third-party image editing application and Focus v3 by developing a new image editor element. Basic enhancements – such as brightness/contrast, hue, saturation and lightness, colour balance and gamma – can be applied live with a before and after image showing the changes. All corrections and enhancements are previewed accurately and simulate exactly the printed output.

Shiraz RIP Server v6.7, Shiraz Signature v7.5 and Shiraz Focus v3 are available for the latest Windows 7 and Mac OSX 10.6 platforms. All products can be used in conjunction with the company's dedicated online support platform, CoverPlus.

For further information telephone 08456 802484 or visit www.shiraz-rip.com



Upgraded automatic tool change facility for XYZ routers

Owners of XYZ CNC routers now have the benefit of a larger (up to 21-station) Automatic Tool Change (ATC) facility to accommodate work that has multiple tooling requirements. The XYZ 4008, in particular, is a preferred routing solution for this kind of output, with numerous installations testifying to the router's high-performance and reliability that are based on the same robust components of the larger and heavier XYZ machines.

The XYZ 4008 has a processing area of 2,440mm (length) by 1,466mm (width). The enlarged ATC facility, incorporating a S-mouse automatic tool tip calibration sensor, provides an easy and convenient way of handling jobs requiring multiple tooling functions based on a choice of either a seven- or 21-station carousel-style system.

The router is of a steel and aluminium CNC-machined construction incorporating a five-horsepower Elite spindle and zoned vacuum bed.

Other key features of the router include the new XYZ A2MC machine controller that accepts industry-standard G-code programs

from virtually all CAD/CAM systems. It claims to offer the highest level of machine control capabilities currently available and delivers much smoother and faster motion based on S-Curve (Seven Segment Velocity) trajectories. For processing large 3D files, a DNC drip feed interface is also available. The machine also features a fully functional XYZ controller with over 75 operator-programmable functions, extended Z-axis height and multiple spindle options (including quick-release tooling). To further increase the router's capabilities, multiple gantries can be incorporated. The machine also includes an extruded vacuum chamber with integrated 'T' slot clamping system, high-speed and high-torque drive motors and high-tolerance Star brand linear ways and bearings. The processing length can be configured to accommodate different production requirements in increments of 600mm.

For further information, visit the website www.xyz.co.uk or telephone 01902 375600.

VINYL Focus

Vinyl films – cast or calendered, there's a real wealth of choice

The term 'vinyl films' covers a multitude of materials for a hundreds of sign making and graphic applications. There are two different methods of manufacturing, calendaring and casting and each produces films with different properties, although roughly the same elements are used in each process.

These are PVC (polyvinylchloride) with additions such as plasticizers to give flexibility, pigments for colour, and other chemicals to provide specific qualities such as improved resistance to UV radiation and temperature fluctuations. Solvents are also used in the manufacture of cast films.

Cast films are made by a liquid mixture of the ingredients being poured on to a moving web (called a casting sheet) and put through one or more ovens to evaporate the solvents.

Casting produces a thin film with particularly good conformity and dimensional stability that holds its shape very well. Ideal for application over rivets, welds, complex curves and other irregularities, vehicle wrapping is the most popular application for cast vinyl. A good wrap with the correct printed vinyl can look like, and perform like, paint. Cast vinyl is available in a very wide range of colours and the way it's manufactured means it's practical to produce relatively small quantities of special colours. Casting usually produces films with the highest gloss and the longest outdoor durability.

Calendered films are produced by a thicker mixture being fed through a series of rollers, known as calendars, which progressively squeeze it down to the thickness of film required. Films made with polymeric plasticizers are usually higher quality with greater conformity than those made with monomeric plasticizers.



Amari Digital Supplies offers a wide selection of MACtac media, including the popular *Imagin JT* series.

Because they are squashed and stretched to their finished shape, calendered vinyls are less dimensionally stable and when heated; they tend to contract and change shape back towards their original form. The manufacturing process for calendered films also limits how thin they can be, although this gives an advantage in that thicker or stiffer vinyl can make for easier handling with improved resistance to abrasion. The choice of colour in calendered films is more limited and their production method means producing special colours isn't as easy or economical.



But the biggest advantage of calendered films that they cost considerably less than cast films, largely because they're produced in bulk. Calendered films are a perfect solution for flat and simply curved surfaces, such as point of sale displays, wall, window and floor graphics, and for applications not requiring such long term outdoor durability of many years.

Dispite their greater cost cast vinyls may have an edge over calendered films but the development in calendered films over recent years is very exciting. Manufacturers are creating increasingly thin calendered films, with improved conformability and dimensional stability, as well as longer outdoor durability.

Cut application time with "air escape" system from APA

APA is a manufacturer of plotter, digital vinyls and laminates with outlets throughout Europe as well as Australia, New Zealand, South America, and Africa. APA UK Ltd supplies the APA WrapFilm widely used for vehicle liveries and more vinyls from its warehouse in Kent.

Research and development is ongoing at APA and the company recently launched a dry apply vinyl incorporating Air Free FT-System technology on the reverse. Here the adhesive has channels to that enable air to be easily pushed out during application for a flawless finish in quick time.

Scott Cowup, Marketing Director, says: "Customers love our dry apply vinyl with the AirFree FT-System. They say the time they're saving is phenomenal, and it's making them so much more competitive. What used to take a day to wrap is now done in two-thirds of the time with our new dry apply Air Free FT-System, and the results are superb."

In addition to a wide range of standard colours, APA has developed vinyls with special effects. These include carbon fibre (in white, silver, anthracite, and black), matt black, and a satin aluminium effect.

Scott continues: "I believe we were first company to manufacture carbon fibre effect vinyl and bring it to market a year or more ago. We also have the largest colour range in that product."



"APA customers have the added advantages of dealing with the manufacturer, which means competitive prices and close control over product quality."

APA UK offers a "before 12 noon delivery" as standard because, as Scott says: "We understand our customers often don't know what jobs are coming in until late pm and they can't wait around all day."

Find out more at www.apaspa.com/gb or telephone 0208 311 4400.

A smooth and crease free finish with Hex'Press



Achieving a perfect finish in less application time is what every vehicle wrapper wants and Hexis launched its Hex'Press HX30000 series of highly conformable special effect designer wrapping films which promise just that earlier this year.

The new HX30000 films complement the HX20000 series; both are multilayered cast vinyls with Hex'Press solvent acrylic adhesive technology, which facilitates the escape of trapped air, thus avoiding any air bubbles or creases during application and saving time and labour. An added benefit of Hex'Press technology is that it allows repositioning of vinyl on the substrate during application.

The HX30000 range features four new colours: black carbon, super matt black, variochrome pearl and beetle. The HX20000 series comes in 33 colours including high metallic white and black.

To support vehicle wrappers, Hexis UK Ltd has a DVD with guidance on the art of applying Hex'Press vinyl film and also offers a range of training courses on their application.

Go to www.hexis.co.uk or telephone 01543 411221 for further information.

VINYL Focus

Special effects from William Smith

Two new ranges from William Smith's expanding product portfolio offer customers even more choice in creating stunning vehicle wraps.

The Ritrama 650 Series Pearlescent cast vinyl film is a polychromatic high gloss finish material that is ideal, amongst other applications, to meet the increasing popularity for creating special effects in vehicle wraps. It can be applied to contoured surfaces and flat surfaces with rivets. Available in 17 bright colour finishes, including white, 650 Series comes with up to five years durability. It is supplied as full 25m rolls or as part rolls (minimum order quantity 1m).

Ritrama 640 Series Gemstone metallic cast vinyl offers high visual appeal, with excellent surface gloss and colour depth and, again, is an ideal choice for special effects vehicle wraps. Available in a choice of 15 eye-catching colours, 640 Series can be supplied as full or part rolls (minimum order quantity 5m) and comes with five years durability.

Further details on William Smith's product range are at www.williamsmith.co.uk or tel. 01833 690305.



Ritrama video shows how it's done

Ritrama, a leading world class manufacturer of self-adhesive materials, has launched an exclusive video. It explains, in stages, how to apply sign-making materials and digitally printed vinyls on cars, vans and riveted trucks, as well as windows and large glass surfaces.

The video is subdivided in different sequential episodes and involves Fabio Orelli, one of the most admired applicators in Italy and Europe, as the leading actor. The first part is focussed on the application of pre-cut RI-Mark vinyls, starting from the preparation of cut materials and giving practical tips on cleaning, temperatures, positioning the media and solving small but frequent problems.

The second episode is dedicated to lamination with protective films. The third focuses on wrapping vehicles with a digitally printed RI-Jet 50 Cast Air Flow Repositionable, providing a detailed description of all preparation and application stages.

Interesting additional chapters are dedicated to tricks and tips of applying adhesive materials on riveted surfaces, and using the lateral and central tape bands. The last episode describes wet application on glass, a must-see for digital printers wanting to enter the growing point-of-purchase and interior decoration markets.

Find out more via www.ritrama.com



Easy removal with no residue



The VinylEfx Decorative Series is now available with a semi-permanent water based acrylic adhesive. Changing the adhesive system allows users to remove temporary graphics effortlessly from glass and most other surfaces.

VinylEfx Decorative is used extensively in the retail sector for high impact advertising and gives visual texture to displays and shop signage. Now it will have the added benefit of being easy to remove once a campaign has ended, without leaving any residue on the surface to which it was applied.

The wide range of metallic patterns and colours makes the VinylEfx Decorative Series an outstanding choice for producing eye-catching graphics. The deep embossing process used to impart the patterns into the film gives a particularly rich 3D effect.

The VinylEfx Decorative Series has been optimised for digital printing, screen printing and cutter plotting, enabling stunning designs to be creative using a variety of techniques. The range is available in both 610mm and 1220mm wide rolls.

Contact R Tape for information or samples, tel. +32 9 216 67 00 or www.rtape.eu

MACtac range from ADS has what you need

As a primary stockist of and distributor for the entire range of CAD/CAM and digital printing media from MACtac, Amari Digital Supplies (ADS) believes it can accommodate every conceivable sign and graphics and digital printing requirement.

Included in the range of Mactac vinyl materials are the flagship seven to eight-year MACal 9800 Pro, the four to five-year MACal 8300 Pro and the intermediate three to four-year MACal 8900 Pro series.

Recent additions to the Mactac range available from ADS include the economy short-term MACal 8200 Pro series (available in 50 matt colours and designed for short-term retail and promotional graphics) and the MAClite 4700 series of reflective films that complements the existing engineering-grade seven-year MAClite 5700 series. Other innovations include the MACtac 9700 Pro range of translucent vinyl materials, MACal Glass Décor (a range of frosted and dusted-effect media for window graphics) and the complementary MACal 8400 series of transparent films.

The wide range of Mactac digital printing media includes the Imagin JT5000 and JT1000 series that are designed for both solvent and water-based digital printers and supported by laminates and mounting films from the Imagin and Permacolor ranges. Additions to the ADS Eco-Pure range include the JT1428SP non-PVC white matt film for water-based printers and the JT5429 non-PVC white gloss film for solvent-based printers, both of which



are compatible with the PG7400 non-PVC over laminate that is available in a choice of matt, gloss and satin finishes.

Further information at www.amaridigitalsupplies.com or telephone 0115 982 9770.

