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3mm	£0.83	£1.27	£1.99	£2.95	£4.10	£5.40	£6.57	£7.34	£8.48	£9.05	£10.41	£12.69	£14.41	£40.82
5mm	£1.33	£2.03	£3.06	£4.69	£5.25	£7.51	£8.46	£9.98	£12.49	£13.77	£14.72	£18.89	£22.83	£52.50
10mm	£2.66	£4.06	£6.12	£9.38	£10.50	£15.01	£16.91	£19.95	£24.99	£27.53	£29.43	£37.77	£45.66	£105.00

WHITE FOAM PVC**LARGER SIZES ON REQUEST**

C/Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	650mm	700mm	1200mm
3mm	£0.75	£1.03	£1.38	£2.22	£2.75	£3.45	£3.99	£4.76	£5.30	£6.77	£7.33	£8.17	£9.79	£19.30
5mm	£0.95	£1.70	£2.30	£3.25	£4.80	£5.18	£5.99	£6.80	£7.15	£9.44	£10.05	£12.25	£14.69	£27.03
10mm	£1.47	£2.98	£4.42	£6.45	£8.40	£10.01	£11.89	£13.36	£15.34	£16.52	£19.66	£23.59	£28.28	£52.03
19mm	£3.30	£4.50	£7.74	£10.06	£13.75	£15.34	£18.01	£19.99	£21.40	£24.01	£25.77	£33.02	£39.59	£72.00

3mm ALUMINIUM COMPOSITE**LARGER SIZES ON REQUEST**

C/Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	650mm	700mm	1200mm
Colours	£1.78	£2.66	£4.40	£6.09	£6.50	£7.65	£9.54	£11.67	£14.78	£16.04	£18.34	£19.33	£21.02	£55.68
Brushed	£1.95	£3.42	£4.82	£6.70	£9.15	£10.55	£12.44	£13.44	£15.80	£17.09	£19.22	£22.25	£23.43	£59.31
Mirror	£2.60	£5.41	£7.45	£10.45	£14.25	£16.05	£17.90	£22.45	£23.91	£24.96	£28.90	£30.66	£31.67	£89.89

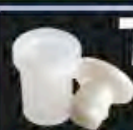
STAINLESS STEEL 304Add 50% for Gold Stainless Steel
Add 20% for Marine GradeOTHER THICKNESSES
AVAILABLE ON REQUEST**LARGER SIZES ON REQUEST**

C/Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	650mm	700mm	1200mm
2mm Brushed	£5.02	£6.21	£10.98	£14.75	£17.55	£23.90	£26.01	£28.26	£35.19	£40.57	£42.75	£48.46	£53.93	£216.80
3mm Brushed	£6.93	£9.28	£11.27	£17.87	£18.85	£24.76	£28.76	£39.49	£48.68	£54.10	£60.80	£74.25	£81.58	£259.90
2mm Polished	£5.65	£6.99	£12.35	£11.37	£19.75	£26.89	£29.27	£31.79	£39.59	£45.64	£48.10	£54.51	£60.66	£243.90
3mm Polished	£7.80	£10.44	£12.68	£20.11	£21.20	£27.86	£32.35	£44.43	£54.76	£60.86	£68.40	£83.54	£91.77	£292.39
Brass Fixings	£2.50	£2.50	£2.50	£3.00	£3.00	£3.00	£3.00	£4.00	£4.00	£4.00	£4.00	£4.00	£4.00	£6.00

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Editor - Heather Rutter

Tel: 01525 377073

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

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

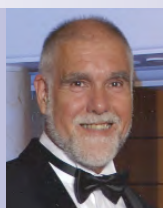
Tel: 01295 660666/690862

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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Subscriptions Department, Sign Update Ltd., Allens Orchard, Chipping Warden, Banbury, Oxon OX17 1LX

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imagination at work

WELCOME *Page*

There is a salesperson inside us all

Following on from last issue's Welcome when we mentioned customers who use artwork without paying for it, we've had quite a few replies direct to Roger and others to the forum (www.signupdate.co.uk/design).

Scott Cowup from APA, the self adhesives manufacturer, emailed to say he really relates to the problem. He said the subject is touched upon on APA's vehicle wrapping courses but that the company is also willing to fund a Winning The Work training day, to help signmakers and vehicle wrappers.

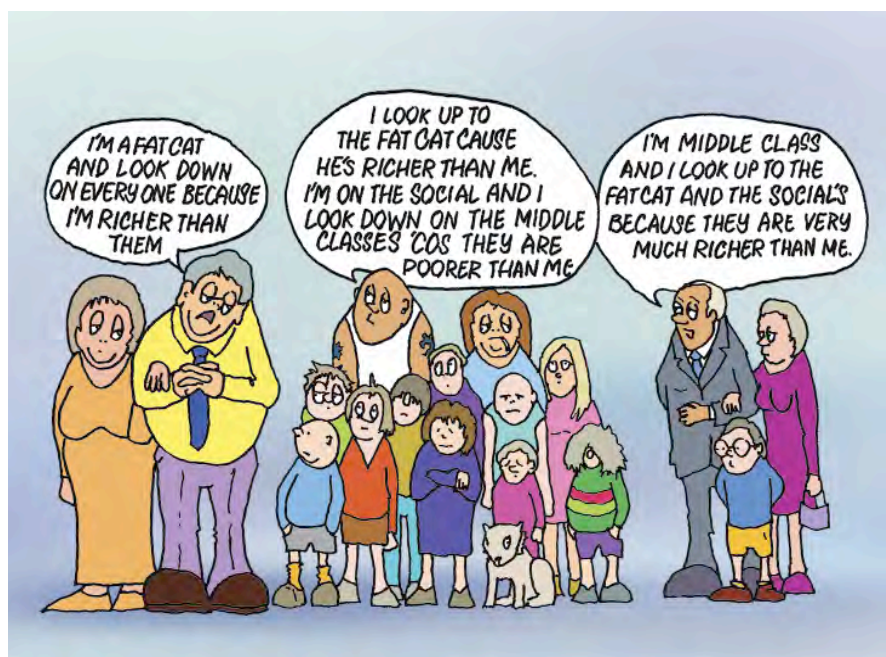
Scott said just giving a price with no explanation is a common error. The customer goes for the cheapest quote. But if you explain what you get for the price and provide other options, it reduces the importance of price. Scott used the example of a signmaker offering three prices for wrapping a van, and the importance of explaining the benefits of each. This means that you're rarely undercut on price and more often than not, your customer won't choose the cheapest option.

A significant part of my job is sales and it is not about the hard sell, but about showing the customer why you and your product are best and what the benefits are. To know what they want you have to listen, so that you can offer what they want, rather than what you think they want. I never really think of myself as a salesperson, but I would describe my wife Lizanne as a natural. A business coach with a sales background, she managed to sell the benefits of marriage to me, which couldn't have been the easiest of tasks, but she persuaded me of the benefits!

Signmakers rarely think of themselves as salesmen, but the one man band spends a significant proportion of their time face to face with their customers, selling themselves as a service and sending quotes, ie being a salesperson.

If you're one of the many signmakers out there that feel they send out a lot of quotes and don't get much work from them, perhaps a fresh look at how you do things would help? APA's training day is arranged for 5th October, see page 83 for more information. A separate Vehicle Wrapping course by James Deacon of Bigger Stickers is being run by APA on 6th and 7th October.

Mark Hinchcliffe



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Ultimate precision with upgraded cutters from Graphtec GB

Precise cutting of sign and graphics materials has been taken to a new level in terms of quality and value for money with the upgraded cutters now available from Graphtec GB. Letters as small as three millimetres can now be produced and cutting speeds of up to 600mm are now possible on even the most demanding materials. These include rhinestone template, printable heat transfer, flock and flex materials as well as vinyl, paper and card.

Significantly, all Graphtec cutters now incorporate the company's proprietary ARMS 4.0 (Advanced Registration Mark System). This provides four-point registration rather than three, leading to higher productivity levels, improved ease of operation and ultimate precision.

Four-point registration mark sensing and two-axes correction ensures high-precision cutting on images that may have been distorted during the printing process. Since all registration marks are detected automatically, there is no need to move the sensor to the first registration mark and subsequent registration marks are automatically re-detected if a sensing error does occur.

The ARMS advancement is now available on both Graphtec's flagship FC8000 Series and the budget-priced CE5000 Series of cutting plotters. Significantly, however, in spite of the price difference the CE5000 Series incorporates many of the features of the higher-end FC8000 Series but is available at a price range starting at just £1,145. With the CE5000 Series, however, sign and graphics companies now have a cutting solution that has been designed to help smaller companies grow via cutting plotter technology without the need for a big up-front investment.



The CE5000 Series can help smaller companies grow without a big up-front investment.



The FC8000 Series is designed for higher productivity levels.

The FC8000 Series is designed to accommodate higher productivity levels at a maximum speed of 1,485mm/sec, making it 'the fastest in class' cutting plotter currently available. It also has an enhanced 600gf cutting force and a maximum cut area of 610mm x 50m as well as an ability to cut media up to a thickness of one millimetre. The CE5000 Series operates at speeds of up to 1,000mm/sec, has acceleration of 21.2mm/sec and shares the same cutting force as the FC8000 Series. The machine has a maximum cut area of 603mm x 50m and will accommodate materials up to a thickness of 0.25mm.

Graphtec cutters are rightly claimed to be big on features but comparatively low on cost. They offer an ability to cut materials used in print wear production in both the thinnest and thickest materials likely to be encountered and via the upgraded ARMS facility at unprecedented levels of precision.

In a further advancement, Graphtec GB has announced that as from 1 August the two-year warranty on the FC8000 has been extended to three years. Buyers of these cutters will also benefit by the introduction by Graphtec GB of an exclusive 12-month interest-free offer.

For further information, visit www.graphtecgb.com or telephone 01978 666700.

Spectacular vehicle personalisation with new 3M graphic film

The range of vehicle wrapping solutions from diversified technology company 3M has been further extended with the introduction of the new Controltac Car Wrap Film Comply version 3 Adhesive Series 1080Cv3. The film has been designed for long-term use on private cars, vans, buses and commercial fleets and provides a host of new options with matt and 3D finishes, including black, white and anthracite carbon fibre, matt silver, black and military green and brushed aluminium, steel, blue steel, titanium and gold.

The film can be applied to flat surfaces and over simple or moderately compound curves. The multi-layer construction and grey, pigmented adhesive impart excellent opacity when covering high-contrast surfaces. Furthermore, due to the thicker construction of the film handling is made easier, purposeful removal simplified and protection for vehicle paintwork (including resistance to petrol spillage and the effects of harsh weather conditions) greatly enhanced without the need for printing or over laminating.



Controltac Car Wrap Film Comply version 3 Adhesive Series 1080Cv3 can be used to wrap an entire vehicle without seams. Alternatively, it can be used selectively on bonnets, roofs, boot lids, bumpers, door panels and exterior mirrors as well as for the creation of racing stripes and other markings. The special Controltac feature enables the film to be repositioned to ensure a perfect result at all times, while non-visible air release channels enable fast and bubble-free application. By comparison with expensive paint replacement systems, the film also saves time and money and sustains ownership and lifetime values of the vehicles to which it is applied.

Controltac Car Wrap Film 1080Cv3 is available from 3M primary stockists William Smith and Spandex.

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

3
good reasons
to choose

GRAPHTEC

1 3 year Warranty

To reflect our confidence in the quality of our products, we have extended the warranty on our flagship FC8000 series cutters from the usual industry standard of two years to an incredible three year on site warranty.

2 Interest Free Credit

We really want you to use the best equipment possible in your business, so our new 12 month interest free credit scheme makes our FC8000 series even more affordable.

*subject to status

3 Superb Registration Mark System

Incorporate the company's proprietary ARMS 4.0 (Advanced Registration Mark System). This provides four-point registration rather than the traditional three, leading to higher productivity levels, improved ease of operation and ultimate precision.



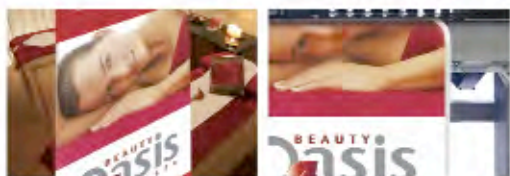
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PRODUCT *News*

New laser cutting and engraving machine from Awltech

Well known as a specialist supplier of heat bending, flame and diamond edge polishing and PVC auto-bending solutions to the sign, point-of-sale and plastic fabrication industries, Hampshire-based Awltech PFE has extended its product portfolio to include a new laser cutting and engraving machine. The Awltech Laser 900 has a bed size of 900 x 600mm and can effortlessly cut 10mm-thick acrylic sheet as well as a wide range of other plastic materials and their derivatives widely used in these industries.

Supplied as an integrated 'plug-and-play' production solution operating via a single-phase electricity supply, the Laser 900 incorporates a front and back panel that can be easily opened to enable cutting or engraving to a width of 900mm by virtually any length. Other key integrated production features and user benefits include a chiller and fume extractor, on-site training and ongoing technical support and a comprehensive warranty against product failure.

To enable smaller companies or those with restricted budgets to engage with the wide range of new business opportunities offered by laser cutting and engraving, the Awltech Laser 900 is available through an attractive finance arrangement to remove the need for a hefty up-front investment. With a typical charge-out time on a laser of between £60 - £90 per hour, it is now possible for any sign company or plastic fabricator to own and operate a laser/engraver for as little as £8.75p a day!

Awltech will shortly be offering a larger laser cutting and engraving machine with a bed size of 2.4 x 1.5m. The company will also be moving to larger premises in the near future to enable the setting up of a dedicated showroom and demonstration suite to further enhance its service to customers.

For further information, visit www.awltech.co.uk, e-mail: info@awltech.co.uk or telephone Andy Gleeson on 01420 525222.



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More Carbon Effect films from Metamark

The Materials Company™ Metamark™ has introduced new products into its line of high performance, Carbon Fibre Effect films promising great looks and lower cost.