Complex body profiles, deep corrugations? No problem with 3M's IJ380 film



A preferred product of specialist converters who have commented on the film's outstanding performance capabilities is 3M IJ380. Developed primarily for commercial vehicles and in particular those with complex body profiles and/or deep corrugations, the film is said to have comprehensively solved the problems of lifting in the vehicle recesses or cracking due to the high stress levels imposed during application.

Two of the most successful users of the film are specialist converters Paul Turner Signwriters of Leeds and Bartuf Graphics in Hull.

Paul Turner commented: "We have been using 3M products for over 15 years. The success we have had with 3M IJ380 can be described as 'spectacular'. During trials carried out in 2007 we 'wrapped' one of our own vehicles and the livery looks as good today as it did then. We have been amazed by the level of conformity achieved by comparison with other similarly positioned films that have tended to lift or crack when applied to difficult vehicle recesses. IJ380 is now used for all our vehicle wrapping requirements."

Mark Driver of Bartuf Graphics was similarly impressed. He said: "The film does exactly what it claims. Unlike other vehicle wrapping films that we have tried, 3M IJ380 does not lift or 'pop' in the vehicle recesses and it is by far the most conformable and durable film of its kind currently available."

Described as "the intelligent film with virtually no memory", 3M IJ380 is an ultra-conformable 50 micron-thick cast film with a permanent grey adhesive and gloss finish. It is supported by a five-year outdoor performance warranty and incorporates 3M's renowned Controltac™ adhesive technology that allows the film to be repositioned until the graphics are aligned precisely, before activation of the adhesive.

Go to www.3M.co.uk for details of vinyl films and more from 3M.

PROJECT News

Links, Signs & Graphics sea things differently

Links, Signs and Graphics has completed a transformation of one of Blackpool's most iconic buildings and risked their fitter's life in the process!

The Sea Life Centre in Blackpool and the LSG team have been discussing the options to re-develop the dark brown facade of the rear of the building for over six months. As the building backs on to the central car park in the town it is one of the first things that visitors see.

After extensive site surveys to check the safety requirements of the job and the condition of the old signage which needed removing, work started at the end of April with a seven strong fitting team on the job.

The street below had to be closed as the old metal work was removed including the 20ft shark which has been menacing passers by for many years.

A 160mm box section was constructed to provide the new framework and then the solid PVC banner, with a special protective lacquer coating to give it a longer life in the sea air, was attached to the framework. The banner was 46m x 7m so it was no mean feat to get it all in place and took the team four days from start to finish once the old signage had all been removed.

Amy Langham, General Manager of Sea Life Blackpool said: "As always, Links offered a personal, yet highly professional service from outset to final completion of this project. We're delighted with the finished product."



The old dark brown façade was not very inviting to visitors.



The solid PVC banner has transformed the building.



"Goodbye" to the shark or was it "goodbye" to the fitter?

Shaun Bennett of Links, Signs and Graphics said: "As the building is such a significant part of the Blackpool skyline it's been great to be involved from the start, through the planning stages and to finally get the sign in place which really has transformed the building dramatically."

For more information please call Shaun Bennett at Links Signs & Graphics on 01253 291 516 or visit the website www.linkssignsandgraphics.co.uk

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VEHICLE GRAPHICS



BANNER



Silverline creates an Impact

Innovative signage and design company, Impact Signs and Print in Lynch Lane, Weymouth, was recently commissioned to apply graphics to The Silverline Tools dragster owned and driven by Dave Wilson - four time winner of the prestigious FiA series and current speed record holder for his class - 279mph for the standing start quarter mile.

The graphics produced by Impact Signs, in collaboration with Weymouth's Power Race Graphics, one of the motor industry's leading vehicle insignia designers, will be showcased around Europe as the dragster competes in the 5 FiA European Drag Racing championship events which started in May at Santa Pod Raceway (England) followed on by events in Finland, Sweden, Germany and the final round again at Santa Pod Raceway near Northampton.

The vehicle was stripped down and resprayed in a sleek pearlescent white in preparation for the new scheme, with sponsors Silverline and Playstation vinyl branding applied on top.

The project was eagerly watched throughout by Dave Wilson who said: "looking for a fresh, sharp new look for the Silverline/Playstation for the dragster for the coming season, Impact Signs came up with just the vinyl solutions I was after."

Taking just two days to complete at Impact's specially converted vehicle bay, Dave Wilson went on to say "Impact Signs delivered the high quality finish that is generating very positive comments from both my sponsors and race fans alike!"

The dragster's graphics were produced on Impact's Roland XC-540 printer using Avery 1900 vehicle wrapping material and Dol gloss laminate; and the vinyl decals were Avery 900series cast.

The new look vehicle was immediately taken back for its flamboyant inaugural event at the season opening event at Santa Pod raceway at Easter, impressing the main sponsor to such an extent that Impact were commissioned to do a second drag car.

For vehicle inspiration go to: www.impactsignsandprint.co.uk



photograph courtesy of Ivan Sansom and Rose Hughes.

Sign company goes underground



George Foster Director at Horizon.

Horizon Signs, the sign manufacturing specialist, has worked in partnership with Nexus, the Passenger Transport Authority in Tyne and Wear, to provide a solution for its signage problems in its Haymarket Metro underground station.

Tyne and Wear Metro is a light rail system with 60 stations serving Newcastle, Gateshead, Sunderland, North Tyneside and South Tyneside. It currently carries over 40 million passenger journeys a year and in January 2010 Nexus secured over £350 million from the Government in funding to invest in the Metro's renewal and modernisation.

As part of Haymarket improvements, Nexus was looking for a company that could produce and install large curved, lit poster frames to follow the curvature of the underground walls. Nexus was struggling to find a company which could fulfil this until Horizon stepped forward and worked in partnership with them to develop a specially designed unit.

After a 12 month installation programme, there are now 48 of Horizon's unique light boxes in place at the station in central Newcastle, lighting the way for the thousands of passengers that travel through each day.

George Foster, Director at Horizon, said: "Working together we managed to create a new concept which fulfilled the clients' requirements, the project was very successful and we look forward to working with Nexus in the future."

Brian Wilson, Head of Engineering at Nexus, added: "It was very difficult to find a company that would be able to meet our specific requirements and create bespoke signs for us. Horizon came up with the perfect solution, we were impressed with their professionalism throughout the project and we are really pleased with the end result."

For further information call 01484 460909 or visit www.horizon-signs.co.uk

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PROJECT *News*

US Air Force turns to VCarve Pro for special engraving projects

Kelly Watkins, the supervisor over Aircraft Metals Technology division on a US Air Force Base in Louisiana, USA, contacted Vectric to let us know how pleased he was with his first projects following a recent purchase of VCarve Pro. Metals Technology is essentially the Air base's Machine Shop and they currently have several CNC and manual pieces of equipment including a CNC Fadal VMC milling machine.

Presentation Shield with VCarve detail

Kelly's team was tasked by the 8th Air Force to assist them with a special project. Since World War 2 the 8th Air Force has had a British RAF position with them who fly with them on the B52 aircraft and live in historic housing on base. After almost 60 years the RAF position is moving to what is called the Global Strike Command.

The 8th Air Force asked Kelly's team to build a commemorative shield to present to the RAF in appreciation of their service.

The majority of the shield was planned to be machined using existing CNC software and manufacturing techniques. But Kelly had some doubts about machining a 3D VCarved Fleur De Lis because this simply could not be machined with the original software the team had access to.

So in came VCarve Pro from Vectric to the rescue! We received a copy of VCarve Pro with our recently purchased CNC router, but had not really used the software up until this point. Kelly had been itching to try the software on the Fadal CNC mill so this was his opportunity to try it out on some serious material.

Kelly used a VCarving toolpath and a 90 degree spot drill/chamfer mill to engrave the detail on a fleur De Lis which was machined out of 1/2" solid 7075 T7 aluminium.

"It turned out pretty cool and we were really pleased with how well VCarve Pro worked on our Fadal CNC," said Kelly.

The detail achieved on the shield impressed the 8th Air Force so much that Major General Carpenter came down to the machine shop personally to thank everyone involved.

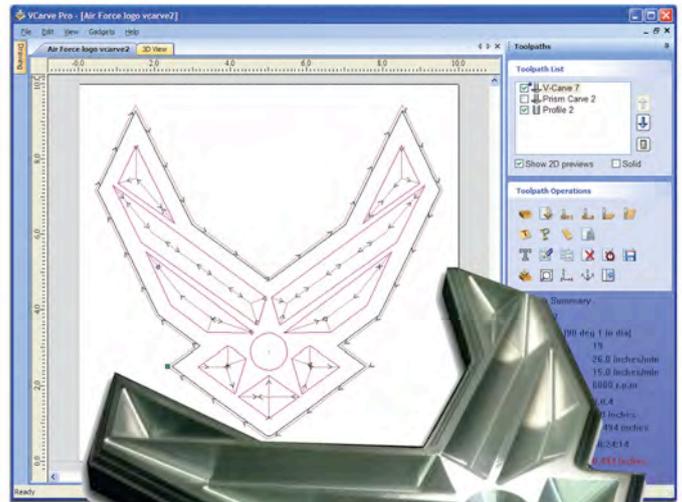
Leaving gift

Encouraged by the success of the first project Kelly saw the potential VCarve Pro offered his team, and quickly chose the next project that would employ VCarve Pro to exclusively design and CNC machine the complete project.

"After being impressed by how well VCarve Pro worked when creating toolpaths for Aluminium machining, I just had to try it for something else," said Kelly.



Presentation shield with V-Carve detail.



3D VCarved version of the Air Force Logo.

"As one of my troops was leaving and heading to Korea, we decided to create him a special VCarved plaque."

The plaque included a 3D VCarved version of the Air Force Logo and was machined out of 1/2" thick 7075 T6 aluminium plate.

Before machining the full plaque Kelly wanted to test out his new VCarve Pro skills by machining the logo in isolation. He did have some concerns over holding the piece in place whilst machining, however Kelly explains;

"I used the awesome Tab feature in VCarve Pro. Previously, machining parts like this we would leave .010" - .015" on the bottom and knock the part out using a hammer. The Tabs were perfect for holding the job and much easier than our old method!"

"We engraved the plaque with a 1" diameter 90 degree cutter and profile machined the outside using a 1/8" two flute 'high speed steel' end mill."



VCarved plaque.

Spurred on by the successful machining of the logo Kelly moved on to the machining of the whole plaque.

"With the plaque I was definitely trying some new techniques. For the first time I wanted to try and use a 1/4" dia X .005 X 60 degree point engraving tool to VCarve engrave some smaller text. On the image you will notice two round pockets. Those were to hold two MXS (Maintenance Squadron) coins. One for each unit that the leaving trooper was assigned to on our base," he says.

After the plaque was machined Kelly added some blue paint to the Air Force logo and some red to his name. The top surface was then polished using 120 grit sandpaper and the two MXS Squadron Coins were fitted into the two machined pockets.

Kelly concluded: "This project was done completely with VCarve Pro. It gave me a chance to practice with numerous design and toolpath features in the software and it worked really well!"

For further information visit the Vectric web site - www.vectric.com - and download the Free Trial version of VCarve Pro and see for yourself how easily and quickly awards, plaques and signage can be designed and engraved using the software. For more details please contact sales@vectric.com or call 44 (0)1527 460 459.

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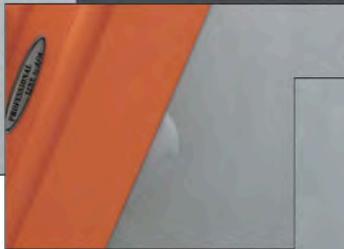
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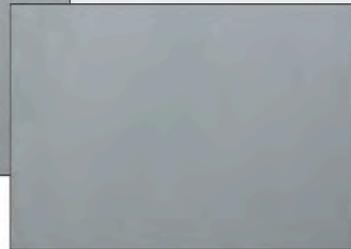
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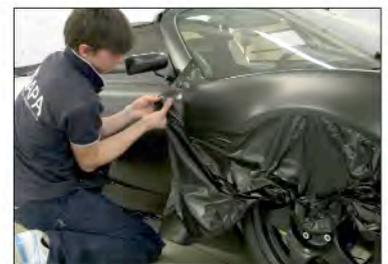
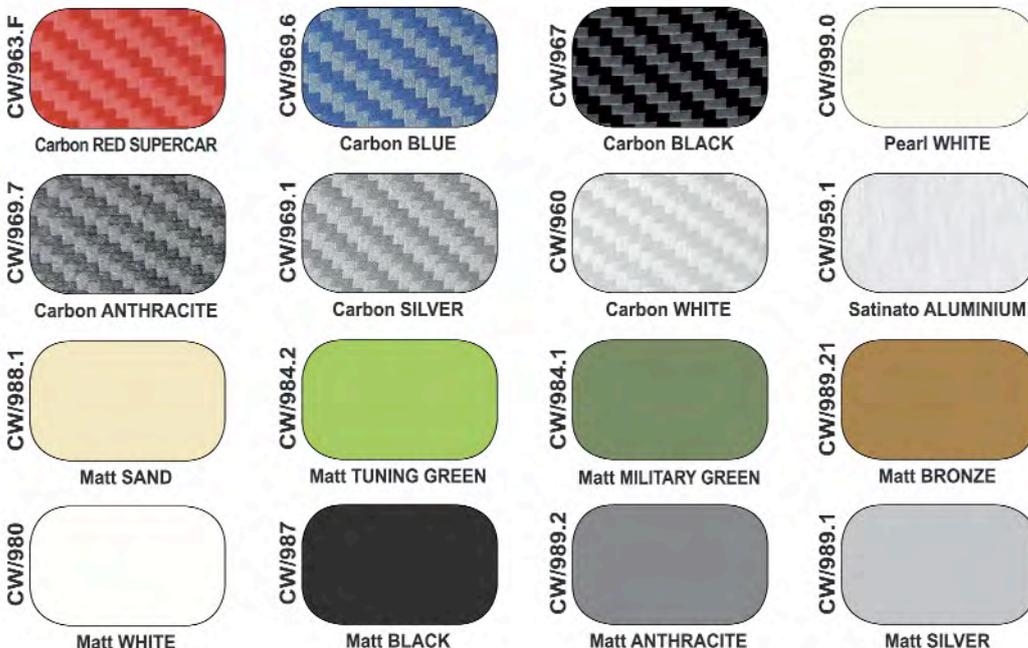
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Allsigns the complete sign solution

Since the acquisition of Exeter based signsystems in 2009, Allsigns has made enormous in-roads into not only developing and expanding the current signsystems family of products, but has also undertaken the redesign of the main sales literature.

From its position of being one of the UK's largest independent safety sign companies, Allsigns has always manufactured a wide range of specialist and bespoke signage. Since 2005 Allsigns had already diversified into GRP, Duralite interpretational signage and specialist ATM surrounds for the cash point industry through its Priorsign division.

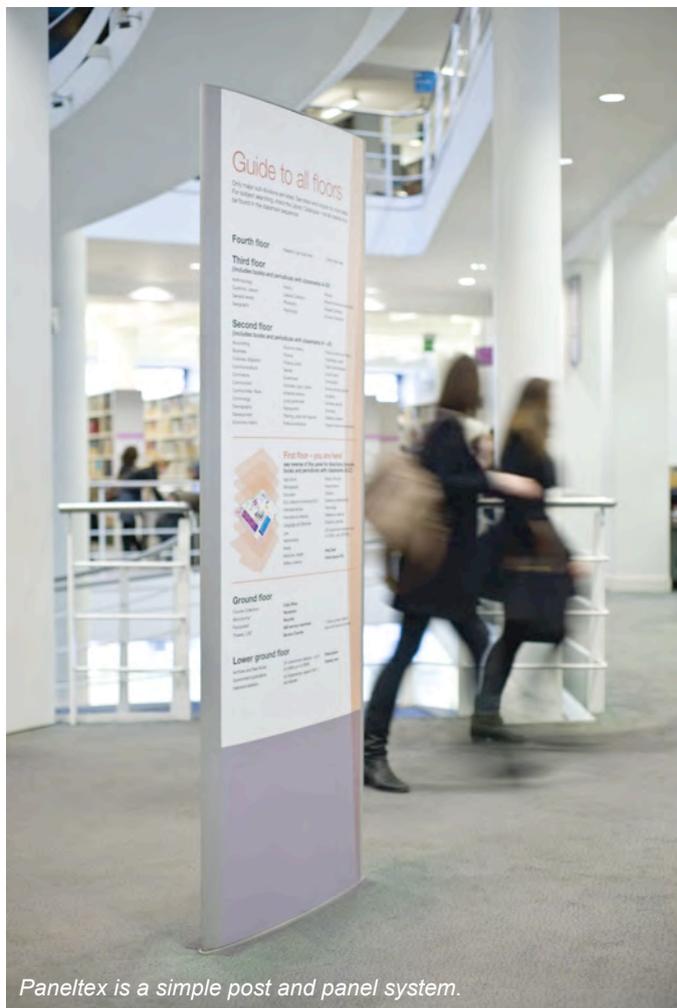
Having been in existence for over 10 years, signsystems had by this time developed a family of well engineered, stylish architectural signage systems. Selling directly into the sign trade and to the end-user, this exceptional range of products were well respected by both designers and architects alike.

Allsigns successfully purchased signsystems in February 2008. With a number of long established accounts across a wide range of market places, Allsigns gained not only an exceptional product range but also highly dedicated teams of administration, production, sales and installation all based in Exeter. Having committed to keeping the factory in the South West, the Allsigns management team set about identifying the synergies between the two companies and how to go about integrating systems that fell outside of this.

Whilst a number of changes could be introduced almost immediately, one area that needed more prompt attention was the need to produce new sales literature. Once a brief was established, working with a design agency and photographic studio the new catalogue was put together.

The new catalogue featuring imagery from the LSE and the Natural History Museum has been incredibly well received. Moving away from the traditional black and white imagery synonymous with signsystems, full colour spreads of the signage range have given a renewed vigour to an already vibrant range of signage solutions.

One of the remaining challenges is to develop or evolve product design and to increase the range of signage available. One example of this is alphacurve. This is an anodised aluminium framing system that can hold paper or modular aluminium panels. One of its few limitations was that it in its wall mounted form it was only available in certain sizes. With a degree of re-tooling it was possible to expand the range of the extrusion to offer a greater variety of wall mounted sign units, this made the possibility of larger directory units a reality. Over the next few months a number of additional sign options will become available. Allsigns will not only develop exciting new products under the



Paneltex is a simple post and panel system.

signsystems banner, but will also continue to grow and develop both organically and by acquisition. The Allsigns Group's overwhelming objective is always to offer its customers the complete signage solution.

For further information call Allsigns on +44 (0) 1302 752070 or visit www.allsigns.co.uk or to find out more about sign systems call +44 (0)1392 686216 or visit www.signsystems ltd.com



Allsigns factory.



Fristem Outdoor is a system of aluminium posts and collars that can be used in either fingerpost or post and panel configurations.

Free wrapping course at APA UK premises

Since the launch of the APA carbon fibre effect in the later part of 2009 and then the release of the APA Wrapcast early this year, car wrapping vinyl has been ever increasing in popularity as a unique alternative to a re-spray.

However, it's not just cars that APA customers have wrapped, the company has had many emails and pictures proudly showing mobile phones, mobility scooters, games consoles, motor bikes and even a fridge freezer covered in the carbon fibre effect.

Before APA went into manufacture with the Wrapcast range it researched the requirements of its customers, which is why APA launched with the 150 cm width for the Carbon Fibre effect and 152 cm width for the Wrapcast range, all of which are available in five to 50 metre lengths with the air release system.

Understanding customer needs and always willing to go the extra mile for existing and future customers, APA began focusing on how best to deliver exceptional expertise, this lead to APA



The free Wrapping Course introduced by APA is proving extremely popular



advising a new client base, mainly car window tinting, into the car wrapping business as an additional revenue source.

As this was a new area that most were entering APA began its free two day wrapping course service educating clients from design and pre-application through to application and sales advice.

Customer feedback from the initial course and increased popularity has encouraged APA to arrange the free wrap course twice a month, aimed at new customers as well as re-educating the company's existing portfolio.

Due to high demand, APA recently manufactured the red and blue carbon fibre effect to the existing black, anthracite, silver and white colour range, as well as extending the Wrapcast range to include military green, matt metallic silver and beige.

Further information on the Wrapping course, Wrapcast, or any of our other plotter vinyls and print media that APA manufacture can be found on the website www.apaspa.com or by telephoning direct on 020 8311 4400.

Sunday Times award names display specialist Octink as one of the UK's greenest companies

Octink, the Brentford based display and signage specialist, has been named as the UK's 18th greenest company on the prestigious The Sunday Times Best Green Companies list 2010. Achieving the award for the second year running, Octink has leapt 27 places up the rankings from 45th position last year. The winners were announced at an awards ceremony held at Kensington Roof Gardens on 26th May.

Now in its third year, The Sunday Times Best Green Companies award uses a robust methodology to measure environmental performance and survey staff, ensuring that corporate green glow is not merely cosmetic.

Octink's Chief Executive Will Tyler says: "We are delighted to win this award again and to improve our position dramatically over last year against increasing competition and amongst so many famous names. I am particularly pleased with the reaction of our employees; it's clear that everyone is genuinely acting green and engaging with us to develop business winning credentials."

In the awards, Octink has risen to become the third greenest manufacturing company in the UK. The company also features in the top ten of seven key categories, achieving fifth position in the categories of waste recycling, environmental management strategy and communicating green issues to staff.

Octink was one of the first companies in the UK to offer a complete recycling process – "Recover, Reuse, Re-cycle" – and is helping its clients transform their recycling rates. The company provided all the signage and display material for the recent RHS Chelsea Flower Show and hopes to match, or even improve, the 97 per cent recycling rate it achieved following the 2009 show.

As a member of London Green500, the London Development Agency's initiative to cut carbon emissions, Octink assists clients in developing sustainable display and signage solutions.

For more information, contact Octink on 020 8232 6868 or visit www.octink.co.uk



SignComp Europe Ltd appoints Russian distributor



Guy Wales, Sales & Marketing Manager of SignComp Europe and Ivan Kruglov MD of Signedge Russia at the Moscow Head office of Signedge.

The SignComp brand has made another huge step in its worldwide expansion programme by appointing a distributor of its Flexible Faced Tensioning System in Russia.