Carbon fibre is a popular high-tech composite material that provides manufacturers of high-performance cars, bicycles and sports equipment with a very high strength-to-weight ratio in a material that can be coerced into practically any shape design dictates. Although its reducing price has made it more accessible in recent years, gravity-defying carbon goodies still tend to the exotic ends of the markets they satisfy and price tickets still confer an air of exclusivity.

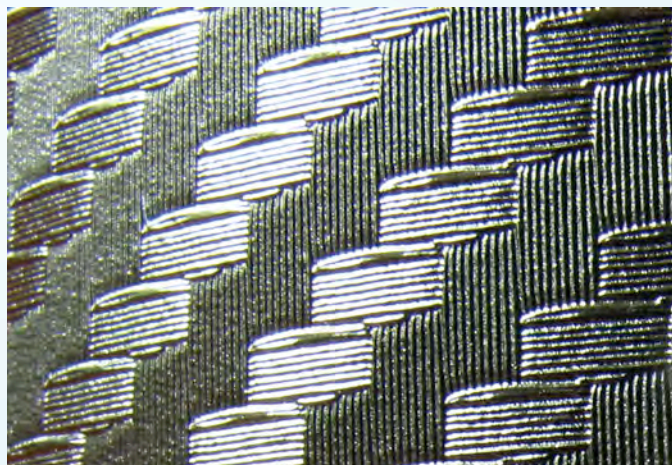
Carbon fibre not only performs like nothing else, it looks like nothing else - or rather it did until the advent of applied self-adhesive films that simulate its appearance down to the last, intricately woven thread. In response to demand from customers already using its high performance MM-CF4 Cast Carbon Effect Film, and in anticipation of expanding application for the film, The Materials Company, Metamark, has now introduced Metamark MM-CF3, a lower cost variation on the established theme.

Both films have a totally convincing carbon-like finish. Rather than simulate the effect by simply printing its image, Metamark's material is manufactured using a specialised process that produces a physical emboss in the films' face layers. The emboss imparts textured, woven relief to the film that behaves in light just like the real article and even feels like it. Close examination does little to give the game away either - it just reveals the "woven" construction of the film.

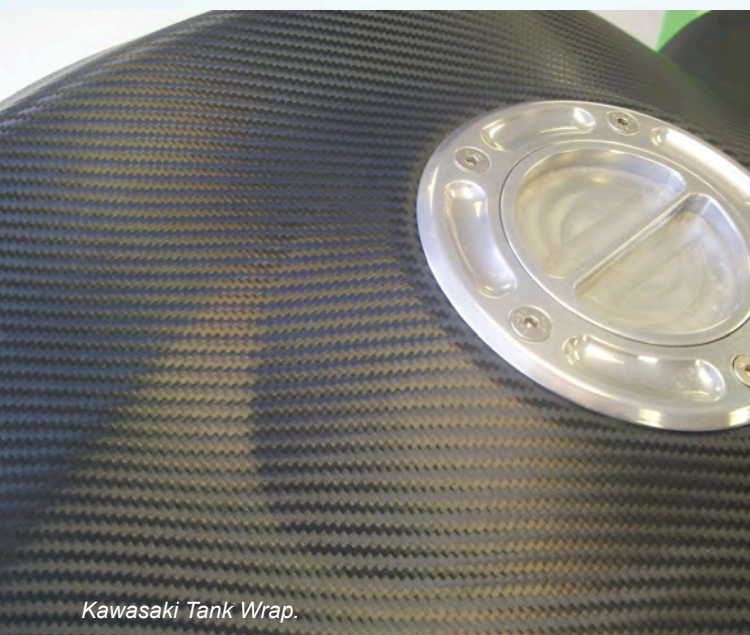
Metamark MM-CF4 is a more conformable film than its new stablemate and has already found dedicated following, especially among the wrapping fraternity. Some users even report using the film to clad real carbon components so protecting them from the battle-rash they'd otherwise pick up in day-to-day use.



Spectral Detailing - Aluminium Trim.



Metamark MM-CF3 woven detail.



Kawasaki Tank Wrap.

New Metamark MM-CF3 is said to be targeted at applications where higher orders of conformability are not as critical and its use will represent a saving while still delivering the full potency of the desired effect.

Both films can be cut and weeded just like everyday self-adhesive vinyl and feature top quality, permanent adhesives so ensuring that their high-tech good looks endure in the finished application indoors or out.

Whether the application is for a little detailing and seasoning, or something altogether more ambitious such as a partial or total wrap, Metamark now offers a Carbon Effect Film that will get the job done.

Anyone wishing to try either of the films can obtain a sample, free of charge by contacting Metamark at sales@metamark.co.uk and full technical backup and installation advice is also available.

Further information can also be found by visiting the website www.metamark.co.uk



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

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

£85 minimum order



lettering options

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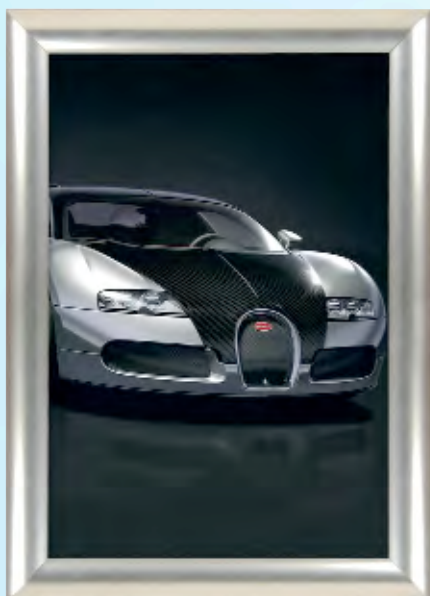
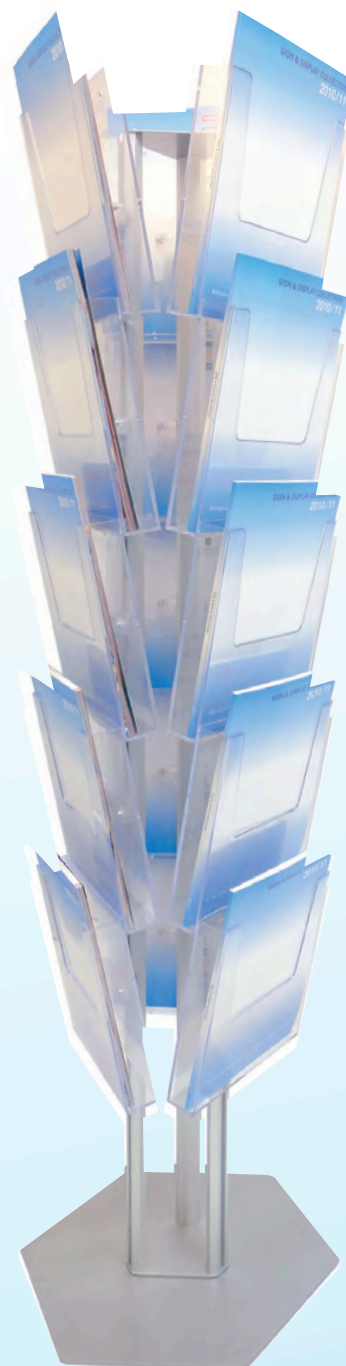
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New signs and displays from Signwaves

Signwaves has launched a wave of new products, including new snapframes, brochure displays and chalkboards.

Following their biggest and best ever show at Sign & Digital UK earlier this year, Signwaves continues to expand and improve its product range, opening up new opportunities for sign companies and shopfitters.

Amongst the latest new products are the Standard Snapframes now available in black, gold, wood, chrome and stainless steel standard finishes, the freestanding Counterstand Snapframes in silver, black and wood finishes, the GripChalker table top chalkboards with 'grip-action' bases, Brochure Island Stands which come as Diamond (10 x A4), 'Hexagonal'



(15 x A4), 'Small Oval' (16 x A4) and 'Large Oval' (24 x A4), the Portland Menu stand portrait or landscape poster display in one, plus adjustable height and the Grip Talkers table top menu holders with 'grip action' bases.

As expected, all are finished to an extremely high standard and include many unique features. Most lines are held in stock and ready for immediate despatch.

Steve Gilbert, Signwaves Sales Director, commented: "We are committed to continually improving and expanding our range to ensure it's always the best it's ever been, providing the best possible selection for our trade customers to choose from. These new products will add variety and with our extremely competitive prices, increase opportunities to add value. Watch this space for more new products and improvements in the months ahead."

For further information on all Signwaves' products, visit www.signwaves.co.uk or telephone 01493 419333.

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the sign company's company


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Plastics company impresses UK Local Authorities

Street signage across the UK could be set for a new lease of life thanks to Leeds plastics recycling specialist, sustainableoptions.co.uk. The company, which is based in Riverside Place, identified a major gap in the British market and begun producing heavy duty plastic signage.

Marketing Manager at sustainableoptions.co.uk, Jo Dell, said: "The recycled plastic signs we have developed are perfect for use with Britain's inclement weather, and the rigours of modern society, because they are rot proof, rust proof, chemical proof and vandal proof, graffiti just wipes off them.

"If you look around, thousands of signs across the country are either rusting, bent, or just rotting. We realised there was a huge opportunity and got our research and development department to produce a range of pilot products.

"Interest at the various trade exhibitions we attended, was massive, particularly from public sector authorities, so we have now moved to full scale production and have great hopes for this product range."

Sustainable Options' plastics are now used across the world in a variety of ways and have been made into railway sleepers, fencing for heavily waterlogged environments – the Environment Agency is one of their customers – and even funky furniture. The news signs are predicted to last five times longer than wood and are more durable than metal.

"They are also attracting interest from the private sector,"



Jo Dell, Marketing Manager pictured with some of the new signs now in production.

added Jo Dell. "A company which rents out cottages by the sea has bought a range of signs because they withstand the rigours of salty water brilliantly. The possibilities are infinite and to think that most of our source product would once have been destined for landfill. Plastic is now making a real difference to society."

For further information visit www.sustainableoptions.co.uk or telephone 0800 138 0080.

Lintec Graphic Films announces non-PVC ranges

Lintec Graphic Films, a leading UK-based supplier of specialist pressure-sensitive coated film products for durable label applications and screen/digital solutions, announces two high quality PVC-free ranges for indoor and outdoor applications to

satisfy increasing demand for greener substrates. Harucolor and Tackpoint are available in the widest range of colours, making it easy for companies to switch to a green substrate that will reflect its premium quality products.

"A growing number of organisations demand a PVC-free product for both their in and outdoor signage, but naturally do not want to compromise on quality and durability," says Andy Voss, Managing Director of Lintec Graphic Films. "With our non-PVC range, customers have access to a speciality product that allows them all the conformability of PVC but without its plasticizer properties."

Harucolor is available in 151 colours, and has been designed especially for eco-friendly interior applications, including signage, decoration and branding. Tackpoint offers an impressive eight year exterior durability and is available in 61 standard and 18 translucent colours in gloss and matt, together with metallic grades. Both products can also be manufactured in custom corporate colours.

"With our non-PVC range, companies are now able to use high quality substrates without having to compromise on their environmental standing, and all indications are that the whole POS market is moving this way," concludes Andy. "We continually review the industry and our customer's requirements to ensure this can be met with our widening portfolio of high quality, niche products."

For further information on Lintec Graphic Films visit www.lintecgraphicfilms.com



Swatches from Lintec's non - PVC range.

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See details on page 6!

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Tekcel cuts a new path for router owners

Tekcel CNC Solutions has recently launched several new cutters specifically designed to deliver ground-breaking cutting performance and tool life cycles for all types of CNC routers used in the manufacture of signs and display products.

Perhaps best known for its class leading, CNC routing and cutting systems, Tekcel also supplies a wide range of cutters and tooling used by this type of technology. Responding to customer demand for new CNC cutters that would produce better results across the diverse range of sheet materials used in the

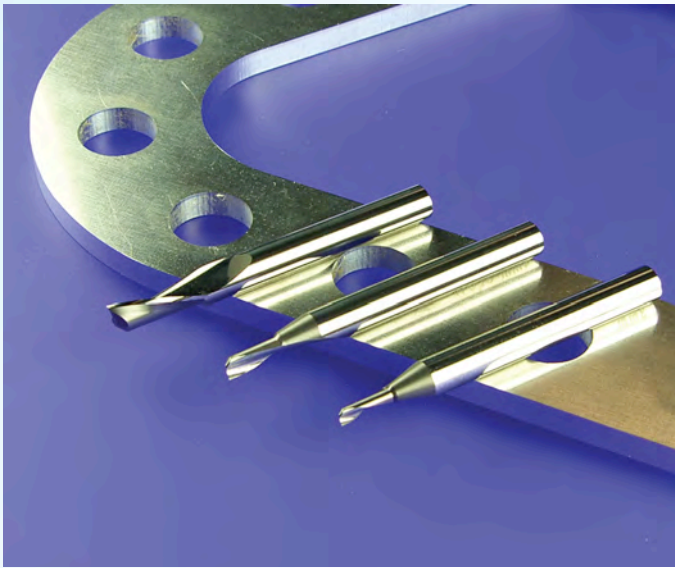
manufacture of signs and display products, Tekcel has embarked on a quest to revolutionise the cutters and tooling traditionally available for CNC routers.

High on the wish list for router owners was a cutter that would dramatically improve the edge finish when cutting clear and coloured acrylic. Following a long period of research and development, involving Tekcel and one of Europe's foremost tool manufacturers, a range of cutters has been designed specifically to produce an incredible edge finish across a wide range of sheet materials, including acrylic, aluminium and aluminium composite panels, used in the sign industry. According to Tekcel, customers already using the new range say that the CP and CP-AI cutters produce an edge finish that they would normally associate with parts that have undergone the additional time and expense of a secondary polishing process. They also report that the new cutters are lasting up to twice as long as conventional cutters. To complement this new range, Tekcel has also introduced a bevelling tool that also delivers a polished finish.

With more and more print being applied to foam board sheets, either direct or on vinyl, Tekcel identified a need for a cutter that would provide a clean cutting action without damaging the print or lifting vinyl. Tekcel set about tackling the problem and developed a range of cutters to do just that. Corrugated plastic sheet, such as Correx, is another type of material that has frustrated router owners but not anymore. Tekcel has designed a cutter to take care of that niche product too. Cutting laminated wood-based products such as MDF and Ply has also been re-visited by Tekcel. The result is new cutter that produces a 'scissor action' that eliminates 'feathering' to leave clean edge on both top and bottom of the material.