Signedge Russia is a long established distributor of illuminated signage, predominantly for the internal signage market. With a good Blue Chip customer base and clients in various sectors including banking, transport, retail & commercial, the company is well placed to promote the SignComp brand into a currently relatively small but potentially huge emerging marketplace.

Ivan Kruglov MD of Signedge Russia said; "We have been in the illuminated signage industry for many successful years. Now however, with more and more cheap Chinese products flooding our market, we decided it was time to diversify our core product range. We have seen an increase in large format external signage and started to do our homework. We were looking for a well established high quality system that we could introduce to Russia and the SignComp tensioning system was the ideal product."

John Purton MD of SignComp Europe Ltd said; "We have a planned worldwide expansion programme of which Russia was a designated area. From our first exploratory visit it was clear that the potential for a quality flex faced system was enormous. The market is at the stage where large format signage is going up everywhere but with little consideration to the quality or aesthetics, a scenario we have seen in many central European countries. Our meeting with Ivan happened to coincide perfectly with each other's agendas."

For further information call SignComp Europe on 01403 272704 or email guywales@signcompeurope.com

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Point of sale product range spurs growth at Moss

Moss Plastic Parts has taken a significant step to broaden its product offering beyond industrial protection and finishing products, to now include point of sale. Facilitating the eye-catching display of print graphics, point of sale products comprise one of Moss' fastest growing ranges, selling into new markets and to new types of customers.

Pursuing the goal of continually improving marketing and sales methods to promote point of sale products, Moss has increased monthly POS sales tenfold over the last two years. To meet the needs of the marketplace, a 36-page Display Products Catalogue was launched in 2009. In October 2010 this will be expanded to 60 pages, and the launch will introduce more than 300 new products.



Moss catalogue and adhesives pack.



Moss suction cup sign.

Of particular interest in the point of sale range are adhesive tapes and pads supplied by FFP company Duraco Inc. - including dimensional pads, high bond and removable tapes, and CD fixers. Promoted by Moss in the European markets via print, website, emarketing, and direct mail, adhesives are a growing segment of Moss point of sale products. Adhesives sample packs have been distributed broadly throughout Europe.

Some of the most successful plastic and metal point of sale products are hanging hooks, suction cups and merchandising hooks. For one European Moss location, sales of these three products have contributed so robustly to the POS category, that POS products now generate nearly 40% of its total sales. Other popular point of sale products are ceiling clips, magnetic hooks, wobblers, cable ties, panel formers and fasteners.

The top users of point of sale products are display makers, sign companies, printing and fulfilment houses, graphics, exhibition, advertising, and packaging companies.

"Our goal," says Richard Sederman, Range Development Manager, "is to bring recognition to the marketplace that Moss is a major point of sale supplier, offering in-stock parts, no minimum order quantity, next day delivery and free samples...and then to make the purchase and delivery process as easy as possible for the customer."

As sales of Moss POS products take hold in Europe, there is tremendous potential for growth, and a lot of enthusiasm within the business to promote the range and to continue gaining in market share.

For further information call Moss Express on 0138 442 4248 or visit www.mossexpress.co.uk

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COMPANY Profile

30 years in the sign industry ... and counting

Michael Jackson, Managing Director, Scriptus, looks back over the 30 years since he came into the sign industry

I "fell" into the sign industry by pure chance in 1980. Having decided to move on from the engineering company which employed me I began to scour the jobs section in the Daily Telegraph every Thursday for suitable career moves. One week, the Telegraph was on strike so the newsagent sent me a copy of the Yorkshire Post. In it I found an interesting vacancy: "Contracts Manager – Europe: languages helpful but not essential". As a graduate with a degree in German and French, I saw this as an opportunity to make use of the skills I had worked hard to acquire.

The company in question turned out to be Oldham Sign Services Ltd. After an initial interview with the Managing Director, Mike Chapman, I was invited for a full interview at the factory in Cross Green, Leeds. I knew nothing about the sign industry and first impressions were quite telling. On the positive side, I was fascinated by the variety of signs being produced, anything from hand-painted pictorials for the pub market to large spectacular signs destined for Piccadilly Circus. On the negative side, I noted how many of the shop floor staff seemed to be standing around, talking and drinking coffee, with an air of unhurried casualness. Quite different from the tightly controlled engineering background I was used to.

I got the job, which involved running the European corporate identity signage programme for Ford Motor Company. The rest, as they say, is history, and my nickname of Jetset Jackson was certainly well earned.

Over the last 30 years I have witnessed great changes within the sign industry which have mirrored many of the general changes that have taken place in commercial life. In 1980 the sign trade was still a cottage industry with aspirations to break into the big time.

During the 1980s, large sign companies were all vying to win corporate identity sign programmes within their own countries. The clients often had a senior executive and a team of support personnel whose only role was to manage the implementation of such programmes. But just as PCs have reduced the need for

typing support, so larger corporations have rolled up the responsibility for signage into part of the marketing brief. This meant that sign suppliers were then expected to take on a far larger role in the implementation of such programmes.

In 1980, screen-printing was being used increasingly for both flat and formed acrylic decoration, yet many of the roll-out programmes still opted to use back-spraying to decorate acrylic panels. I can still smell the odour of paint suspended in the air and remember the milk that was handed out to the paint sprayers to be drunk as an antidote to whatever noxious fumes might have been in the air.



Michael Jackson, Managing Director of Scriptus.



On my many trips to European contractors and sign manufacturers, especially those in Scandinavia, I recall the importance they placed on the correct engineering solutions and particularly safety issue for employees. This was at a time when we still worked a little to the mantra that it "would be alright on the night".

How times have changed. Now, in the United Kingdom, the concentration on health and safety issues has created considerable change in the way we approach manufacturing and installation. Indeed, we seem to have not only caught up with the rest of Europe but, in some ways, gone beyond the boundaries they set. For the most part this is a move to be welcomed, even if it has meant that copious pages need to be filled out for completing work on construction sites! Gone are the days when a fixer could balance on top of a wooden ladder to install a lightbox.

Screen printing was followed by vinyl graphics during the 1980s. Once decent colour ranges and a good resistance to colour fading had been established,



self-coloured vinyl became a viable alternative to spraying and printing. Undeniably, the crisp finish produced still works very well today. My own company, Scriptus, owes its creation to the niche market that was available at the birth of vinyl graphics before it became just another commodity product. In fact, the ability to decorate motor vehicles with sophisticated displays in place of traditional signwriting both spawned a new industry whilst quickly throttling an old one. Then along came inkjet printing. Whilst there is still a market for the good old hand-painted pictorial, the rapid advances in digital printing technology and ink durability and longevity have brought huge improvements in this part of the market.

Lighting technology has also changed, due in no small part to the need to control costs and protect the environment. Over the last 30 years, the mainstay of signage illumination, hot cathode lamps or fluorescent tubes, have reduced in size and improved in terms of output and efficiency. Cold cathode, or as it is often generally and erroneously termed "neon", has adapted and been developed to meet the needs of lighting designers. The current trend is to use LEDs which are deemed to have much less environmental impact and therefore to be more acceptable to the general market. As with most technological developments, rapid advances are made when there is market demand. Only a few years ago, it was difficult to obtain white LEDs with a consistent colour rendition and anything more than a rather flabby light output.

Now white LEDs are being used more and more to backlight and edgelight illuminated displays with very satisfactory results. And as solar power develops in combination with LEDs, a new eco-friendly market will develop at an even greater pace.

New materials have evolved to replace and improve upon older products. Composite aluminium panels, used initially as building cladding and then adopted by the sign industry, have enabled the sign maker to make lightweight and optically flat display panels for all sorts of signage demands. Stretched PVC has replaced acrylic as the translucent display medium of choice for larger illuminated sign boxes.

Above all, computer technology has revolutionised the way in which we can make machines replicate intricate designs in the most efficient manner, enabling designers to create displays of great visual impact.

Sign companies themselves have had to change with the times. The paternalistic, family run businesses have all but disappeared, certainly in relation to the larger sign companies. The application of modern business techniques is as important in our industry as in any other to stay competitive, and the calibre of people who run those companies needs to be of a high order. Yet fortunately, the traditional values of the signwriter, the need to create quality displays, will always be required in those markets where we are producing not just another product but a thing of beauty.

What does the future hold? Well, the age of digital signage is almost upon us. I am not talking here of those display screens behind reception desks which endlessly loop advertising and general information, interspersed with Sky News. I'm talking about information signs that help you with wayfinding, have audio content, and can be controlled remotely and which even tell you the function of a room behind the door. The technology is already with us but it will need to match both the cost and aesthetic requirements of the user to reach its full potential. Until that nut is cracked, there will still be a ready market for the traditional sign.

For further information telephone Scriptus on 01274 738555 or visit www.scriptus.co.uk



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For further information, please visit our web site at www.insightsignsystems.com
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Conspicuity marking is now a statutory requirement that many classes of road-going and rail transportation must fulfil if they are to go legally about their business. Many construction vehicles are owner operated and though they may be contracted to the service of a larger concern, it's the owner's responsibility to ensure his vehicle is in compliance with current requirements for the site on which he's operating.

Abingdon based Scorpion Signs has recently found itself applying its considerable application talents to the back end of some very large and conspicuous trucks with a view to making them even more so. Colin Chung's company came to Metamark and found some particularly effective get-you-noticed materials that suited the specialised need well.

Scorpion worked with Metamark's Exterior Grade Fluorescent vinyl in red and yellow to construct the markings.

Working with rolls, cut-to-width by Metamark, and a stencil for hand cutting the previously slit material, Scorpion applied

the constructed markings on-site having first cleaned the vehicles which were usually heavily soiled. Working with a generator powered heat gun, the Metamark Cast Exterior Fluorescent readily conformed not only to rivets and bodywork creases, but to existing crash damage, dents and other battle-rash too.

The application has proved popular with the vehicles' owner operators. Scorpion Signs now entertains a steady stream of work for its newly discovered specialisation and the operators of these expensive and very busy vehicles appreciate the rapid turnaround and the fact that the markings can be applied without structural or remedial works being undertaken to the vehicles' application surface.

For further information on Metamark visit the website www.metamark.co.uk or to find out more about Scorpion Signs call 01235 531692 or visit the website www.scorpionsigns.co.uk



Heavily soiled vehicles have to first be cleaned before application can begin.



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Height	50mm	75mm	100mm	125mm	150mm	200mm	225mm	250mm	300mm	375mm	425mm	500mm	550mm	600mm	750mm	1200mm
3mm	0.58	0.72	0.84	1.16	1.28	2.00	2.80	3.00	4.26	6.15	7.00	8.25	9.25	10.50	17.00	38.00
5mm	0.85	1.05	1.35	1.55	2.09	3.14	3.90	4.74	5.34	8.28	9.25	12.82	14.00	15.50	25.88	53.00
10mm	1.70	2.10	2.75	3.10	3.30	6.10	8.50	10.00	12.50	17.00	19.50	25.00	28.50	32.00	48.00	113.00

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	0.39	0.48	0.80	0.94	1.05	1.25	1.40	1.90	2.25	2.54	2.80	3.60	4.10	5.40	7.40	15.00
5mm	0.45	0.65	0.98	1.30	1.80	2.00	2.40	2.90	3.30	4.00	4.90	5.50	6.20	7.20	10.20	27.50
10mm	0.76	1.15	1.50	2.30	3.20	4.00	4.55	5.60	6.70	7.70	8.60	10.50	12.20	15.70	20.00	55.00
19mm	1.70	2.40	3.48	4.00	4.60	6.40	8.20	9.00	10.50	11.80	13.90	16.00	18.80	21.50	26.00	75.00

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	0.35	0.80	1.10	1.50	2.25	2.40	2.80	3.57	4.11	4.92	6.25	8.90	10.32	11.70	13.80	42.00
12mm	0.85	1.50	1.85	2.70	3.70	4.35	5.10	5.90	7.00	8.60	9.50	10.80	12.90	16.00	18.00	57.00
18mm	1.45	2.30	2.80	3.80	4.80	5.90	7.30	8.20	10.40	11.80	14.20	16.30	19.00	21.00	28.00	84.00

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	0.95	1.35	1.80	2.35	2.70	3.10	4.50	5.30	6.20	6.80	7.70	9.10	10.60	15.00	18.50	56.00
Chrome	1.90	2.35	2.70	4.00	5.50	6.65	7.80	9.00	10.70	13.10	14.80	16.50	19.80	24.50	30.00	95.00
Brushed finish	1.20	1.50	2.00	2.50	3.50	4.20	4.95	5.80	7.00	8.50	9.50	10.80	12.90	16.00	21.50	62.00

Mill Finish Aluminium (Comes in its raw form ready for coating) Other thicknesses available on request

Height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm
2mm	2.68	3.34	4.13	5.13	5.70	6.54	7.38	8.54	9.64	10.69	11.00	14.56	17.44	22.19	29.11
3mm	2.80	3.50	4.30	5.30	5.80	6.70	7.60	8.80	9.80	11.20	12.50	16.60	20.00	25.70	34.00
5mm	3.30	4.10	5.10	6.30	7.00	8.00	9.00	10.50	11.00	12.60	14.50	19.40	23.50	30.20	40.50

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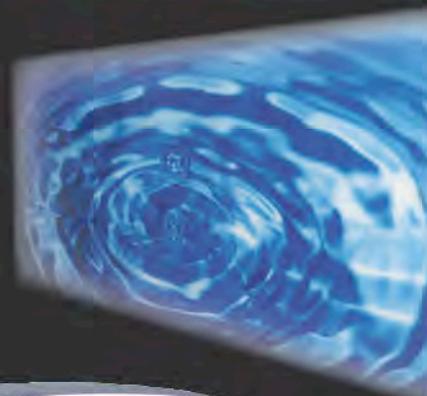
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PRODUCT *Choice*

Hawes builds reputation with ITC Tooling



Hawes' ITC Cutter in action.

As one of the UK's largest and most prestigious sign manufacturers, Hawes Signs Ltd has built an enviable reputation with its extensive design, manufacture, project management, installation and maintenance experience. However, when the company was intent upon improving its manufacturing processes, the Northampton based company called in cutting tool specialist ITC.

Over a decade ago, the company wanted to reduce its machining times and with such a respected reputation in the marketplace, cost was not an issue. When ITC's Technical Engineer, Sally Hunt conducted a series of trials, the results were astounding.

As Sally recalls: "The very first job we tried the tooling with - we cut the machining time by 50%. This was simply done by doubling the feed rate, something competitor products couldn't do because the tools would burn out almost immediately. The combination of our high quality carbide tooling and our continuous product development ensures we can deliver cutting tools that significantly outperform competitor product offerings."

Hawes Signs manufactures anything from simple to highly complex sign designs from a diverse range of materials that includes acrylic, plastics, composites, wood, MDF, steel and aluminium to name a few.

As Hawes Signs Production Engineer & Programmer, Mr Tony Warner comments: "We often produce complex signs from some difficult to machine materials. To this end, ITC has been outstanding. When we get complex jobs, we will often require specialist tooling and as a UK based manufacturer, ITC can take our drawings and deliver the desired cutter in a matter of days - this is invaluable to us. The cutters will also comply with the diverse variation of CNC machines that we have and they can comfortably machine at the high feeds and speeds we program into the machines. With regards to machining difficult materials, the ITC tooling always performs impeccably."

As a cutting tool supplier that works closely with the aerospace,

F1 and additional technologically demanding markets, ITC develops tooling to machine materials that are extremely hard and abrasive. It is the development of advanced cutting tools and geometries for these markets that enables ITC to provide its sign industry customers with tools that deliver jaw dropping performance for the end user.

As Mr Warner continues: "We use anything from 2 to 6mm diameter; one, two or three flute ITC cutters and these are predominantly square nose for general machining or ball nosed for finishing. The increase in speeds and feeds provided by ITC tools, continually delivers productivity benefits and reduced costs beyond competitor tools."

"Added to the productivity and cost benefits, we have noted a significant improvement in surface finishes. The geometries of the ITC tools eliminate burrs and this drastically reduces hand finishing operations, especially on acrylic jobs. With regard to surface finish improvements, the cutters have eliminated secondary finishing on most jobs. With a lot of point-of-sale signs, high street signage and also signs that are illuminated, the surface finish is a critical element and ITC has improved our product quality considerably on this front. We now spend a lot less time conducting finishing and polishing processes."

Hawes Signs has undoubtedly been pleased with the performance of ITC tooling over the last decade, as Mr Warner concludes: "We have continually received tools that are of impeccable quality that have improved our productivity, reduced costs and improved surface finishes. From a technical standpoint, the expertise and support from Sally has been outstanding and she will always deliver the appropriate solution to our tooling issues, regardless of how complex. For these reasons, we are delighted with the service and products we receive. We occasionally have reps visit us to trial their tooling and the performance is nowhere close to what we have. This confirms our level of confidence in ITC and assures us that we have chosen the leading cutting tool supplier."

For further information visit www.itc-ltd.co.uk



Iron Design is the UK's leading supplier of quality hanging brackets and projecting signs, supplying the trade with the largest 'off the shelf' range of products, including the bracket, panel and lighting.

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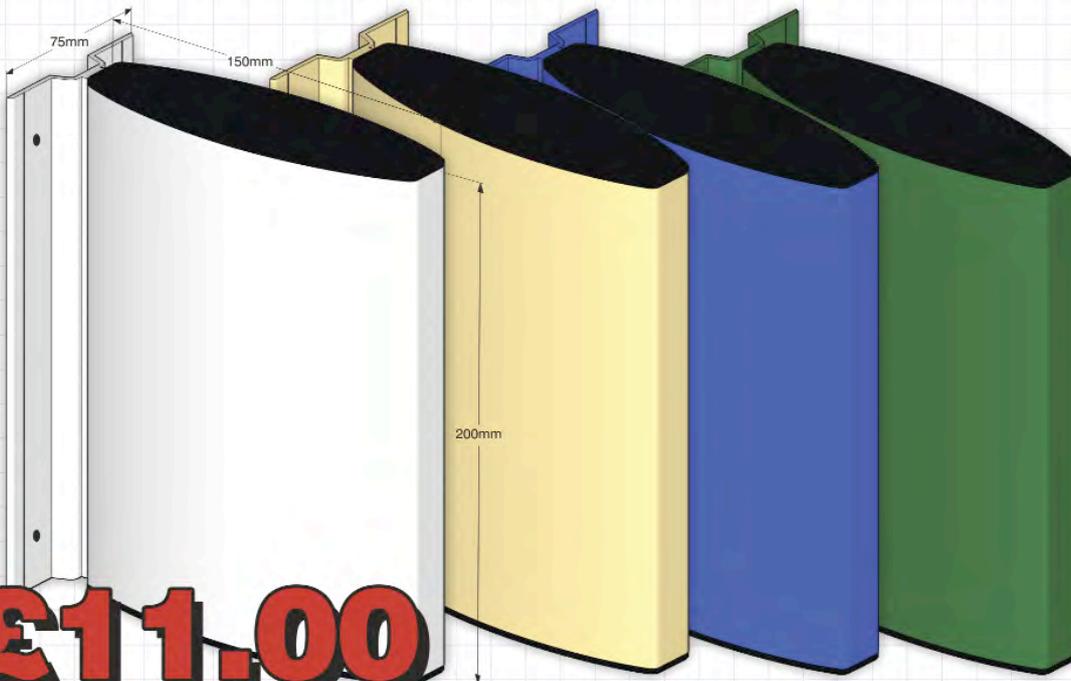
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PRODUCT Choice

BrightSign puts fun into learning at Bristol Zoo Gardens

BrightSign's digital sign players have been installed at Bristol Zoo Gardens to deliver dynamic messages about wildlife, conservation and upcoming events. Founded in 1836, Bristol Zoo is the fifth oldest zoo in the world and is recognised nationally for the conservation and education work it does. The project's integrator, Audionation-UK Ltd., recommended BrightSign HD110 controllers to drive the Zoo's 10 digital signs because they deliver high video and image quality, are exceptionally easy to use and affordably priced.

"Bristol Zoo wanted to replace their light boxes with digital displays that give visitors an entertaining zoo experience that makes their messages more memorable," explained Andy Phillips, Technical Sales and Director at Audionation. "They needed a reliable signage solution that their marketing and education departments could manage and update without requiring the assistance of an IT person or special training. We've found that BrightSign controllers meet all these requirements, so we felt comfortable recommending them."

As a registered charity, affordability without sacrificing reliability or quality, was a key issue for the Zoo. With its solid-state platform, the reliability of BrightSign media players is higher than PC-based solutions while pricing is significantly lower. The HD110 also supports full HD at 1080p resolutions for pristine quality and includes BrightAuthor software free of charge. BrightAuthor is a PC application with intuitive templates and tools that make creating, updating, managing and monitoring digital signage displays so easy, anyone can do it.

"We're working to protect the world's environments, plants and animals," said Simon Garrett, Head of Learning at Bristol Zoo. "An important part of our work is to communicate with a wider audience in order to build awareness and engage more people in helping to save these vital assets. Our new digital signage allows us to provide timely communications that are more entertaining than



BrightSign's digital sign players give visitors to Bristol Zoo a more entertaining and memorable experience.

static displays, meaning the messages are more memorable."

Bristol Zoo has already replaced 10 lightboxes with BrightSign-driven digital displays and will soon have 11. It also plans to continue expanding the digital signage program.

Currently, the project includes six displays in the Aquarium promoting conservation awareness with video, images and text on topics such as Saving Our Seas, Meet the Keeper and a video alerting visitors to the link between seafood choices and marine conservation. Two displays are also in the Zoo's Bug World exhibit area and two additional displays are in the Zoo restaurant.

For further information visit www.brightsign.biz and www.audionation-uk.com/home.html

New signage from William Smith provides enhanced visibility

Over 70 new car park signs have been manufactured and supplied by William Smith for Scarborough Borough Council.

The circular signs provide general parking information together with the identifying name of each car park, and were manufactured using 3M HIP Reflective sheeting.

3M High Intensity Prismatic (HIP) reflective sheeting offers improved brightness and clarity for road traffic signs, ensuring a safer environment for road users.

Using tried and tested microprismatic technology to reflect more light back to the driver, the advantages of 3M HIP reflective sheeting in comparison with other Class 2 products currently available include enhanced brightness in both day and night time, improved legibility, due to better colour contrast and greater visibility in all weather conditions.