Details of these new CNC cutters and many more can be found in Tekcel's 2011 Guide to Tooling and CNC Accessories, which is available by telephoning Tekcel on 01275 342668.

Further information can also be found by visiting the website www.tekcelcnc.com



The CP-AL cutter is used for materials like aluminium and aluminium composite.

Innovative new printed Opal Frost solution launched by DigiGlass

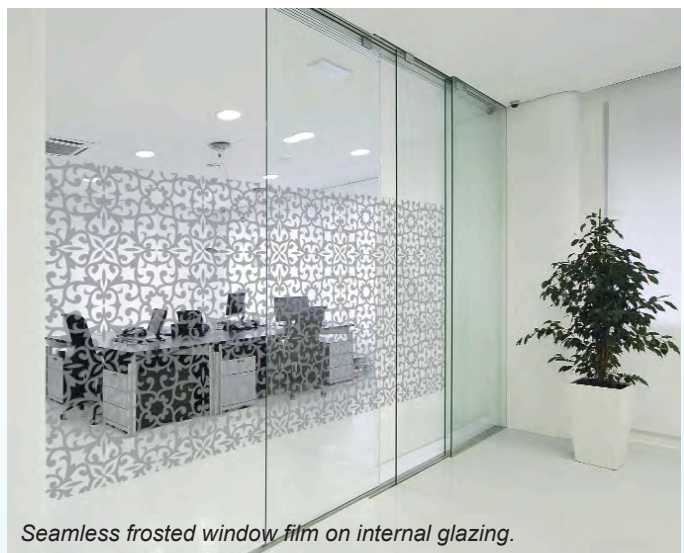
The days of manually cutting out elements of opal frost and crystal effect vinyls, known as 'weeding', have been relegated to the past thanks to an innovative new product from a market leader in optically clear PET printed window film, DigiGlass.

DigiFrost uses a unique high definition printing process that exploits a combination of light grey and white inks to replicate the effect of Opal Frost. Any image, no matter how complicated or intricate, can be printed onto 50 or 100 micron optically clear window film without the need for any post print 'weeding' or backing tape.

Dave Macdonald, Managing Director of DigiGlass commented: "The manual component of producing cut opal frost is exceedingly onerous both in terms of time and money. DigiFrost removes this hassle with outstanding effects to save hours of manual work for sign and glazing companies."

DigiFrost produces a seamless graphic with no edges to get picked at or damaged, it blocks 99% of all incoming UV light and is said to reduce solar energy by 16%. The product also comes with a 12 year warranty.

For more information on DigiGlass, and to see case studies of their decorative window film, visit www.digiglass.com or telephone 01527 888999.



Seamless frosted window film on internal glazing.

Lifetime warranty for new Roll Up Compact display stand

The new Roll Up Compact display system by Expolinc and available here from Neschen UK is said to be easily transported and can be set up in less than a minute.

It has infinitely adjustable telescopic rods permitting the use of graphics of different heights and comes complete with a low-voltage spotlight that distributes light evenly over the entire banner.

"The system is a perfect carrier for advertising messages on any site," claims Sarah Janes, Managing Director of Neschen UK. "The new Roll Up Compact is a sophisticated display system which is extremely compact thanks to its highly functional design and is small and light.

"As with all Expolinc products, we offer a lifetime warranty, which we hope demonstrates the high quality of the systems."

In the standard version, the package comprises a closed roller cassette with telescopic rod, holding profile and an integrated roll mechanism including plastic strip (in the cassette) and carrying case. Rounded corners and the adjustable telescopic rod ensure ease of use. The graphic can be installed easily, without having to open the roller cassette: the thin top section with locking clips facilitates installation. The standard packages are available in a graphics width of 85 centimetres and one metre. Including the bag, the weight is less than four kilograms.



The new Roll Up Compact display system.



The adjustable telescopic rod permits the use of graphics of different heights.

The display system including top profile and telescopic rod are made of anodized aluminium; while the base and screws are of best steel. The fold-out foot provides excellent stability.

Neschen AG has been a major international supplier of display systems for more than 20 years. Its Display Graphic Solutions (DGS) range from the latest hardware - such as pop-ups, 4-screens, roll-ups and L-banners - to matching print media and finishing films to meet any application. From premium products to their economy-priced versions, the Bückeburg coating specialist aims to always offer outstanding quality at an attractive price/performance ratio.

Further information is available at www.neschen.com

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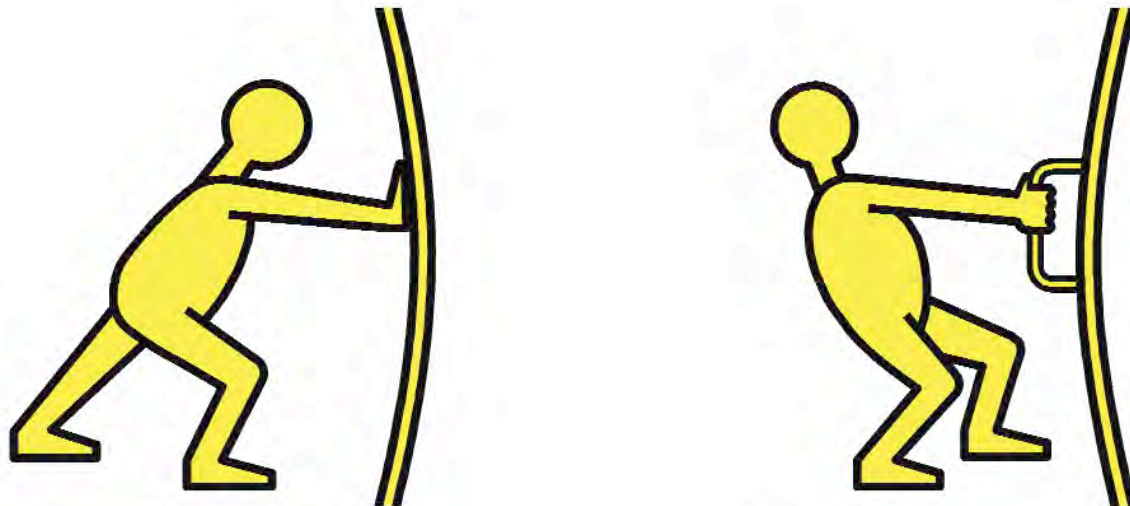
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PRODUCT *News*

Push or pull? New pictograms make it obvious



The new pictograms, designed to be clear and simple.

Have you ever tried to push open a door that has the word “Pull” clearly visible next to the handle you’re pushing? Or pulled a door that has “Push” on it?

Most people have, whether they admit it or not. But signmaker Alastair Cook has come up with what he believes is a foolproof solution – pictograms that show exactly whether to push or pull.

Well known pictures or symbols exist and are used internationally for sign applications such as “no smoking” and “emergency exits” but there isn’t an equivalent for “Push” and “Pull”; so generally the words are used. This isn’t very useful if we don’t understand that particular language, have reading difficulties, or are in a hurry; and a good image is always more noticeable and more quickly understood than words.

So, in December 2009 a project to design push pull signs based on a picture was started and various designs were put forward and subject to market research over the next year or so. The images illustrated were found to be understood most quickly by the most people. The push symbol is as if the figure is pushing a car and the pull symbol is a figure pulling as if in a tug of war. For extra clarity and to give the impression of force and movement, the doors

being pushed and pulled are bowed-shaped.

The colours decided on were yellow and black which are standard colours used for low light signage and also the best for use with people who have impaired vision. The most atheistically appealing door design turned out to be a bowed door with a black, yellow, black stripe.

The next stage was to create final usable picture signs for glass doors. These needed to be double sided, in order to be mounted on the inside of glass doors to prevent damage from weather and tampering when outlet is closed. The material to be printed on had to be both opaque and thin, so that the double sided image did not show through and the sign would be flat. In addition, the inks had to be resistant to sunlight and the adhesive had to not impact on the image.

The result is Push Pull Signs that are easy to apply, simple for everyone to understand, inviting, and durable. Standard size is A6 with other sizes and trade discount available by request.

To protect the design from being copied, they have been registered with OHIM through Gadsden IP, a patent solicitor.

Find out more at www.pushpullsigns.com

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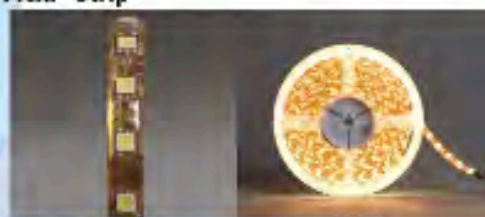
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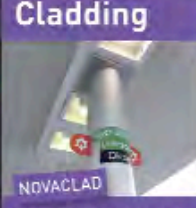
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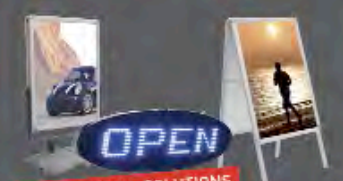
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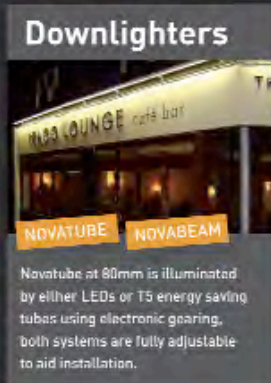
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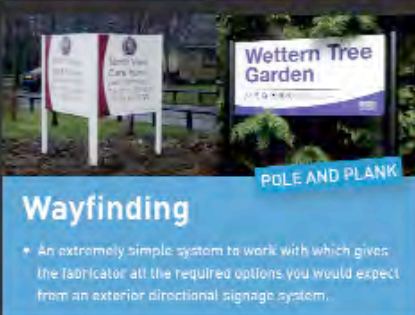
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PRODUCT *News*

Roland announces new Eco-UV S elastic ink formulation

With elasticity and flexibility being the key and an essential part of today's graphic, industrial and packaging applications, Roland DG (UK) has announced a new formulation of UV-curable ink which is designed for use in the company's innovative VersaUV family of printers.

Ideal for increasing the potential generated from its LEC-330, LEC-540, LEC-300 and recently launched roll to roll and flat-bed wide format solution, the LEJ-640, the Roland Eco-UV S represents the next generation of chemistry which extends the capabilities of these platforms and their LED curing technology.

The extra elasticity incorporated into the tough and durable Eco-UV S inks enables prints to be stretched and extended up to 220 percent, and this brings new output opportunities to users of Roland's VersaUV platforms across all industry segments. The innovative chemistry enables effective and reliable production of prototypes where shrink films and packaging materials are required, and its moulding capabilities are perfect for adhering to the contours

ECO-UV **S** Ink

of PET bottles, plastic cups, thermoformed and vacuum formed products, plus three-dimensional signs and displays, industrial items and novelties for interior décor.

Roland's new Eco-UV S ink is formulated to retain flawless image quality across uneven shapes, corrugated and irregular surfaces, indentations, corners and curves. Able to print onto a wide variety of shapes whilst retaining optimum adhesion and absolutely even colour consistency.

Used in conjunction with Roland's VersaUV printers, the new Eco-UV S inks offer high levels of durability with their tough, fine quality of output complemented by the curing capabilities of LED

long life lamps which don't damage even the most sensitive of materials. These new inks are available in CMYK plus one channel of white, or a configuration of CMYK plus two channels of white.

Existing users of Roland's LEC-330, LEC-540, LEC-300 and LEJ-640 UV-curable machines can upgrade their printers to accommodate the new Eco-UV S ink products. Purchasers of new platforms are able to specify their ink preferences at the time of ordering.

Visit the website www.rolanddg.co.uk or telephone 0845 230 90 60 for more information.



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New high-strength structural adhesives from Innova Solutions

The range of high-strength, high-performance adhesives from Innova Solutions has been extended with the addition of four new products. They are NovaWeld GP14 Gel PU and NovaWeld LP31 Liquid PU, NovaSeal SignFix Ultra-Bond and a brand new crystal clear version of the company's successful NovaSeal SignFix 2.

All of the products share common as well as individual characteristics, can be used for indoor and outdoor applications and are superbly engineered to provide ultimate bonding strength for virtually any substrate used in signage, display and building applications, including wall cladding, skirting and fascias. The range includes most plastics, aluminium and steel, most metals (including zinc, copper and lead), wood, natural stone, brick, concrete, GRP, glass, ceramics (including porcelain) and many synthetic materials.

The real benefit of these adhesives for the signage and building industries lies in the fact that, being single-part systems, there is no requirement for mixing, no waste and no need for additional mixing nozzles. Fast, easy to use and highly versatile, the adhesives are compatible with a wide range of substrates. They are also solvent-free and neutral moisture curing and do not release anything on cure that will attack the substrates. The adhesives will bond even damp surfaces to provide excellent weather, temperature and chemical resistance when cured.

Described as high-strength polyurethane adhesives, NovaWeld GP14 Gel PU is a translucent thixotropic gel, whilst NovaWeld LP31 Liquid PU is a low-viscosity dark brown liquid formulation. Both adhesives are non-flammable, have excellent water resistance and foam slightly on cure to fill any gaps.

NovaSeal SignFix Ultra-Bond is a fast-curing adhesive sealant with a high initial tack. Available in a choice of black or white, it is UV- and weather-resistant, solvent- and isocyanate-free and remains flexible in service as well as resisting galvanic corrosion and vibration. It is also temperature-resistant from -40 to +90 degrees C and features both anti-fungal and anti-microbial properties. NovaSeal SignFix Ultra-Bond is particularly effective when fixing signage to stone, brickwork, concrete or plastered walls without staining.

Sharing similar design and performance characteristics, NovaSeal SignFix 2, one of Innova's best selling products, is now available in crystal clear. It is designed for the aesthetic bonding and sealing of the same diverse range of substrates and is particularly good on acrylic, polycarbonate, PETG and glass.

For further information, visit www.innovasolutionsonline.com or telephone 01282 867390.