3M HIP reflective sheeting is fully compliant to the requirements of BS EN12899-1 Class 2 material and comes with a 12 year durability guarantee, representing a 20% longer wear life than all other Class 1 sheeting.

It is available ex-stock as full, part or custom slit rolls and same day despatch is provided on full or part roll orders received up to 5.30pm.

For further information contact William Smith on 01833 694707 or visit www.williamsmith.co.uk

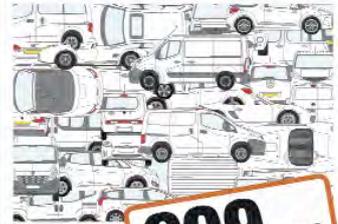


The 3M High Intensity Prismatic (HIP) reflective sheeting produces bright and clear road traffic signs.

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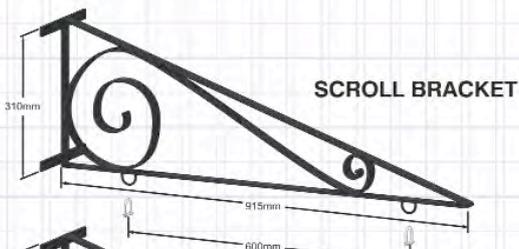
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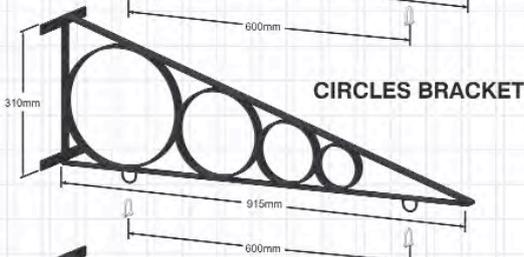
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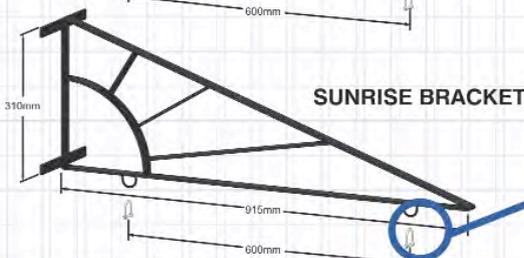
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TRADE Suppliers

Trade suppliers need your business - and they're here to help

Just as sign makers compete for work, so the companies supplying the trade are vying to win and then keep their trade customers. But supplying the sign industry is a competitive business and suppliers work hard to give their customers the edge, whether through quality of products, speed of turnaround, discounts, sample products and unbranded literature, or ongoing technical support.

Some trade suppliers specialise in particular types of signs, others provide total solutions, not only hardware, software, inks and media, but even business advice and finance solutions.

One of the longest established businesses in the industry supplying the sign and graphics market is Granthams, which has been established over 114 years.

Granthams supplies a wide range of large format printing equipment, vinyl cutters and computer systems. The company offers a complete consultancy service and has its own in-house engineers who can provide everything from initial demonstration and consultation through to installation, training and ongoing support.

Solutions for both Macintosh and PC platforms are available from well known industry manufacturers such as Graphtec, Mimaki, Epson, HP as well as software solutions from FlexiSIGN, SignLAB, ColorGATE and Onyx, to mention but a few. In addition to supplying the sign industry, Granthams also has two showrooms in both Preston and Blackpool offering a wide range of art materials as well as digital print services.

Providing sign making services directly to local end-users can contribute to trade suppliers knowledge of their customers' customers.

Jag Sign Supplies fabricates and installs signage in the south-west, close to its base in Exeter, as well as providing a trade only service of readymade double and single-sided signs (unsignwritten) and a cut to size service for the cutting mats.



Solutions from Granthams are much more than just hardware.

Jag believes it is successful because of a thorough understanding of the sign trade and knowing what products and services customers want.

Louise Gardener, Director at Jag Sign Supplies, says: "We run a fabrication side to our business and this is important because it helps us to continue to understand the challenges sign makers face and to source or develop the best products to meet their needs."

A recent example is Jag's newly developed eye-letting machine. Louise explains that imported eye-letting machines with self-piercing eyelets had been having problems because the machines and dies rely on the eyelets being sharp enough to pierce the material. But due to the popularity of nickel plate finish and inconsistent amounts of plating being applied, this has resulted in 'blunt eyelets'. So Jag developed its own eye-letting machine and re-designed the die. Now these don't rely on the eyelets being sharp; the new machine and die will push the bluntest of eyelets through the material and tape.

"Due to demand and the increasing amount of digitally printed media we've also designed a die for this machine that accommodates plastic eyelets, which are available in black, white, or clear and are recyclable" says Louise.

Brownings is strictly trade only, producing items such as poster frames, light boxes, trough lights and menu cases from its own extrusions. The Hull-based company is also the only distributor and converter in the UK of flex face tensioning systems developed and patented by SignComp Inc. of the USA, and said to be the best selling flex face sign system in the world.

Brownings has earned a reputation for its expertise in manufacturing non-standard items, both one-offs and multiples for roll-out programmes, in addition to its high quality standard range.



Blunt eyelets are not a problem with the new eye-letting machine from Jag Sign Supplies.

"Producing complex shapes is relatively easy with flex faced signage," says Richard Vincent, Sales Director at Brownings. "Designers know they can create unusual shapes and using digital print, make them much more interesting than just built up letters or acrylic faceboxes.

"The trade knows us very well for manufacturing large and complex shapes and consequently, we've supplied a significant number of large convex faces measuring nine metres or so for clients working on prestigious retail projects recently."

But, as is usually the case when supplying the trade, your work doesn't get branded as your own. The reaction of Steve Nicholas, Sales Manager at Ashby Trade, is typical of those *Sign Update* spoke with.

Steve says: "That's just how the cookie crumbles. We're proud of what we produce and the trade know they can buy from us with the complete confidence that we won't steal their customers."

Ashby Trade has been supplying sign makers since 1996. Its origins were as a jobbing sign business and today the Reading-based business is probably best known for its fabricated aluminium sign systems as well as a wide range of services.



Brownings fabricates large and/or complex shaped signs on a regular basis for sign trade customers.

Steve puts the company's success down to the right combination of quality, service, and price.

"We became and remain successful because we have the products that enable our customers to make a profit," he says. "Over the years we've listened to what customer want and adapted what we offer. Everything we add to range is designed to make life easier for sign makers."

Examples are hanging baskets and other accessories to facilitate sign installation, along with a range of point of sale items and the new Architech System of curved signage, which has been particularly well received.

Steve continues: "Our fabrication services widen the opportunities for small sign companies that haven't got any manufacturing facilities; and they enable large company that have an overflow of work, or production hold ups, to meet their customers' requirements. We can manufacture or all part of a project."



Built up letters form only part of the wide range of products and services from Ashby Trade.



One of many fixings that Ashby supplies to the sign trade.

TRADE Suppliers

Trade suppliers need your business - and they're here to help

"Every job has its quirks, architects and designers frequently come up with what might seem wacky ideas, but at Ashby we've a wealth of experience and chances are that we've done something similar, if not the same. Over recent years, the trade is using us as more technical advisers more and more."

William Smith believes its success is down to providing other sign and graphics companies not only with all the hardware and materials necessary to meet their customers' requirements but also offering a wide range of finished products to support and enhance the production capabilities and efficiency of these same companies.

The solutions William Smith provides are based on market-leading hardware options (for example, HP, Scitex, EFI Vutek, Durst, Mutoh and Océ printers) and premium-grade materials from 3M (for which William Smith is the largest stockist and exclusive UK distributor), Ritrama, Arlon and more recently Contra Vision for which it is a primary distributor.

"As a consequence, William Smith is now recognised as the UK's leading provider of integrated sign and graphics solutions to the trade," says Chris Bradley, the company's Marketing Manager.

Whether it's providing total solutions, introducing new products or offering extra support and advice, staying ahead of the competition is tough at any time. But when money is especially tight, the market becomes led increasingly by price, sometimes to the detriment of product quality.

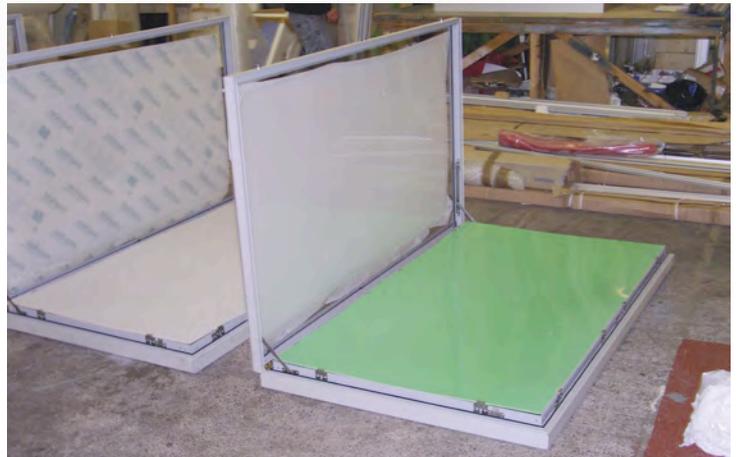
Louise from Jag Sign Supplies says: "To ensure consistently top quality materials and manufacturing to the highest standards our products are manufactured in the UK whenever possible, if not in Europe or America. There are many cheap inferior products around that appear good value at first glance but there's just no comparison in quality and reliability."

Support from your supplier is a crucial important element for sign makers and graphics professionals and this is where Granthams feel it offers the edge over its competitors.

"Not only are we able to offer competitive pricing, but a lot of our business is based on referrals from existing



William Smith provides the sign industry with a range of finished products as well as hardware and materials.



Slim poster frames are available in a choice of sizes, styles and finishes from Brownings.



Granthams offers comprehensive support and advice for experienced and inexperienced sign makers.

customers who have become reliant on our fast and professional support and consultancy," comments Kirsty from Granthams.

"Providing solutions is more than simply supplying a box. Irrespective of who the manufacturer is, we can assist with networking, interfacing RIPs, providing profiling services, back-up solutions, etc. Whatever our customers' needs, even if it's advice on inks and media, our team at Granthams are more than happy to help and offer a complete service to our customers," adds Kirsty.

One way sign makers can combat tough economic times is to find new markets for their products or services, without making significant investment in equipment or machinery. A good trade supplier will often advise on different applications and finding opportunities in new markets using your existing set-up.

Some will even provide training to enable their sign making customers to benefit from extra income streams.

Increasingly, both end-users and sign makers are looking for more eco-friendly solutions. Products are changing and several companies now provide recycling services for a growing number of their products.

William Smith sees its ongoing and well documented commitment to protecting the environment as setting it apart from other trade suppliers. In addition to expanding its product portfolio with more eco-friendly solutions (typically the latest water-based Latex printing technology from HP and non-PVC media options from companies like 3M and Ritrama), William Smith has put in place its own definitive environmental policy.

Chris Bradley from William Smith stated: "This supports not only our own 'green' credentials but also those of our trade customers and end users in compliance with the manufacturing and procedural policies endorsed by government and other legislative bodies."