Stunning wall coverings with new MACtac material from ADS

A new superbly engineered wall covering and interior graphics material from MACtac has been introduced by leading UK stockist and distributor Amari Digital Supplies. Called Deco-Satin, it is part of the Decoat sub-range of products that also includes MACtac's Deco-Texture and WW200 materials.

Deco-Satin is a white woven polyester coated textile featuring a clear acrylic adhesive that can be liberally repositioned to achieve perfect results at all times and a PE-coated Kraft liner. It has been developed specifically for wide-format digital printing systems, including eco-solvent, UV and the latest water-based Latex ink technologies, and is supplied in a roll length of 25 metres in a width of 100 centimetres. ICC profiles for the product are available from ADS.

Best applied to smooth flat walls, Deco-Satin has multiple interior applications that include, for example, conference suites, reception areas, hotel interiors, exhibition stand backdrops and shop uplifting. The material's versatility enables a host of individual and eye-catching visual effects to be achieved. Deco-Satin can also be easily rolled up with the image on the outside and transported and, when stored at the appropriate humidity, offers a shelf life of two years.

For further information, visit www.amaridigitalsupplies.com or telephone 0115 982 9770.



PRODUCT *News*

It's "In the Bag"..... again

The phrases "Revolutionary, Cutting Edge, and Innovation" are used so often today they seem to have lost their real true meaning. However, words cannot explain the latest full colour printing achievement now available from TheMagicTouch.

Using the unique CPM coated transfer paper (available in A4 & A3) in conjunction with selected toner based colour printers and copiers, printed images can be transferred directly onto paper bags using a traditional heat press, normally used for T-shirts and textiles. The process is quick, clean and very economical with full colour transfers cost as low as 15p each and production of over 200 bags per hour easily achieved.

Imagine the advantage of being able to offer customers what they want, when they want with no minimum order level or restrictions as far as set-up or art work costs are concerned.

Take advantage of being able to produce bespoke samples and short runs in full colour. Perfect for a multitude of applications and events.

The company also offers a host of transfer's papers that also enable full colour imaging onto all types of textiles including cotton, jute, polyester as well as leather, metal, glass, ceramics and lots more.

TheMagicTouch operates in over 54 locations worldwide and have pioneered the digital image transfer business since 1989, manufacturing and marketing a comprehensive range of transfer papers for use with traditional colour laser printers and copiers.

For further information, samples or to arrange a demonstration telephone TheMagicTouch on 01582 671444 or visit the website www.themagictouch.co.uk



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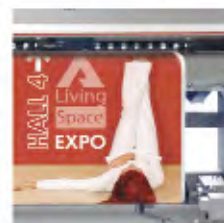
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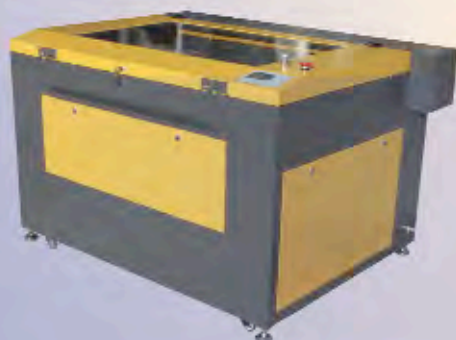
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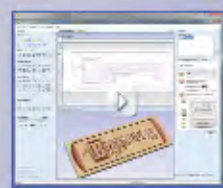
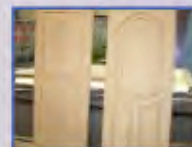
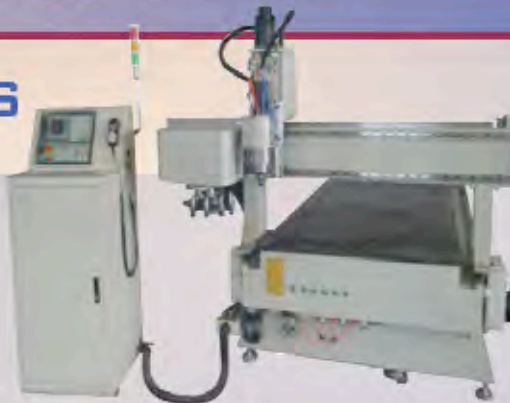
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PRODUCT *News*

New “One system, every conceivable answer”

Midlands based Sign Frames Limited have launched a unique and versatile, low cost, easy to change signage system, that is sure to be a popular choice within the sign industry. Due to its innovative design the system revolves around only one section, which will enable the end user to display a traditional sign panel up to 8mm or banner without the need of modifying the frame.

The Sign Frames patent-pending system is so versatile and whether the application be wall mounted, hanging or free standing it is being marketed as “One system every answer”. Produced in Grade A, UV stabilised PVCu, standard stock colours include black, white and silver/grey with more colours to follow soon. All stock colours are available on a 48 hour delivery service. Using the latest pvc paint technology the product can also be painted to any RAL / BS colour which in turn offers a 10 year guarantee.

The product can be ordered in various sizes, which are reinforced depending upon the application required, and customers can expect most products to arrive flat packed for ease of transportation, utilising Sign Frames’ new Dri-Joint™ resistance fit technology. The new Dri-Joint, which has been developed over three years, means customers simply push the frame together and secure.

By moving away from traditional materials and its design, it is claimed that the system proves more cost effective than many of its competitors, with wall mounted banner frames starting from as little as £48 and hanging frames £30.

Another distinct benefit of the new Sign Frames product is how easy it is to change the signage, with a typical banner sign change taking under one minute.

Managing Director Gary Beresford states: “Overwhelming



response to our exhibiting at The Sign Show in 2008, spurred us on to develop the product even further, which resulted in us developing the system to accommodate the Dri-joint and banners. One of the key issues we wanted to address was the speed and ease of a banner change. One of the main problems is that the eyelets on banners vary in location and quantity dependent on each manufacturer. Using our system it is very easy to add, remove and slide the bungees to suit the banner make-up.”

For further information visit www.signframes.co.uk or telephone 08713 109977

Double the style from the new Dual Sign

One To One Engravers has announced a new concept for the sign industry – a dual sign made with a polished stainless steel background inlaid with polished brass.

The stylish design is aimed at customers who require an outstanding look. Excellent durability means the signs also stay looking good, indoors and outdoors.

The Dual Sign is one of a string of ideas from the new owners of Northamptonshire based One To One Engravers. Anthony Dullaghan and Lesley Webb have taken over as Factory Manager and General Manager respectively.

“The panels are etched as normal, then we etch the mirrored stainless steel and chemically mill the brass. The most difficult part is ensuring an exact match when exposing the laminated plate, but we’ve mastered the technique perfectly,” says Anthony.



The Dual Sign, available from One To One Engravers. Concept designed and developed by Anthony Dullaghan.



Anthony Dullaghan, Factory Manager, and Lesley Webb, General Manager.

“One To One Engravers has always been at the forefront of the industry for innovative ideas and we’re continuing that by researching and developing several new ideas at the moment. We are very proud of the high quality of work we produce and always aim for a speedy turnaround whilst maintaining that quality.”

“We quote three to five working days for despatch, however due to our amazing specialist team most products can normally be sent out the same day on orders received before 10am,” he adds.

For further information visit the website www.otoel.com or telephone 01604 644604.

PRODUCT *Choice*

Genix increases productivity with Seiko ColorPainter H-74S



Window Graphics for Niketown produced by Genix on the Seiko ColorPainter H-74.

For the best part of 20 years, Genix Imaging UK has pioneered the way digital imaging has been used in retail and display environments.

Always at the cutting edge of technology and always focused on delivering solutions that meet the specific needs of their customers, Genix enjoys a well-deserved and unrivalled reputation in this industry.

Today, with so many companies providing print, Genix continues to succeed because it offers so much more than simply a print-for-pay service.

Roger Bull, MD of Genix Imaging UK explains: "We deliver complete solutions for clients that need much more than a set of prints. We provide consultancy, creative designs, layouts, prepress, colour matching and a hugely responsive service that ensures clients achieve the results they are looking for. We control printing costs through an effective and efficient workflow, but our profitability comes through the added value we deliver in terms of creativity, commitment and quality."

The Genix studio is a hive of activity, with hundreds of square metres of print being produced every day, as well as creative design, touchscreen display content development and finishing services. With sales, marketing and admin also based in this popular central London location, the Genix office looks a capable, vibrant and hugely productive organisation.

In the production area, banks of inkjet printers are constantly churning away. Laminators, finishing tables and cutting systems also fill the space and print is passing through each station on its way to despatch as deadlines are being met. Further back is a separate room and it is here the new Seiko ColorPainter H-74S has been installed.

"We already had six of the older ColorPainter 64S machines to provide solvent-based ink solutions. These machines had served us well, but with demand increasing, these machines could no longer keep up," explains Roger.

The new H-74S was supplied by Colourgen reseller, Landor UK and has replaced four of the old 64S printers.

"Before purchasing the new printer, we carried out a very detailed analysis of all the potential options, but there is nothing in this price range that comes anywhere near the Seiko. The colour space it provides is broader than the aqueous printers we use and it is more efficient in terms of energy and maintenance. We can leave this printer for long periods completely unattended and since installing it around 10 months ago we have had very few issues," he adds.

The new H-74S has been installed to provide a high quality, production solution for a specific range of applications.

Roger explains: "The new Seiko is ideal for window vinyls, vehicle graphics and outdoor hoardings. We have also used it for interior wall coverings with great results and successfully tested a broad range of materials on it. To get that level of image quality at high speeds on durable output adds an important dimension to the range of services we can offer our clients."

Roger continues: "The printer itself tells us when it needs attention and the maintenance routines are simple and effective. So far it has been very reliable and it seems that the more you print, the better it works and we have certainly been printing plenty on it. In addition, we always have the excellent support of Landor UK and Colourgen to help us out with any issues we have."

For further information telephone Colourgen on 01628 588700 or visit www.colourgen.com

PRODUCT *Choice*

Roland's VersaCAMM VS turns pub sign into a classic

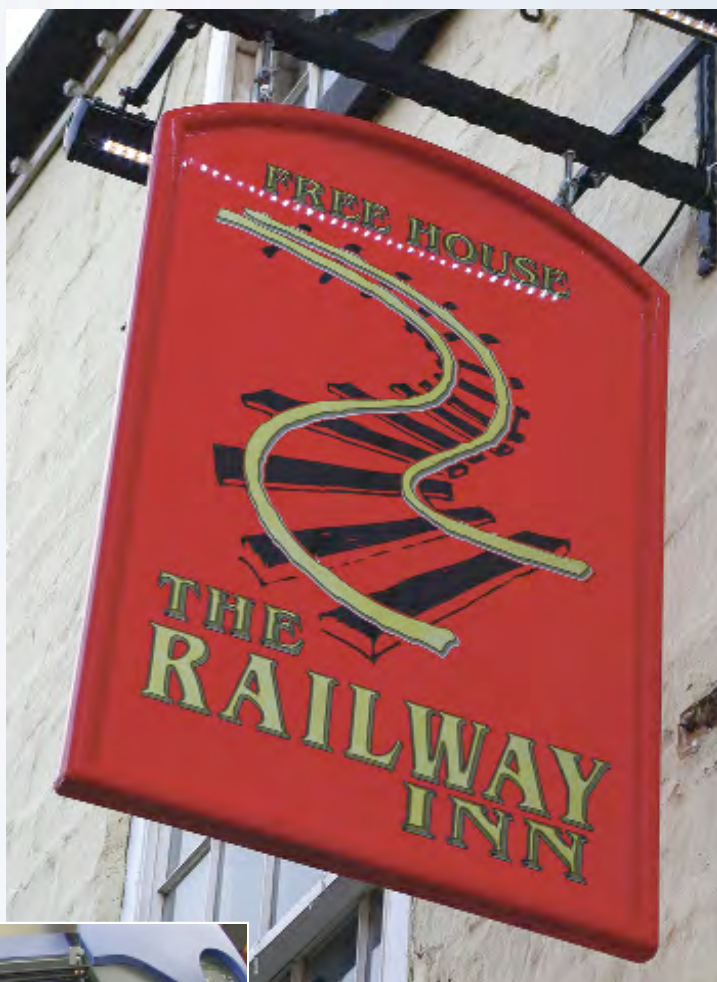
When Classic Lines Plus Signs was asked to replace the main sign at a local pub, The Railway Inn, the company was quick to utilise its recently installed Roland VersaCAMM VS print-and-cut machine to produce an innovative solution. As a result, the new display features the metallic ink capabilities of the machine, as well as demonstrating its vivid and durable solid colours.

Measuring 700 x 1100 mm, the double-sided sign created by Classic Lines Plus Signs is mounted to a secure bracket onto the exterior front wall of The Railway Inn. Clearly visible in daylight, the display also features twin LED fluorescent lights which provide effective, yet low cost, illumination.

The company used its Roland VersaCAMM VS-640 with Oracal 351 polyester film to produce the brilliant red background and black elements of the sign, incorporating the machine's metallic ink to generate a strong gold for the sweeping rail design and crisp lettering incorporated into the display. Roland's Eco-Sol Max inks resulted in bright, durable colours with excellent adhesion to the material.

The prints were over-laminated with Oraguard 215 polymer PVC film, for additional durability of up to five years in a tough outdoor environment, and the finished sign was mounted within a double-sided moulded lightweight yet durable GRP frame. The colour co-ordinates with the display to provide strong visual impact so that visitors to the pub are instantly attracted to the bright red and gold design.

Classic Lines Plus Signs specialises in producing displays which incorporate creative design elements within practical and durable applications. The addition of the Roland VersaCAMM VS-640 1.62 m print-and-cut system to its fleet of sign-making equipment extends the company's capabilities by adding metallic and white ink output to its existing options.



The finished sign for the Railway Inn, produced and installed by Classic Lines Plus Signs.



The strength of the solid colours and the metallic elements are shown on the Roland VersaCAMM VS-640.

"Producing the new sign for The Railway Inn was a typical example of how we can incorporate the latest technologies into a traditional application by adding metallic ink," states Nichola Johnson of Classic Lines Plus Signs. "The Roland VersaCAMM VS-640 is enabling us to increase the diversity of our work, and its integrated cutting is another bonus as we've always favoured the ability to be able to use a single machine to handle both the printing and cutting elements of a job."

Further information about Classic Lines Plus Signs is available by visiting the website www.classiclinesplussigns.co.uk or calling 01623 661457. For more information about Roland's VersaCAMM VS range of print and cut solutions with metallic and white ink configurations, visit www.rolanddg.co.uk

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- All standard stock colours available on a 48 hour delivery service.
- New Dri-Joint TM resistance fit technology means you simply push the frame together and secure.
- Wall mounted banner frames starting from as little as **£48** and hanging frames **£30**.
- Easy to change the signage, with a typical banner sign change taking under one minute.
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* PATENT PENDING *

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PRODUCT *Choice*

William Smith reduces production time to aid growth at sign companies

As the exclusive UK supplier to the trade of the RollsRoller Flatbed Applicator, William Smith is enabling sign makers and digital printers to achieve massive savings in production time costs. Since its introduction five years ago, this superbly engineered finishing solution is now widely acknowledged to be the most cost-effective and accurate method of applying self-adhesive materials, application tapes and digital prints to virtually any commonly used substrate up to a thickness of 65mm.

Of major interest to potential purchasers of this machine is the fact that time savings of up to 80% are achievable by comparison with other forms of media application, a fact that has been verified by many of the 200+ leading companies now in ownership of one or more of the 18 different machine options now available. Supporting this production workhorse is the lack of maintenance required, even when the machine has been working continuously under the most demanding conditions.

The list of companies that have reported major improvements in their productivity and profitability following the purchase of a RollsRoller Flatbed Applicator reads like a veritable 'who's who' of the sign and graphics and digital printing industries. They include Butterfield Signs, Hawes Signs, Greens the Signmaker, Signs Express, Action Graphics, Fenn Graphics, Baker Ward, Event Signs, Jag Signs and Re-Design.

Much of the success of the RollsRoller Flatbed Applicator is directly attributable to the level of service provided by William Smith's dedicated team of specially trained engineers and to the availability of on-site training, a comprehensive and easily navigated user instruction



manual and a maintenance contract to cover all eventualities.

The RollsRoller is supplied in Standard Duty and Premium Grade configurations as well as in a special Traffic grade that is specific to the production of road traffic signs. A host of optional design features further enhance the machine's capabilities and lead to other cost savings. These include a height adjustment facility, extension tables, additional roller beam and self-sealing cutting mat, all of which contribute to higher performance levels. The availability of fluorescent tube backlighting on selective models also enhances the accuracy of the media registration process and makes the machine particularly productive on multi-coloured or translucent graphics.

For further information on this innovative and revenue-generating solution, visit www.williamsmith.co.uk or telephone Chris Bradley or Grant Saunders on 01833 690 305.

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XYZ router delivers the perfect finish at Perton Signs

West London-based Perton Signs is a long established manufacturer of signs and graphics, primarily offering a complete sign and graphics and digital printing service to the exhibition, event and conference industries from its 12,000 square feet production facility in Acton. The decision to purchase an XYZ 4010 router was driven primarily by the need to further improve the finish of the products that the company already supplies to these industries.

The XYZ 4010 router is one of the 4000 series of machines that is recognised as something of a sign industry stalwart, with a capability to handle a broad range of materials like acrylic, aluminium, polycarbonate and foamed board in eight x four sheets of material in a thickness of up to 150mm as now required by sign and graphics producers. The router installed at Perton Signs has an overall processing area of 3,048mm (length) x 1,524mm (width) and includes a five horsepower routing spindle, tangential/oscillating knife and vacuum bed.

Production Manager at Perton Signs, Ray Green commented: "With the XYZ 4010 router we are now able to take on jobs that hitherto would have taken us much longer to carry out manually to ensure a perfect finish whilst enabling us to drastically reduce production time and commensurately increasing profitability."

The XYZ router is used for a wide range of material processing requirements in equally wide-ranging sign and graphics and digital printing projects, from the profiling of Pop-Up display graphics to the simple routing of acrylic sheet such as Perspex and foamed board-based letters and panels.



Ray added: "We have found that using the XYZ router on certain projects has enabled a much superior finish to be achieved than was previously possible and with the software installed we are able to print and cut in a single process. A typical example was the work undertaken for the EcoBuild 2011 exhibition involving the use of Dufalite Ultra Board which in the past would have required the manual input of at least six operatives."

More recently, the company has been engaged in a project on behalf of an artist/designer using 12- and 10-millimetre acrylic that had to be routed into various designs and cut at different depths for displays to be used at the Victoria and Albert Museum in London.

Ray commented: "This is the kind of work that we would have been unable to handle before purchasing the XYZ 4010 router. The machine has enabled us to diversify and to take on exciting projects that would otherwise have been impossible."

In conclusion, Ray commented: "Since installation, the XYZ router has worked continuously and without any problems. If there are any technical issues that need to be addressed, it has always been reassuring to know that there would be someone available at XYZ International to answer any questions and provide the right advice on the correct processing of different substrates."

For further information on XYZ routing technology, visit www.xyz.co.uk or telephone 01902 375600.

For details of the services provided by Perton Signs, visit www.pertonsigns.com or telephone 020 8992 5775.



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PRODUCT *Choice*

Data Image Group invests in Inca Onset S40 from Fujifilm

Leicester-based Data Image Group is one of the first printers in the UK to invest in an Inca Onset S40 from Fujifilm. Data Image Group, which has long been a champion of digital print installed its first digital printer over 18 years ago. The Inca S40 will join a Fujifilm Acuity Advance HS HD3545 at the cutting-edge printers.

"We chose to partner with Fujifilm and invest in the Onset because it is a well-built printer that produces exceptionally high-quality print," explains Alan Farfort, Director at Data Image Group. "We saw fantastic quality print samples from the Onset 40 and once we conducted tests we realised the potential it had to move our business forward. It can produce up to 470 square metres of print per hour and the configuration of the print heads means the speed and quality of output is phenomenal. We had researched the market for 18 months to find a machine like this and tests show it takes just two and a half hours to print what it takes two of our other machines 40 hours to do. This is a major increase in productivity for us, and it is proving very exciting to be one of the first printers in the UK to purchase an Onset S40."

The Inca Onset S40 has been engineered to provide outstanding levels of performance, 'best-in-class' quality and flexibility at low cost per print. It meets the high-volume, fast-turnaround production needs of specialist display print companies, using up to 168 new-generation, user-replaceable, printheads (28 per colour) on a full width print bar delivering a 27 picolitre drop size. This, combined with Inca's precision ink drop placement, produces superb 600dpi print quality with the option of four or six colours using Fujifilm's UVijet OB ink.

The Onset S40 will join the full specification Acuity Advance HS HD3545 with white option that Data Image Group bought from Fujifilm in April.

"We chose the Acuity because it prints excellently, to ISO standards, and the white option has enabled us to take on a lot of new work. With the Acuity and Onset combined we can handle both long and short runs and produce great quality print for our customers," says Alan. "We chose Fujifilm because they were there with us every step of the way on this exciting purchase, and we are thrilled to have partnered with them."

For further information visit www.fujifilmholdings.com



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PRODUCT *Choice*

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www.sign-update-magazine.co.uk/archives



Santander signs up for Tridonic TALEXXengine

Tridonic has been involved in Santander UK plc 2010 roll-out project to rebrand existing Alliance & Leicester external signage with the Santander corporate signage. A solution was required to provide a low energy LED system for a standard internal illuminated sign, external light trough unit and internally illuminated Flex Box Sign. Tridonic's TALEXXengine image system was chosen for the project in 1075mm, 445mm and 265mm units. This involved the use of over 2,700 mixed Talexx images and in excess of 2000 converters.

Insignia Projects Limited was given the task of selecting the best option for the new signs and chose Tridonic's Talexxengine for its consistency of illumination levels across the estate and the reduction in maintenance for replacement lamps due to the greater operating hours of LEDs above those of fluorescent lamps. The signage illumination was designed by Insignia following trials using Talexxengine. As a unit, Tridonic's Talexxengine system can be used with products from one manufacturing company which provides consistency in illumination levels and the size of the unit allows it to be fitted into standard signage construction.

As part of the company's wide range of LED products, the Talexxengine is a set of application-oriented, connection-ready LED solutions characterised by extremely simple handling and exceptional flexibility. The Talexxmodule, Talexxstrip and Talexxchain product lines (round or square LED modules, strips and chains) are



perfectly matched components that are ideal for any application, from architectural lighting to signage.

For further information visit www.tridonicatco.com or telephone 01256 374300.



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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

Options Add 10% for locators and layout
Add 25% cladded fascia layout

Quotes on request for extended typestyle, logos, flame polishing and spraying

Moulded Acrylic Letters (Including locators and paper templates)

Height	152mm	203mm	254mm	305mm	380mm	457mm	610mm
coloured*	3.95	5.95	9.45	10.20	13.90	17.20	29.50

Stock Styles: **Helvetica Bold, Times Bold, Clarendon Medium**

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*including gold and silver

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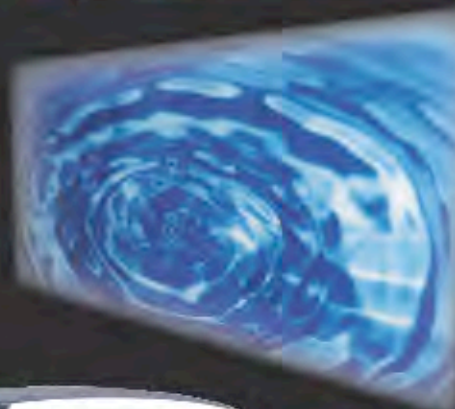
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Creative FX helps Stoneham Kitchens launch new vehicle fleet

Vehicle signage specialist, Creative FX, has wrapped a brand new fleet of vehicles for leading bespoke kitchen and furniture manufacturer, Stoneham Kitchens, as part of its branding campaign.

The vinyl wraps feature a clever 'peel back' design to reveal one of Stoneham's stunning kitchens. With each vehicle featuring a different kitchen, the liveries are designed to catch the eye of passers-by and invite them to visit the company's brand new website, launched in March this year.

"We want to create consistency across all points of customer contact," says Managing Director, Adrian Stoneham. "As a premium brand kitchen with a Royal Warrant, smart corporate vehicle livery is essential to our brand image."

So far it has taken the Creative FX team five hours to apply the graphics to five vehicles; all of which have recently been newly purchased by Stoneham Kitchens as part of its mission to meet and exceed future emissions requirements. Mr Stoneham says: "We recognise the importance of the environment, and extend sustainable practice throughout the organisation, from manufacturing to our vehicle fleet."

Creative FX and Stoneham Kitchens have been working together for over 12 years, in which time a considerable number of Stoneham vehicles have been wrapped.

"Creative FX's professionalism, expertise and ability to respond rapidly to our requirements makes them an excellent business partner," says Mr Stoneham.

Coincidentally, the relationship between the two organisations extends much further back than 12 years, with Creative FX Director, Sean Davis sharing a heritage with the furniture manufacturer. "My ancestors grew up in Reginald Square, South

East London, where Stoneham Kitchens first began back in 1864," says Mr Davis. "And we believe the two families knew each other."

Liveries, following the same design, will be applied by Creative FX to more Stoneham vehicles shortly to extend the brand image across the entire fleet.

For further information visit the website www.fxuk.net or telephone 020 8313 1146.



William Smith chosen for fast turn-round capability

When family owned signage and street furniture specialist Broxap required hoop signs for the Staffordshire Hoard Exhibition in Stoke-on-Trent, William Smith was chosen for their ability to meet short lead times.

The prestigious exhibition, featuring the most valuable collection of Anglo-Saxon treasure ever found, was one of the first events to mark centenary celebrations in 2010 of the federation of Stoke-on-Trent's six towns.

"The hoop signs were integral to our cast iron BX1800 Blackburn planters, which were finished in black and gold," says Broxap's Simon Ellis, "and were displayed outside the Potteries Museum and Art Gallery in Stoke-on Trent."

William Smith produced six specially fabricated identical 2000mm high and 1000mm plant depth hoop posts, stove enamelled black and supplied with bolt-on base plates. The gold on black graphics for the sign faces were produced to designs created by Broxap and printed on 3M 40 Series vinyl.

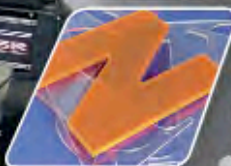
"William Smith has regularly supplied signage to Broxap and was selected for their ability to meet short lead times," continues Ellis. "The finished signage and planters needed to be in situ for the official opening of the exhibition, so William Smith was working to a very tight deadline, with a lead time of just two to three weeks, and delivery was achieved on time."

"It was a very good job, looks great and blends well with the planters."

For further information visit www.williamsmith.co.uk or telephone 01833 694707.



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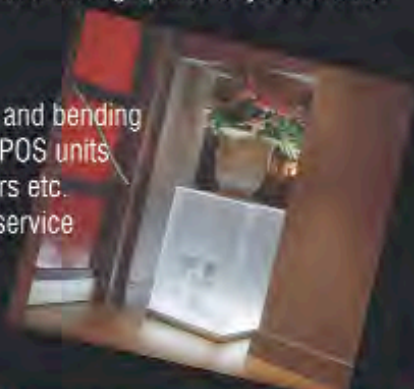
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Cockpit Nose Art takes flight

A collection of aircraft artwork, which has been mounted onto aluminium panels designed to look like the sides of a fighter plane by Lincolnshire sign maker Allen Signs, is touring the county.

Aviation Heritage Lincolnshire launched the Aircraft Nose Art Competition, which was open to young people aged between six and 22, in September last year to celebrate the county's rich aviation history.

Allen Signs' specialist team of signmakers and engravers painted the winners' designs and the next best 18 entries onto riveted aluminium panels which will be displayed at a number of events across the county.

These include the Kustom Kulture Blastoff 2 Festival in Spalding, Lincolnshire on 3rd and 4th September and the Lincoln Library Exhibition Hall from 26th September.