The environmental policy now established at William Smith meets the requirements of the Environment Agency Approved Guidelines and associated bodies to which William Smith's managerial and supervisory staff have a clearly defined duty to implement and upgrade throughout the company's manufacturing and supply disciplines.

Chris Bradley continued: "Our clear objective is to minimise the impact on the environment by preventing pollution and reducing waste."



Production at William Smith's facility.

For example, all materials (predominantly paper, cardboard, aluminium and acrylic) are segmented and recycled. Manufacturers of vinyl materials (a core element of the company's product mix but at present difficult to recycle) are now working to develop more environmentally alternative products and we actively engage with any initiative aimed at achieving this objective."

Whatever you need from your trade supplier; whether your customers are asking for more environmentally friendly signage, new products or fresh styles, or you want to find new market, it's worth remembering that your trade supplier is there to help your business succeed. After all, it's how they will sell more of their products and services. Ask your trade supplier today what they can do for your business.



An example of LEDs from Ashby Trade.

Contact details

Ashby Trade Supplies - www.ashbytrade.net or tel. 0118 981 5343.

Brownings Ltd - www.browningsltd.co.uk or tel. 01482 380900.

Granthams - www.graphicdiscount.co.uk or tel. 08452 305520.

Jag Trade Supplies - www.jagtradesupplies.co.uk or tel. 08005 999059.

William Smith - www.williamsmith.co.uk or tel. 01833 694707.



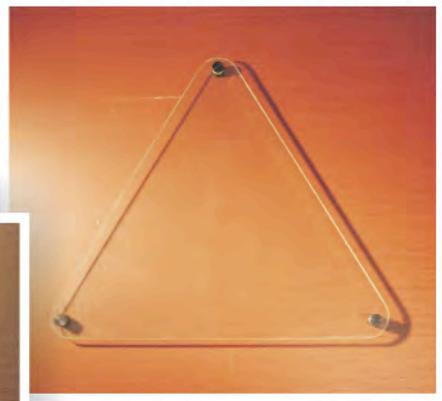
Barrie (Warehouse) from Jag Sign Supplies proudly shows a made to order wooden signboard.

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– web launch and partnership with Roland DG

isignstock.com is the brand new stock image subscription website from Ingram Publishing. This is a one stop shop for all types of content providing photography, vector graphics, vinyl ready illustrations, scaled vehicle outlines and metallic ready files for the print and sign industry.

The site is expected to offer up to one million files within the year. A 12 month subscription is available for the low price of only £295 and gives the user complete freedom to choose any combination of file – from super high resolution photographs to accurate vehicle templates for easy livery design. Users can download as many as 50 files per week.

"This website was designed and created specifically for UK printers and sign makers." said CEO, Louis Ingram. "We have gathered all the materials that are the most requested and put them together in one place, creating a 'one stop shop' where clients can access the most up to date content for one low cost. This website is made for clients that require a diverse range of content and we

are pleased to be partnering with Roland DG. The metallic-ready files, compatible with Roland's VersaCMM VS-640 and SolJet Pro III XC-540MT, are unique and give every designer the opportunity to, literally, make their work shine."

isignstock.com can be found directly on the web at www.isignstock.com. Registration on the site is completely free and the benefits include the ability to create and access custom lightboxes, send images/files directly from the site and/or generate PDF output of content for inclusion in client quotes.

The isignstock sales office is based in London and can be reached by emailing sales@ingrampublishing.com or by calling directly at 0208 834 1032.



MegaLed illuminates big ideas with style

UK lighting specialists MegaLED Ltd has launched a new website www.megaled.com. Designed to showcase the London company's brightest and most innovative lighting projects, visitors to the site can also discover more about the industry's latest cutting-edge LED hardware solutions.

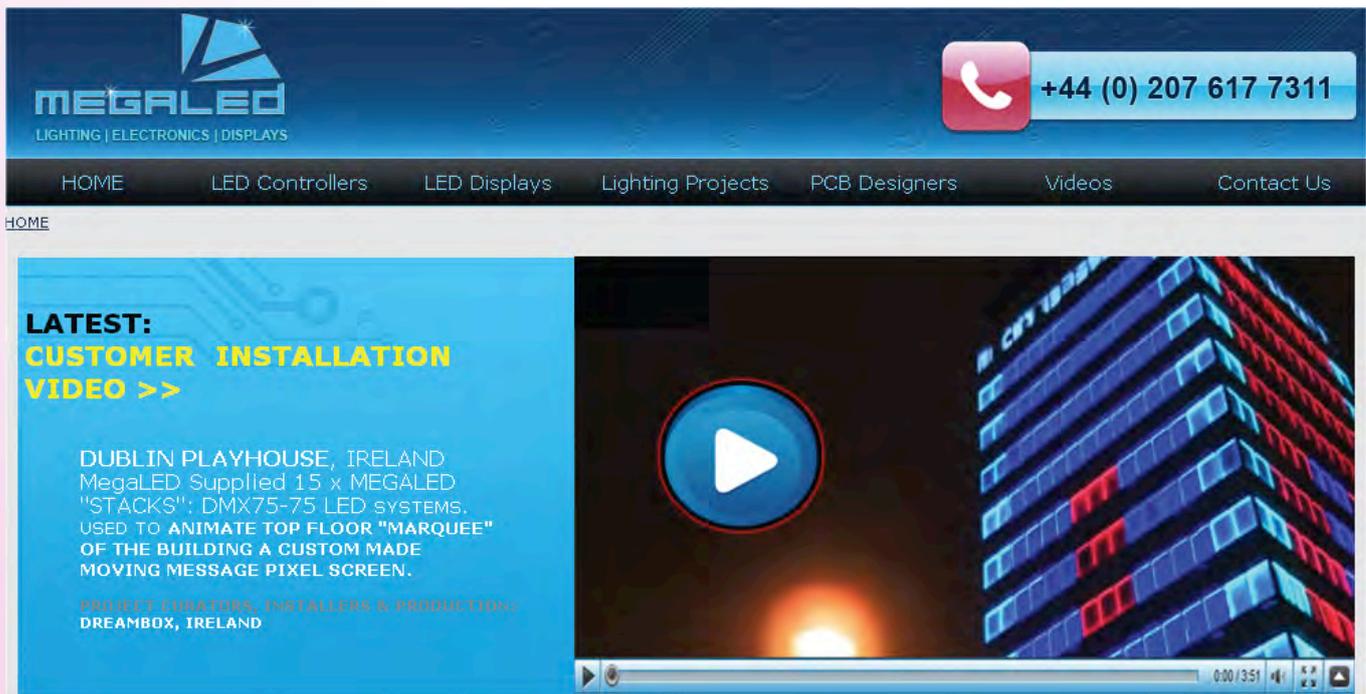
Having established a reputation as one of the UK's leading names in innovative lighting-design and technology, MegaLed has collaborated with a number of trade clients on high-profile projects including Playhouse at Dublin's Liberty Hall. A huge-scale urban lighting project - the finished creation featured a custom

made, animated message board and involved 100,000 LedS covering 11 floors.

MegaLed offers custom-designed Led printed circuit boards and wholesale supply of the latest Led lighting modules and fixtures. Inspired lighting solutions are driven by a range of original modular and multi-channel controllers, catering to the largest Led installations imaginable.

For MegaLed Ltd, clearly bigger is better.

For more information please call +44 (0)207 617 7311 or visit www.megaled.com



The screenshot shows the MegaLED website interface. At the top left is the MegaLED logo with the tagline "LIGHTING | ELECTRONICS | DISPLAYS". To the right is a contact button with a phone icon and the number "+44 (0) 207 617 7311". Below this is a navigation menu with links for HOME, LED Controllers, LED Displays, Lighting Projects, PCB Designers, Videos, and Contact Us. The main content area features a "LATEST: CUSTOMER INSTALLATION VIDEO >>" section. The video player shows a building at night with a large play button in the center. The video title is "DUBLIN PLAYHOUSE, IRELAND MegaLED Supplied 15 x MEGALED 'STACKS': DMX75-75 LED SYSTEMS. USED TO ANIMATE TOP FLOOR 'MARQUEE' OF THE BUILDING A CUSTOM MADE MOVING MESSAGE PIXEL SCREEN. PROJECT CURATORS, INSTALLERS & PRODUCERS: DREAMBOX, IRELAND". A video player control bar is visible at the bottom of the video frame, showing a progress bar at 0:00 / 3:51.

The new website showcases various lighting projects.

William Smith appointed Contra Vision distributor

Inventor and leading exponent of see-through graphics technology, Contra Vision has appointed William Smith as a primary distributor for its full Contra Vision® Performance™ range of 11 perforated films and ancillary products.

Following the appointment, Contra Vision Commercial Manager Rob Stone commented: "As the UK's leading provider of integrated sign and graphics solutions, William Smith is perfectly positioned to understand and communicate the many benefits of the Contra Vision Performance range. The company has an excellent reputation as a leading supplier of market-leading media solutions used in wide-format digital printing. It is also renowned for its service and technical support and is the kind of company we want as a trading partner to expand the demand for our highly innovative and unique product offerings."

Marketing Manager at William Smith, Chris Bradley added: "The addition of the Contra Vision Performance range of see-through graphics solutions will add a new and vibrant dimension to the broad range of quality media that we currently stock and distribute. It will also enable us to more effectively meet the requirements of customers seeking innovative graphics solutions that can now be fully realised via the Contra Vision Performance range of products."

Contra Vision Performance perforated window films have a number of unique design characteristics, enabling different levels of transparency and applications on both the inside and outside of

windows and offering a backlit option to enhance night-time impact.

Rob Stone concluded: "The Contra Vision Performance range also includes the unique Grayliner™ feature. This contributes to a significant saving in ink usage during printing and avoids customers rejecting prints that appear 'washed out' when using alternative white liners."

For further information, visit www.contravision.com or www.williamsmith.co.uk or telephone Contra Vision on 0161 439 9307 or William Smith on 01833 694707.



The Contra Vision Performance see through graphics provide stunning window displays.

Trotec Laser Ltd acquires assets of Suregrave (UK) Ltd

Trotec Laser Limited has acquired the assets of Suregrave Limited, from the administrators MCR and plans to continue trading as Suregrave under the direction and leadership of the Trotec Laser Ltd management team, a Trodat group company.

Suregrave manufactures an extensive range of engravable materials for both rotary engraving machines and laser engravers and also manufacture the leading Suregrave brand of mechanical engraving machines from its location in the North East of England. Trotec plans to continue to manufacture and sell these core products but will also look to increase distribution of its own international leading brand of Laser Engraving and Cutting machines through Suregrave's extensive network of customers.

Trotec Laser Ltd is the UK subsidiary of Trotec GMBH, the international manufacturer and brand of Laser machines for engraving, cutting and marking. Trotec is part of the Trodat group of companies, headquartered in Wels, Austria. Trodat is a world leading brand and manufacturer of self-inking stamps.

Key employees of Suregrave have been retained and the business will continue to provide quality products and services to its existing customer base. Existing customer contacts and key personnel remain in place and customers should continue to use the current communication channels to place orders. Significant improvements in order fulfilment are expected immediately.

Ian Bradbeer, Managing Director of Trotec Laser Ltd and Trodat (UK) Ltd, said, "The acquisition of Suregrave is a tremendous boost for Trotec in the UK, enabling us to rapidly expand the network for sales of our European-built and brand-leading Trotec Laser machines used for engraving, cutting and marking. Simultaneously, this will allow the Suregrave product portfolio to develop and prosper with the solid financial backing and management support of the Trotec and Trodat group."