Commenting on the competition David Allen, Managing Director of Allen Signs, said: "This was a really interesting project to work on. Firstly we scanned the designs using a special wide format scanner and then cleaned them up where necessary and colour corrected each one.

"We printed a contact sheet to check them, then output the designs on our JV33 using 3M's IJ180 with 3M 8580 laminate. Each image was then applied by hand to the aluminium plates which were supplied with a pressed rivet pattern. We used 3M's IJ180 for its good print results and conformability, making it the perfect choice for this type of work.

"It's not every day we get asked to livery a fighter plane, but my father painted the original black panther on the Vulcan XH558 many years ago which is now flying again so in some ways we've come full circle!

"It's great to see young people taking an interest not only in the county's aviation past but also in art and we hope that it inspires the next generation of graphic designers."

David Harrigan, creator of the competition and Outreach and Learning Officer for Aviation Heritage Lincolnshire, said: "The response to the competition, which was advertised on radio and in the press as well as through direct mailing to schools and colleges, was outstanding.



Winner of the Aircraft Nose Art Competition in the 12-16 years age category was Katie Taylor from Scunthorpe.

"The quality and level of research by entrants of all ages really astounded the three independent judges and I'm delighted that a new generation has been inspired to pay tribute to this iconic art form.

"Allen Signs has done a fantastic job bringing the designs to life and I look forward to seeing the finished artworks on display."

For further information about Allen Signs visit the website www.allen-signs.co.uk or telephone 01522 501500.



Allen Signs' Operations Manager, Lee Wilson, transferring one of the nose art competition designs onto an aluminium panel.



Winner in the 6 - 11 years age category is Daniel Preston (10) from Tattershall.



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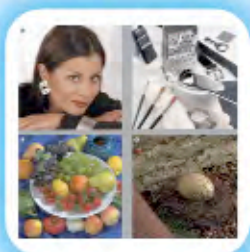
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PROJECT *News*

First class signage for Fitness First



Frontage before (left) and after (right).

Nationwide Sign Installation Limited (NSI), a nationwide sign manufacturer, has created first class signage for the newly refurbished Fitness First at Uxbridge, Middlesex. Working with Fitness First's approved architects, this is the latest of several key projects that NSI has completed for the health club group.

Working to Fitness First's branding guidelines, NSI designed signage and graphics that would create a bold new look both inside and outside the fitness club, ready for its re-opening.

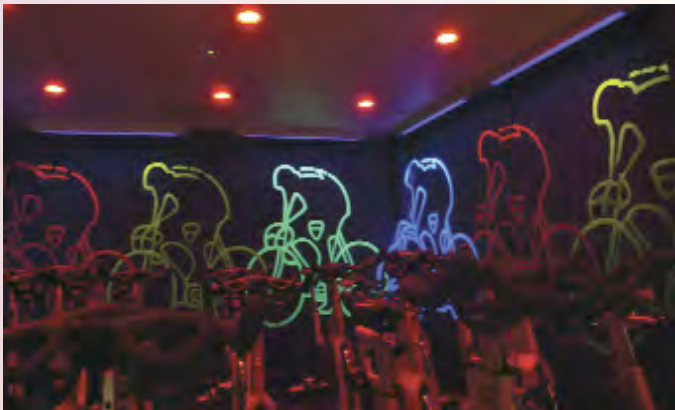
The use of external window graphics has transformed the external appeal of the building making it a bold and eye-catching site. The graphics along with two large 3D fascias and a projection sign ensure that the Fitness First club stands out in its surroundings.

The bold graphics are continued inside the fitness club, with large scale wall graphics throughout, from the reception to the fitness studios. In the spin room, NSI used UV paint to create graphics that illuminate under UV light.

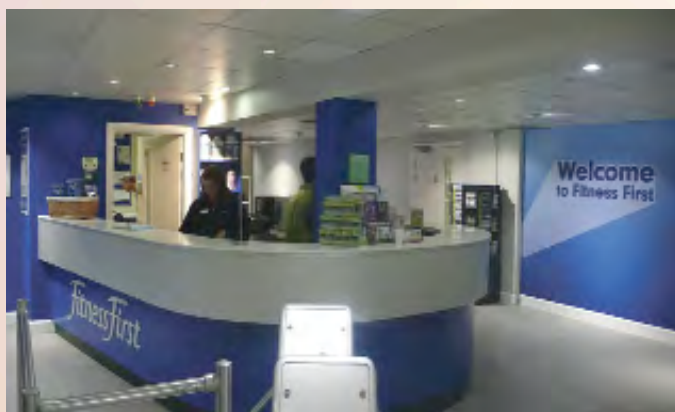
NSI also produced the smaller directional and wayfinder signage, incorporating Braille to make the signs accessible for everyone.

Fitness First Facilities & Development Director, Harry Kay comments: "We're really pleased with the results of our newly refurbished Uxbridge branch. As a business we work incredibly hard to make sure members have an excellent experience at our clubs and believe with the help of NSI supplying and installing the signage and graphics, we have succeeded in creating a vibrant environment where members will enjoy getting fit."

For further information, please telephone NSI on 0845 643 4065 or visit www.nsi-limited.co.uk



Spin Room.



Reception.



Wall graphics.

Trade Signs UK totem manufactured for Mill Harbour

Trade Signs UK Ltd is extremely proud of its manufacturing, quality and customer service and all the departments get a real buzz when clients return with photos of the products they manufactured and explain how happy their customer was with the excellent build and finish quality of manufacture.

Trade Signs UK was approached by customer Mill Harbour to manufacture a five metre high, bespoke shaped totem sign fully illuminating on both sides, however the large aluminium/steel sign had a unique requirement which had to be overcome for installation purposes. The top section of the sign had to rotate or be adjustable so the fitters could change the angle of the sign on install to optimise the viewing angle of the sign and overcome the problem of concreting the cage into the ground perfectly at the correct angle before the sign had even been made. This was done with some clever engineering inside the sign frame with a pivot plate system manufactured using 8mm laser cut mild steel.

The sign also had an access panel cut via a plasma cutter into the pillar section for easy maintenance to the electric controls, which then feeds up to the top section through the pillar to the fluorescent tube gear trays supported in the fabricated frame section. This was then clad in stencil cut 3mm aluminium shaped trays and powder coated to a standard RAL colour before fixing 5mm opal acrylic backers with coloured vinyl's applied to give the different effects.



As a result the client ended up with a very tough, robust and quality monolith that will clearly show its customers the location of the site in both style and modern imagery for years to come.

Bruce Edwards of Mill Harbour Digital explains: "Our client wanted to achieve a unique entrance sign that was illuminated by night and impactful by day. The Basildon Sporting Village has been a project on going for a number of years and the entrance sign needed to be something special that was representative of the Sporting Village and outstanding facilities offered. By working side by side with Trade Signs on the manufacture and production, we achieved the required results and the end client was very happy with the finished product."

Trade Signs UK produced two totems in a very short turn around. With bespoke structures it is sometimes difficult to determine time frames, whilst building a product that has not been built before.

Trade Signs pride themselves on Quality, Service and Price and on this particular job, Mill Harbour and their customers were certainly impressed with all three aspects.

For further information visit the website www.tradesignsuk.com or telephone 0800 328 3050.

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PROJECT *News*

SpanSet develops training facility with new digital wallpaper

With a refreshed corporate ID launched earlier in the year, Cheshire based SpanSet (UK) looked to extend this beyond simply its brochures and business stationery. As a leading European player in the provision of height safety, lifting and load control systems, they also offer an impressive training environment for customers to qualify and safely operate their products.

Entering the training suite that forms part of its UK head office and manufacturing facility on the outskirts of Middlewich, visitors are instantly struck by the powerful imagery that adorns the walls of the reception area. Marketing Manager, Eunice Williams, explains what they sought to create when they commissioned local print and design company, The Printing House, to restyle its working environment.

"We asked The Printing House to deliver the wow factor – and we've got exactly what we wanted," she remarks. "It's created an environment that lets visitors know exactly why they're here and very easily communicates the three main areas of our business."

The full height, photographic wallcovering was created by The Printing House using the Mimaki JV33 inkjet printer that they invested in through authorised Mimaki reseller, Signmaster Systems. Output onto a digital wallpaper stock, the prints have an attractive texture (thanks to the substrate), excellent durability and striking photo quality in spite of their size and detail. The printed wallpaper forms just the start for SpanSet as its two classrooms and other areas of their training facility are due to receive similar treatment.

Proceeding through the building, trainees find themselves first in SpanSet's indoor training area with high ropes and other installations available for use in a controlled environment. To the rear of the building though, the impact of the company's facility becomes more apparent, with containers, three storey structures, radio masts and myriad ladders and platforms all available to create an imposing and realistic environment for trainees to be really put through their paces. Although the majority of its customers work in the construction, offshore and renewable energy sectors,



Peter Harrison from The Printing House with his customer, SpanSet's Marketing Manager, Eunice Williams and her new wallpaper.



Photographic wallpaper in SpanSet's training reception.



The impressive outdoor area of SpanSet's training school.

for signmakers and graphics installation companies with staff working at height, on tall vehicles or in demanding environments, SpanSet can offer qualifications and training to ensure very necessary health and safety compliance as well as good working practice.

Back inside the reception area, Eunice reiterates her satisfaction with the new prints. "We have eight full time trainers here, and alongside the manufacturing business, we lead the way in working at height training. It's important for us to communicate that capability and quality of service and as everyone knows – first impressions last."

For information on SpanSet's training courses and vast product range, visit www.spanset.co.uk. The Printing House can produce a broad range of wide format output including wallcoverings, pull up banners and display graphics and can be contacted via www.bespoke-digital-wallcoverings.co.uk. Mimaki's exclusive distributor, Hybrid Services Ltd can be found at www.hybridservices.co.uk

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PROJECT *News*

Village sign brought up to date

Following a brief from the Wolferton village committee to replace the ageing village sign using a cost effective, yet robust process, Your Sign Company, Cambridge set to work designing a 3D prototype of the sign.

Once signed off the actual working sign was machined using the in house Gerber Sabre router into 75mm thick external grade MDF. Once complete it was painstakingly hand primed, painted and sealed to ensure the colours remain vibrant for many years.



A truly one-off sign for Wolferton village, by Your Sign Company.



Your Sign Company's in-house Gerber Sabre router begins to create the 3D sign.

GESS puts on a "Show" for Royal College of Art

Global Erecting Sign Services Ltd (GESS) were recently tasked by the Royal College of Art, London, to install all the promotional banners for their "SHOW" event. What the college didn't explain was the 12 individual sized and finished banners had to be installed across five different buildings on three different sites at the same time, with all the works being undertaken out of hours.

As always, GESS rose to the task and successfully installed all 12 systems and banners on the same day prior to deadline. Client Account Manager Mark Swallow, who managed the project on behalf of GESS commented: "This was a challenging but exciting project to be involved in, which due to the time constraints required military precision in its execution to enable us to complete the installations successfully. Our aim is to provide clients with a one stop shop approach, from initial survey to the completed removal, and thanks to our detailed planning and staff expertise we were able to achieve this".

The feedback GESS received from Octavia Reeve at the College was extremely positive, "GESS did an amazing job with our Show RCA 2011 banners this year. The ambitious design – across five buildings on three sites – involved 12 separate banners up to 20 metres tall, some wall mounted and some suspended. Their technician's abseiled down six floors, climbed out of windows and hung from balconies, all with the utmost professionalism, care for our buildings, speed and safety. We would recommend GESS to any organisation wanting to make a bold statement for a special event."

Following completion of the Show Event, GESS returned to the three sites to simultaneously remove all of the banners, again prior to the majority of Londoners leaving their homes to go to work!

GESS were extremely pleased with the success of the project and look forward to working with the Royal College again in the future.

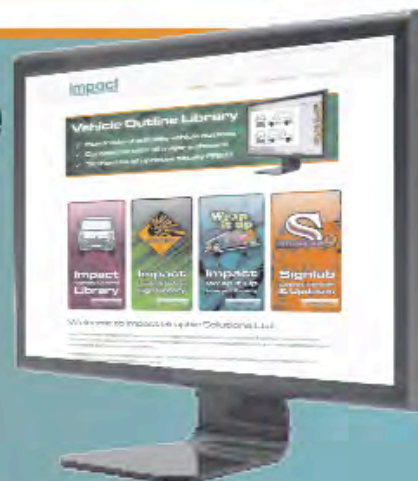
To see further examples of work undertaken by GESS visit www.gess.uk.com



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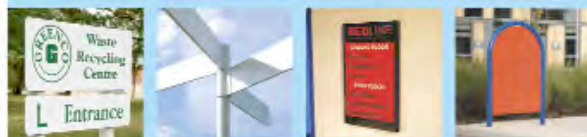
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Warehouse wall showcases All Weather Board

A full size bus rear has been printed and applied to Pyramid Displays new Manchester warehouse wall using MACTac's Wall Wrap 100 and over laminated with LAG 100 anti graffiti film.

The graphic was created to showcase All Weather Board, the new weather resistant bus advertising medium made entirely from waste paper. The life size print has a real bus rear frame fixed to the print, holding a sample from a recent campaign for Real Radio, both supplied by CBS Outdoor. The graphic was applied to the wall in June and is a permanent fixture.

Neil McCarthy, Head of Sales and Marketing at Pyramid Displays comments on the project: "It's great that we can showcase three of our exiting new products in one graphic that's certainly a talking point with visitors to our new 40,000 sq ft Manchester warehouse. All Weather Board is a product getting more and more attention as an advertising medium outside of the bus application Pyramid worked with CBS Outdoor and Smurfit Kappa to create. We are seeing more enquiries now especially from the Olympic projects because of the boards excellent weatherability and environmental credentials."

All Weather Board can be printed by screen and flatbed digital, standard sizes are 1575 x 1150 mm and 2050 x 1300 mm. It is available exclusively from Pyramid Display Materials, along with the full range of MACTac products.

For further information go to www.pyramiddisplay.co.uk or telephone 0161 872 5666, alternatively contact your local sales office.



The life size bus graphic showcasing MACTac WallWrap 100 and All Weather Board.



The new Rolls Building sign.

Cobal completes three court signage projects in a row

Cobal Sign Systems has recently completed its signage contract for the new Rolls Building in London, which will be Europe's largest business law court, containing 31 courtrooms, 11 hearing rooms and a number of other rooms for public consultation.

The contract is the third in a row that Cobal has been awarded within the justice sector. Cobal also supplied signs for the development at Warwickshire Justice Centre, as well as the part-refurbishment of Manchester Civil Justice Centre.

Simon Roberts, Project Manager at interior fit-out company Mivan, said: "The Cobal team was ideal for this project. They understand that signage in public buildings needs to be more robust. They're practical and take a commonsense approach to designing and manufacturing signs, whilst understanding the finer details. If the right solution to a problem doesn't already exist, they find a new way. Their signs are beautiful and enhance the building."

On each of the three projects, Cobal's approach was to work closely with the client and its design team to provide signage that is appropriate for the specific surroundings. Philip Ball, Managing Director of Cobal, explained: "In a court, it's even more important to have clear signage as visitors have more important things to worry about than finding their way. We don't want unclear signage to add to any anxiety."

The building opens in autumn 2011 and houses the combined High Court business, property and commercial capability of the Chancery Division (including Bankruptcy and Insolvency), the Admiralty and Commercial Court and the Technology and Construction Court.

For further information visit www.cobal.co.uk





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SHOW AND TRAINING *News*

Latest news from Sign & Digital UK 2012

Sign & Digital UK 2012 is already set to be the UK show to attend next year for everyone who is involved in the industry.

Companies who have already booked include Hewlett-Packard, William Smith, Drytac, InkTec, Digital Print Innovations (DPI), Graphic Printing Technology (GPT), Clarity Software, PrintMax, Doro Tape, HPC Laser, Signwaves, Lion Picture Framing Supplies, Applelec Sign Components, Graphtec, A/G CAD, Radecal Machine Sales & Service Ltd plus many more.

"On the back of another successful Sign & Digital UK which saw an increase of 22% in visitor numbers, demand for stand space at the 2012 show is already at a high level," says Alan Caddick of organisers Faversham House Group.

Due to the strong number of enquiries for space, the show team has just increased the show size to cater for this demand. "We increased the show size last year but it was much later in the cycle," continues Caddick "and to see this level of interest so early is great news for everyone involved. We intend to continue to offer our very popular educational programme, which includes Adobe and The Signmakers Workshop, free of charge. There will be more news as and when available, regarding further show features and the Sign & Digital Awards for 2012."

To get involved please contact the team by visiting the contact section of the website www.signanddigitaluk.com. Companies looking to increase their profile by exhibiting are encouraged to get in touch to avoid disappointment.

The 2012 show will be held from the 27th to the 29th March at the NEC, Birmingham in Halls 3 & 3a (as opposed to 17 & 18 previously) which makes access to the railway station and airport that much easier due to their close proximity.



New training initiative set to entice with special offers

Have you ever wondered what it would be like to start up your own sign business, working for yourself? Are you an existing signmaker looking to learn new skills, but don't know where to start?

Then The Sign Training School could be the answer. It's a new training facility that will offer great value courses and support to people looking to get into the industry as well as those already working in the sign trade.

Training available includes a basic start up package "with everything you need to start up your own sign business", and it's available exclusively for *Sign Update* readers at a special price of £5995, a saving of around £2000. The five day introductory course covers the basics of all aspects of the sign trade, including sales, surveying, marketing, design, manufacturing and installation. For existing signmakers, there is a choice of top-up courses to enable them to advance their skills in specific areas.

Attendees at The Sign Training School will have the benefit of not learning in a classroom but in a real working sign company, and from a team of three experts with more than 30 years combined experience in the industry. A specially created website (www.thesigntrainingschool.co.uk) features course information, video

tutorials and a variety of other resources for subscribers, as well as free examples for people who just want to have a look around.

The Sign Training School offers many of the benefits of a franchise but has one major advantage; the business a new signmaker sets up is all theirs and they don't have to pay a penny more than the training and subscription fees.

This initiative is designed to provide would-be signmakers with all that's needed to start up a sign business in their area, and as an introductory offer The Sign Training School is giving a guarantee that they will not offer the service to anyone within a five mile radius of where their clients intend to start up.

Visit www.thesigntrainingschool.co.uk to find out more about the great benefits on offer or telephone 01707 270006 to discuss.



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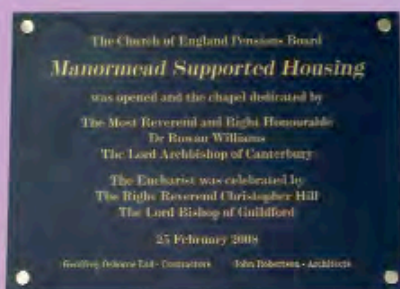


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Radecal Scotland Roadshow 2011

Radecal will be running a Printer Roadshow in Scotland during September and October 2011

In joint events with Roland DG, Radecal will be holding two Open Days to showcase the arrival of the brand new Roland VersaSTUDIO BN20 print and cut machine.

The VersaStudio BN-20 is the latest innovation from Roland and is said to be the most affordable print and cut device yet. Remarkably versatile, this 20" wide integrated device prints full colour, plus metallic and contour cuts on a full spectrum of media. It can produce everything from stickers, decals, labels, t-shirt transfers, POS and POP, photo prints, posters and small format signage to eye catching vehicle graphics – all from your desktop. Utilising the same advanced print technology as Roland's VersaCMM VS series, this compact innovation delivers bright and durable print and cut graphics using Roland's award winning Eco-Sol Max inks.

Radecal's Managing Director, Greg Economides, tells us: "We are very happy to be promoting and selling this new Roland BN20 desktop printer. We are sure it is going to be a great help to sign companies that aren't ready to upgrade or don't have the space for a second large format printer but wish to have another machine to take up the slack. Also, due to its versatility, this machine can be an ideal start-up printer for those businesses yet to enter the digital printer side of things. However you take this machine will only increase the value of any business."

The Roland BN20 will also be accompanied by other Roland large format printers and the newest sign making equipment from Radecal's Piranha range, including laser cutting engravers and large format laminators.

The first Open Day will be held on Tuesday, 20th September from 10.00 am – 5.00pm at the Crowwood Hotel in Cumbernauld. The Crowwood Hotel is an Award winning 3 star leisure and business hotel which will allow you to relax and unwind. It is situated on the northern boundary of Glasgow and only a 10 minute drive to Glasgow City centre and 20 minutes from Glasgow International



Airport. The Open Day will be held in the Crowwood's purpose built Conference Centre featuring six superbly versatile business suites of varying sizes to suit the needs of the event.

Hotel rooms can be booked if you wish to make a full day of the event. Please visit www.crowwoodhotel.com for more information. To register for the event please email craig@radecal.net to reserve your place. Or call the office on 0191 417 2929.

Further information and details of the October event, when confirmed, can be found on Radecal's website www.radecalmachinesales.com



Roland

The new Roland VersaSTUDIO BN20 print and cut machine will be showcased at Radecal's Open Day in September.





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Tuesday 20th September, Crowwood Hotel, Cumbernauld

Contact craig@radecal.net for more information

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Print and cut just got even more exciting with the Roland VS series. The VersaCamm VS family's versatile capability covers almost every application imaginable. Choose from the VS-640 for a generous 64" width, the VS-540 for a useful 54" wide version, or the mid size VS-420 at 42" and compact VS-300 at 30". All these models offer the same high production, excellent quality for both printing and cutting - with flexible ink combinations -

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DIGITAL *Printing*

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Successful digital printing relies on a number of factors. We think of the printing machine itself, inks, the media, RIPs, but mustn't forget the skills of the operators, and equally as important, the ability of your sales team to bring in the business.

Wide format digital printers output at increasingly fast speeds and we've all seen the claims that such a machine will pay for itself in x amount of time. But can the rest of your production department keep up with that speed and will you really be able to earn the stated income? Will you, or your sales team, be able to generate enough orders? And what about the time taken to swap from one job to another? Do media handling systems available really cut downtime by the amount they claim?

With the cost of wide format printing systems coming down in real terms and manufacturers offering trade-ins on old equipment, cash back, and other incentives for some great looking deals, perhaps now is the time to invest.



Part of the demonstration area at Signmaster Systems.



Family-run Signmaster Systems provides advice and support to sign companies based in this country and abroad.



Signmaster Systems supply printing equipment from the leading manufacturers.

We spoke with Phil George who after a brief spell working in the sign trade, set up Signmaster Systems in the 1990s. The family-run company has grown to become a leading supplier of signmaking equipment worldwide and offers a choice of printers from the top manufacturers.

"Because we're not tied to a single manufacturer but have a variety to choose from, we can give our unbiased opinion and advise as to exactly what printing system is best for each individual signmaker or company and their specific needs," says Phil.

"All the machine manufacturers have strengths and weaknesses. Some are more complex, which can be hard to understand for a new starter; some machines give operators more control, which gives more flexibility but requires a bit more understanding."

Just as the printers have differences, so does what signmakers want.

"Faster speed printing is what some are looking for, others to go from working with vinyl straight to digital printing. But what most signmakers want is something different, something their competitors aren't offering, equipment that will enable them to get one up on the competition, such as the ability to print with metallic inks," says Phil.

"Because we use the products we offer in our workshop we are confident of their performance and reliability. But we also know value for money is also of paramount importance, so our products are carefully chosen to give the best value for money ratio too."

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DIGITAL *Printing*

Sign companies choose super wide format and high production models from HP

Recognised as one of the UK's foremost provider of integrated sign and graphics and digital printing solutions, HP channel partner William Smith offers a range of high-performance printers based on the patented and more environmentally aware HP Latex Ink Technology. They provide companies currently using either full- or eco-solvent printers with the most cost-efficient and convenient route to more environmentally friendly water-based printing without

breakthrough print speeds to increase capacity and provide a higher than average return on investment in the short term.

The HP Latex printers available from William Smith include the HP Designjet L25500 and the HP Scitex LX600, 820 and 850 models that are designed for super-wide-format and larger volume production. The HP L25500 has been developed for and has proved extremely popular with the sign and graphics and digital printing industries, particularly via the 60-inch large-format model.

Many leading companies have adopted this particular printer in preference to solvent-based systems and as a result have benefited from a number of key production enhancements. These include the higher volume of work that can now be processed with no compromise on quality, the dramatically reduced and less labour-intensive level of maintenance necessary as a result of the printer being self-cleaning and the printer's front-loading facility that has proved a huge bonus when handling large, heavy rolls of media.

A company that can testify to the benefits inherent in the HP L25500 printer is York-based CEEJAY UK. The company generates a wide range of sign and graphics output on which quality of finish is of paramount importance. It was for this reason as well as the printer's strong environmental credentials that the HP L25500 machine was purchased to supplement two existing solvent printers. Managing Director Tony Baxter commented: 'I did not think our solvent printers could be improved upon but the HP L25500 has proved a much better investment.' The printer is used for two main areas of work, namely railway engineering posters and volume production of labels.

Tony Baxter added: 'Because of the print quality achievable, we use the HP L25500 far more than was initially intended. It is much faster than either of the two solvent printers and we have been able to virtually half production time.' On the training and service provided by William Smith, he concluded: 'Both of the services were brilliant, with great flexibility given for the training requirement that was available immediately following installation to reduce downtime and overall a service that was streets ahead of the competition.'

For further information, visit www.williamsmith.co.uk or telephone 01833 690305.



The HP Designjet L25500, designed for super-wide-format and larger volume production and available from William Smith.

compromising the quality of output and enabling compliance with a number of important international certifications like Nordic Swan.

Significantly, HP Latex Ink Technology emits only a minimal VOC (volatile organic compound) content, no hazardous air pollutants and no ozone emissions during printing. As a consequence, expensive fume extraction and ventilation equipment is not required, thus adding to the attraction of migration to this alternative and more environmentally aware method of printing. Furthermore, the integrated HP Wide Scan Printing Technology inherent in HP Latex printers provides

Metallic inks could be that something extra to offer customers

Many sign companies wanting something different to offer their customers are looking at metallic inks.

Roland DG (UK) introduced its metallic inks into dedicated print-and-cut systems to offer sign companies that something extra. While the demand for smaller and personalised applications has driven the growing requirement for digital options, wide-format print-and-cut solutions designed to handle metallic and white ink formulations has resulted in a new breed of applications, including wide-format posters and billboards, custom-cut stickers, and garment transfers."



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Both the original Roland SolJet Pro III XC-540MT and the more recent Roland VersaCAMM VS-640 were designed and manufactured specifically to incorporate this important new addition, as well as white ink.

As a result of the good uptake of the VersaCAMM VS-640 with its metallic and white ink capabilities and to cater for burgeoning demand, Roland DG (UK) metallic ink printer range and added three more cost-effective more compact models. Designated the VersaCAMM VS-540, VS-420 and VS-300, the 1.37 m, 1.07 m and 0.76 m printers utilise the same dedicated feed and print-head mechanism as the 1.62 m version, to give users the benefits of advanced ink handling technology and high quality results.

In common with their larger counterpart, the three new Roland VersaCAMM VS machines are designed from the ground up to incorporate the company's Eco-Sol Max metallic and white inks. These are complemented by CMYKLcLm which, combined with the specially configured print-head array, output stunning results that also benefit from the company's library of more than 500 metallic shades.

Because all Roland printers are supplied with the company's versatile VersaWorks RIP, it is easy for users to integrate metallics, pearlescent shades and white into their workflow without having to invest in additional software. Using any industry standard graphics' package, the RIP interprets the metallic layers available in the Roland Color System Library and blends them with process colours and white for dazzling results formerly only achievable using the screen process or offset litho.

Find out more via www.rolanddg.co.uk



Roland DG has integrated metallic inks into its print-and-cut systems.

DIGITAL *Printing*

Bespoke labels add appeal

High quality label printing and cutting with stunning metallic effects from Mimaki could be the answer for sign companies looking for that edge over the competition. Mimaki is offering its integrated inkjet printer/cutter range, the CJV30 Series, equipped with its eco solvent metallic ink set.