The Suregrave brand is to continue as the Engraving & Materials Division of Trotec Laser Ltd in the UK.

For further information visit websites www.trodat.co.uk www.troteclaser.com or www.suregrave.com

Better safe than sorry

Lincolnshire signmaker Allen Signs is advising companies which operates on public highways to make sure they abide by Department for Transport regulations.

The company recently marked up two vehicles for machinery and service supplier Wirtgen Ltd which was keen to ensure its vehicle signage matched up to current Chapter 8 guidance.

Chapter 8 of the Traffic Signs Manual (Traffic Safety Measure & Signs for Road Works & Temporary Situations) was issued by the Department for Transport in 2006.

According to John Wood of Wirtgen due to continual changes in specification some of their vehicles had different signage.

"We wanted to standardise our vehicles so the marking on all of our vans was fully compliant to the latest Chapter 8 standards," said John.

"When we purchased two new vans from our local Mercedes-Benz commercial vehicle dealership, H and L Garages, they recommended we speak to Allen Signs.

"Managing Director David Allen and his team were very knowledgeable and efficient and advised us on Chapter 8 and what we needed in order to comply with the Department for Transport guidelines.

"Not every construction site requires vehicles to comply with the chapter but we would rather err on the side of caution."

Allen Signs MD David Allen agreed: "I'd advise companies operating on public highways to ensure their vehicles are compliant with DfT guidelines in order to protect the health and safety of their employees, other workers and members of the public.

"Chapter 8 affects any operator of large or small vehicles from HGVs to road maintenance trucks, small vans and cars that intentionally stop for work purposes or inspections on high speed roads.



Allen Signs recommends 3M Scotchlite 980 series for markings.

"Vehicles need to have high visibility film markings covering as much of the rear-facing portion of the vehicle as possible without obscuring windows, vehicle lighting or registration plates."

Allen Signs recommends 3M Scotchlite 980 series for the markings which offers nine times more reflectivity than standard reflective films, is visible up to 100 metres and comes with a seven-year life warranty.

David explained: "Allen Signs is an established family business which this year is celebrating its 45th anniversary and we pride ourselves on providing the highest possible quality product as well as excellent customer service."

For more information about Chapter 8 of the Traffic Signs Manual please contact Allen Signs on 01522 501500 or visit the Department for Transport website www.dft.gov.uk

New 3M performance guarantee now supports HP latex printer

A new and powerful performance guarantee is now available from the Commercial Graphics Division of 3M, the diversified technology company. The guarantee covers converters using the latest HP Designjet L25500 printer in conjunction with HP Latex inks and a wide range of approved 3M media.

Latex ink technology offers a viable alternative to more hazardous solvent-based systems. It has only a minimal VOC content (no expensive fume extraction equipment is therefore necessary). It is also non-hazardous and, according to HP, is capable of providing the same three- to five-year outdoor performance as full solvent inks without any reduction in the quality of printed output and at a speed of up to 80 square metres/hour.

As an existing HP Registered Latex Developer, 3M provides a broad range of compatible media as part of this new 3M Performance Guarantee, lending further peace of mind to converters and enabling them to achieve outstanding results for a diverse range of indoor and outdoor large-format digital print applications. The HP Designjet L25500 is the latest in a wide portfolio of HP printers that are now supported by the 3M Performance Guarantee programme.

A 3M Approved Vehicle Wrapper, Ast Signs of Penrith is one of the first converters to benefit from the new 3M Performance Guarantee.

Stuart Day commented: "Being a 3M qualified manufacturer we can now offer the most comprehensive and meaningful warranties

available. By working closely with the industry's most respected materials manufacturer we can also provide our customers with both the highest standards of workmanship and the peace of mind that comes with the 3M five-year performance guarantee."

These sentiments were echoed by Andrew Gamble of A.G. Graphic Applications in Darlington, who added: "The 3M Performance Guarantee reinforces the high quality of our printed output and provides customers with the most comprehensive and reliable warranty available."

3M digital films and over-laminates have been designed and engineered to work consistently with HP printers. Comprehensive diagnostic testing ensures that 3M materials are free of media-induced particles that can cause misprints and that they adhere firmly to recommended substrates. Extensive testing of printers and inks with 3M graphic films and over-laminates is conducted according to the material combinations used in applications specified by 3M. To qualify for the 3M Performance Guarantee, therefore, films must be installed according to 3M recommendations.

The 3M Performance Guarantee programme now includes ICC profiles for the HP Designjet L25500 print platform in common with all other HP printers that are supported by the same advancement.

For further information, visit www.3M.co.uk/graphicsolutions



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.

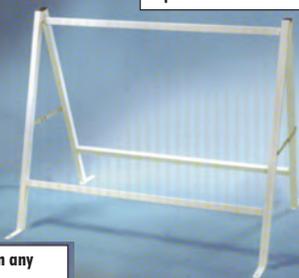
- Powder coated in white as standard
- Integral carry handle



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
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Mimaki announces the launch of the UJF-3042, a desktop size UV LED inkjet printer aimed at companies wishing to produce precise and vivid images onto uncoated substrates.



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- Print over varnish
- A3 print area
- 1440x1200dpi

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Print direct to board

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NEW Appointments

Sygnnet Signs and LED Solutions appoints new Regional Sales Manager

Sygnnet Signs and LED Solutions is proud to announce that Alison Downs has been appointed as the new Regional Sales Manager for the North. Alison will spend her time assisting sign companies within her region win new and exciting projects. Alison will endeavour to support sign companies by helping them understand all the various manufacturing options available. Alongside this, she will also be providing a fool proof service on all LED illuminations, being able to offer up to seven years warranty on certain LED products and power supplies. This is an exciting venture for both Alison and the companies she will be working with.

When asked what she can do to help companies, she answered "I have always adopted

a very pro active approach to every professional environment and have always been willing to provide the best possible customer service no matter what time of day."

Sales Manager Guy Young added, "I'm delighted that Alison has joined our rapidly expanding team and I am more than confident that she will bring a lot of new and exciting ideas to the industry. I am looking forward to working with her and hope that all the companies within her region take full advantage of the services and skills she has to offer."

If you have any enquiries that you would like Alison to price or discuss with you please feel free to contact her directly on alison@sygnnetsigns.com or call 07748636881.



Alison Downs newly appointed Northern Regional Sales Manager for Sygnnet Signs and LED Solutions

Robert Horne Marketing Director joins Pyramid Display

Neil McCarthy, previously Marketing Director of Robert Horne's Sign & Display Business Unit has joined Pyramid Display Materials as Head of Sales & Marketing.

McCarthy, who has over 30 years experience within the sign & display industry joins Pyramid at an exciting time in its development.

Dennis Morgan, Pyramid's Managing Director, explains the role McCarthy will play within the business "Pyramid have grown steadily since forming in 2002 and we are now the largest independent supplier to the sign and display sector in the UK, but the new economics of the market aren't about scale and volume. Pyramid differentiate themselves through new technologies, services and products to give customers

more of what's relevant to them. Neil's role will be to give real focus to our sales and marketing program to ensure both existing and new customers to Pyramid are fully aware of our complete service offering and what we can achieve for them through seeing and thinking differently."

Pyramid distribute for some of the world's leading sign and display manufacturers including MACTac, Staufen, Foamalite, Smurfit Kappa and Brett Martin.

Pyramid operates from three regional sales offices and warehouse facilities based in Manchester, Birmingham and Gateshead and has recently launched a dedicated conversion company to service the group, Pyramid Converting.

For further information call Pyramid in Manchester on 0161 872 5666 or visit the website www.pyramiddisplay.co.uk



Neil McCarthy joins Pyramid Display Materials.

PrintIT! introduces new Chairman

PrintIT! has announced that Wayne Barlow, Director-Professional Print of Canon UK has been named as the new Chairman of PrintIT! Wayne takes over the chairmanship from George Clarke, Managing Director of Heidelberg UK and President of Ipex 2010, who has held the post for the past year. The handover took place at a special sponsors and supporters reception, held after the PrintIT! Awards Ceremony during Ipex 2010.

Canon UK has been a sponsor of PrintIT! since its inception back in 2005, and in addition to the ongoing support of his organisation, Wayne is passionate about the cause of attracting creative young talent to the industry, and is keen to lend his own personal commitment to the future success of the project.



Wayne Barlow, Director - Professional Print, Canon UK, accepts the new Chairmanship of PrintIT! from George Clarke, Managing Director of Heidelberg UK.

Wayne Barlow himself admits he has some 'big boots to fill', taking over as Chairman from George Clarke and comments, "I have strongly admired the achievements of PrintIT! over the past five years, and now more than ever, we need to come together in arms to continue to support this initiative and ensure it continues to evolve into something even greater. Every printer and print-related business in the UK has a role to play in PrintIT!, and I want to encourage everyone not only to get behind PrintIT!, but to play an active role in its future - to find an industry friend, partner or customer and get them signed up to the Twinning Programme and interacting with their local participating school."

For further information on PrintIT! log on to www.printit.org.uk or contact Jan Cassidy at Proskills on 01235 432017.



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SIGN INDUSTRIES are specialist TRADE MANUFACTURERS of etched Stainless Steel, Brass, and Bronze. We also Laser Engrave Plastics and Wood as stand alone products as well as moulds for castings. SIGN INDUSTRIES normally work with 3 mm thick material, and can etch bend and weld Stainless Steel up to 3 metres x 1.5 metres, and down to small sequential tags for wiring looms.

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We are a supplier of Snap Frames, A Boards, Lockable Notice Boards, Light Boxes and other Retail & Office communication products. We manufacture in The Czech Republic with our UK sales and distribution centre located near Cambridge. We offer products straight from stock with no minimum order. Please request a copy of our 200 page brochure if you want to see more.

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www.signconex.co.uk

Signconex are a UK manufacturer of Changeable Displays in 3 main product areas:
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2. Bespoke interior and exterior modular, directory, wayfinding, and post and panel signs.
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Fax: 01489 895899

info@green-magic.co.uk

www.sign-holders.co.uk

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Manufacturers of sign boxes, frames and display cases to the trade. Fast delivery.

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1. Interior and exterior, Lockable and Open notice boards and whiteboards.
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Fax: 01934 852816

sales@signscape.co.uk

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Easy change print frames and poster holders for all commercial and retail applications. Various styles including aluminium snap frames, low cost injection moulded frames, natural wood frames etc., all available in wall-mounted, suspended and free-standing versions. Browse and buy online.

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Aluminium Painted



Vinyl Wrapped



Brass Metal Mix



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STOP PRESS

DUE TO OUR RECENT AQUISITION OF DASC, WE NOW SUPPLY BUILT-UP METAL LETTERS. PLEASE EMAIL FOR A QUOTATION WHICH WILL BE SUPPLIED WITHIN 15 MINUTES!

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

PLEASE NOTE: All the above prices are subject to VAT at the prevailing rate. Prices are based on the capital letter height, even on lower case orders. All work carries a 2 YEAR WORKMANSHIP GUARANTEE. All materials carry the manufacturers warranty. All our letters are manufactured from exterior quality materials.

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