Available in four sizes (60 cm, 100 cm, 130 cm, and 160 cm), the CJV30 Series provides users a complete high performance print and cut solution, ideally suited to producing short runs of high value labels. The product range is packed with production features,



The Mimaki CJV30 Series of integrated printer / cutters is ideal for producing short runs of variable data labels.



Digitally printed packaging labels enable bespoke products to be created.

such as the high speed continuous registration mark detection and Mimaki's "Half-Cut" function.

Mimaki will be showcasing its CJV30 Series and a selection of other innovative products at Labelexpo Europe in Brussels, which runs from 28th September. At the event Mimaki is co-operating with a leading software developer in digital printing to demonstrate the benefits of a digital workflow when seeking a variable data solution. The Mimaki CJV30 Series will demonstrate why it's an excellent solution for small run label printing when combined with the software, which includes features such as barcode creation, personalisation, and metallic ink handling.

Contact Hybrid Services, Mimaki's exclusive UK and Ireland distributor, for further information, via the website www.hybridservices.co.uk or telephone 01270 501900.

Unusual applications make life more fun

Another unusual application using digital printing technology is glass decoration.

Durst has developed a glass decoration system for use with its Rho 700 and 800 flatbed printers featuring organic Sol-Gel ink chemistry. Currently of most interest to architects and interior designers for use in kitchens and bathrooms, it is an application that could also offer new markets for signs and graphics companies.

Sol-Gel UV ink is an organically pigmented ink system with high ecological standards. It is 100 per cent VOC free and capable of UV curing, giving the same printing properties such as speed, curing and resolution as, for example, the company's POP inks. Unlike standard inkjet UV inks, which, if exposed to moisture or chemicals, result in strongly or totally delaminating from glass unless time consuming primers are applied, Durst Sol-Gel ink actually forms a chemical bond with the glass to provide unique resistance characteristics.

Many tests on Durst's Sol-gel ink have been conducted and have proven its excellent adhesion, durability and chemical resistance. These tests include immersion in hot water, exposure to steam, resistance to solvents and, and colour fastness.

A Durst Rho system offers users exceptional flexibility. It is capable of full scale production runs of interior fittings for large retail chains or glass furniture, for example, and is also able to produce one-offs and prototypes, such as boutique interiors or temporary outdoor signs. Durst Rho printers are designed for the highest productivity and the finest quality print, including pin sharp text as small as 4pt. The Sol-Gel ink is available in CMYK with options of white and Satinato, for imitation of satin glass.

Further information is available via www.durst-online.com



Durst has developed a glass decoration system, adding further to the versatility of its Rho 700 and 800 printers.

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LEDs & Lighting

Customers opt for the bright lights

Despite the current economic doom and gloom around the world, sign manufacturers continue to launch exciting new products and several suppliers to the trade are reporting improving sales figures. This issue we're looking at projects using LEDs, new products featuring LEDs, a project where neon was the lighting of choice, and some stunning effects that can be achieved using LEDs to edge light glass.

One major supplier to the sign and display industry that continues to proactively research and introduce new products is Insight Sign Systems.

The company was the innovator of Trough Lighting, bringing out the first ever made to measure extruded aluminium lighting system, Highlight, almost 30 years ago. It launched Lumirescent light strips in 2008 and more recently, Highlight Mk.4 LED was introduced in addition to Highlight Fluorescent.

Highlight offers shadow-free illumination without the glare or bright spots associated with spot lights and a fixed angle for perfect diffusion of light without spillage; Sign Update spoke with a couple of sign companies which use Highlight.

Thorough testing of products before bringing them to market ensures customers can be confident in both the performance and longevity of Insight products, further details feature on Insight's web pages

Martin Gubby Managing Director of Impact Signs completes a lot of work on shop units and for him Highlight is the product of choice.

He says: "We choose highlight because it's easy fitting, and because the quality of material, price, and service from Insight are all excellent. It's a fantastic product that we've been using for years. All our customers have been impressed with brightness and we're totally satisfied."

"On one occasion when we couldn't get hold of Highlight immediately, rather than wait, we used a pencil light supplied from another company but it was nowhere near as good."

Once customers see the blue white colour and extra brightness of Highlight LED, many customers change to all LEDs, says Martin.



Pendle Signs is a long term supplier to KFC, which started using LEDs to reduce their carbon footprint.

"We've had several instances where previously we'd fitted fluorescents in shops and later when we put in new lighting with LEDs, the customer has asked for their fluorescents to be updated to LEDs," he explains.

Martin Pendle of Pendle Signs in Nelson, Lancashire, reports similar experiences with customers opting for LEDs rather than fluorescent. Pendle Signs has been buying Insight Sign Systems products for almost 20 years, for illuminated signcases, menu boxes, and all kinds of signage hardware.

"We have been an approved contractor to KFC for 25 years now and switched to LEDs more than three years ago, when the client wanted to develop ways of cutting down on maintenance and reduce power consumption as they were going through their carbon footprint status," explains Martin. "Along with Insight, we developed the concept and the plan for new site use, and for refurbishment of their existing sites when the refurbishment dates came around."

"KFC are more than happy in the results from the LED move. We even use them for the down-light effect from the overhead trough light on the external fascias."

Martin says the only negative in the early development period was convincing the client of the value of LEDs when the capital costs were higher.

"But the power consumption saving across the estate of stores, when multiplied up, swung the thinking," he says.

Further information at www.insightsignsystems.com and www.impactsignschesterfield.co.uk and <http://www.pendlesigns.co.uk>



Neon was the signage of choice for Paul's Boutique, see next page.

Neon is chosen for upmarket boutique

Neon signs have been around for nearly 100 years. The wide range of colours and the continuous light source neon signs emit make them an eye catching and effective form of signage with a typical life expectancy of around 20 years.

Neon is a cheaper installation option than LEDs but power usage and maintenance costs tend to be higher. Partly because of this, and perhaps because of the skill and labour involved in producing neon signage, its use has decreased dramatically in recent years.

One company using neon in range of applications, a specialist in the design and manufacture of custom made neon signs and lighting, as well as other neon products, is Neon Creations of Bolton.

At the end of last year the company was involved in a project for internal neon signs in Harrods' menswear department. To begin with

the interior designer had specified LED signs, but because the required font design had many tight turns and returns and needed to appear as a continuous line, the specification was changed to use neon instead.

Another well known brand in the fashion world that Neon Creations has worked with on a number of occasions is Paul's Boutique. Initially Neon Creations was commissioned to recreate handwriting and transform it into a pink neon sign. Following on from this, another couple of signs were commissioned to replicate the familiar logo to promote the brand at the Clothes Show Live. More recently the company has completed an additional 11 signs that are being used in the Paul's Boutique concessions within Selfridges and House of Fraser.

For further information visit www.neoncreations.co.uk

Light panels in bespoke sizes and shapes

An innovative lighting solution from Applelec is LED Light Sheet, a fusion of high brightness LEDs embedded within an acrylic panel with a profile of just 8mm.

LED Light Sheet features 3D V-cutting technology which ensures light is evenly reflected throughout the sheet, and on both sides. But the really special thing about this product is that bespoke shapes and sizes of panel can be created, opening up a whole new host of possible applications, both indoors and outdoors.

LED Light Sheet was the product of choice when the Red Angel hair salon wanted a streamlined signage solution for the launch of its first studio in Altrincham, Cheshire. The solution was a 30mm deep fascia sign and a 60mm deep, double-sided projecting sign; both illuminated by LED Light Sheet. In a particularly high-end and highly competitive area, this enabled the salon to make an impact with quality signage throughout the establishment, inside and out.

Richard Wedgwood of Fast Signs Manchester explains: "Our client requested a sleek illuminated design which we immediately knew could be achieved by using Applelec's LED Light Sheet for the



fascia and projecting signs. This is the first time we have used LED Light Sheet to achieve a double-sided illuminated projecting sign and our client was extremely impressed with the stylish result."

The Red Angel fascia sign is constructed using a brushed stainless steel stencil-cut sign tray backed with red and opal acrylic and illuminated by LED Light Sheet to deliver the slim profile of 30mm. The projecting sign features two 8mm deep LED Light Sheet units placed back to back which illuminate the coloured acrylic at either side of the sign. These slim components are housed inside the projecting sign casing which has been stencil cut to each face with the Red Angel logo to achieve an unprecedented 60mm deep double-sided illuminated projection sign.

For external conditions LED Light Sheet provides an extremely lightweight solution for signage illumination and the product recently achieved an IP67 rating when manufactured by request to this specification. Ensuring the lighting unit is consistently hard wearing when used in exterior applications, an IP67 rating adds yet another option to the unique combination of choices for the bespoke manufacture of the lighting unit.

Sam Armstrong, Applelec Sales Director states: "Our clients are increasingly requesting LED Light Sheet illuminated signage as the unit delivers a slim sign profile which simply cannot be achieved through other illumination methods."

Further information at www.ledlightsheet.co.uk or via www.applelecsign.co.uk



The evolution

Introducing Ecolux the new slimmer, brighter and most economical trough light in the UK.

Born from 17 years of sign lighting expertise Ecolux is the most technically advanced L.E.D. trough light of its kind.

Increased light output with greatly reduced running costs Ecolux addresses environmental issues without compromising performance. With its compact 60mm diameter casing Ecolux offers contemporary styling without the time consuming problem of housing external drivers.



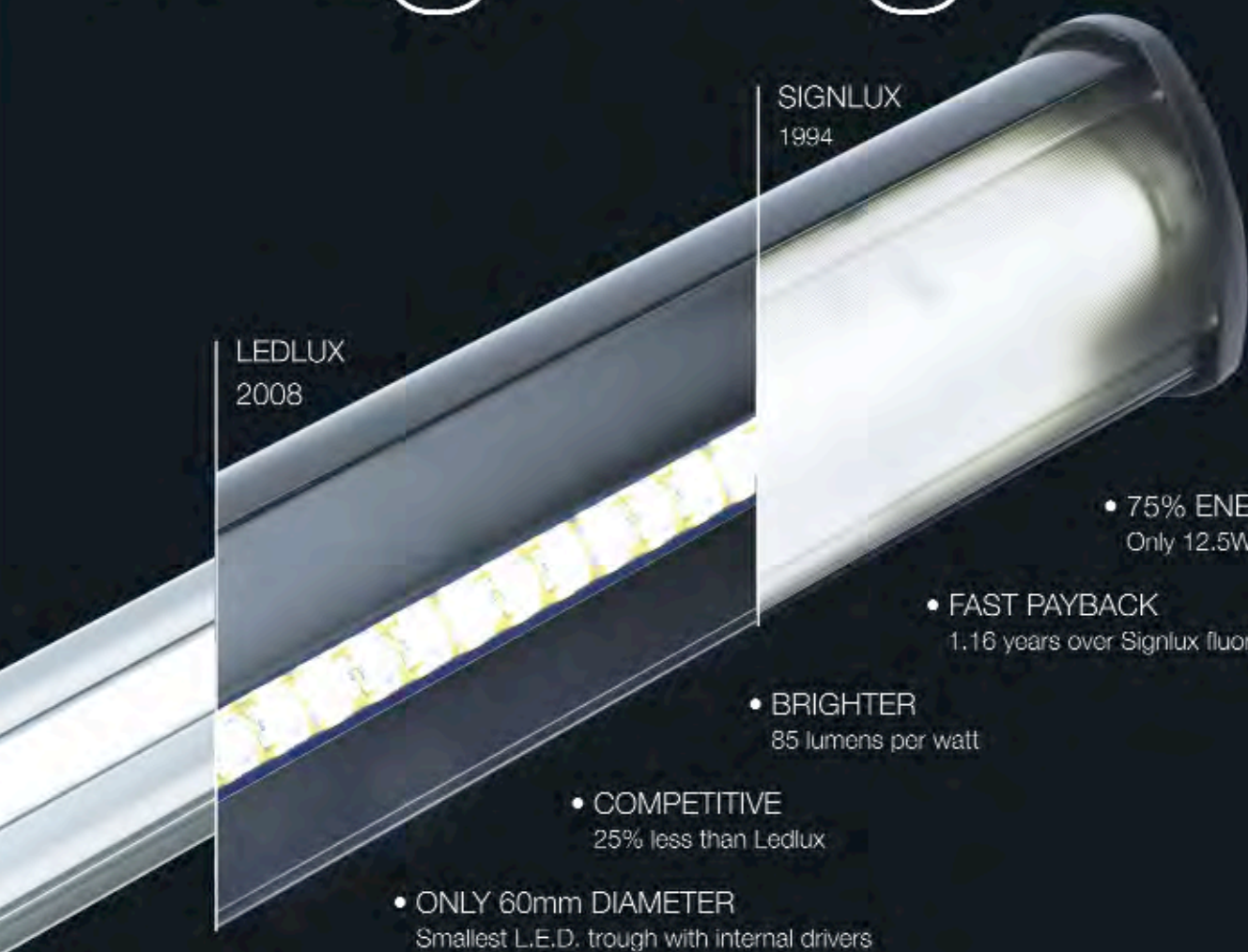
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LEDs & Lighting

Ecolux – ideal for retail outlets and more

Ecolux was launched in March 2011 by Portland Lighting and is fast becoming first choice for the UK's sign makers for illuminating retail sign facias over previous standard fluorescent trough lighting options.

Housing LED strips sealed and rated to IP67 with over 1000 lumen per metre output at 12.5 Watts per metre, Ecolux is being marketed as the most economical and brightest sign light of its kind in the UK. With such energy cost savings, differences in purchase price between fluorescent and LED trough lighting can be repaid within 14 months, calculates Portland Lighting.

At only 60mm diameter Ecolux still retains internal IP67 sealed drivers, overcoming the time consuming problem of having to house remote drivers, and the associated problems that can cause. The Walsall based company has drawn upon 17 years of expertise in the manufacture of sign lighting products to design and produce a specialist magnifying lens to ensure Ecolux offers full optical control to give optimum and even illumination to all sign fascias.

The end user will enjoy all the future maintenance free and running cost benefits of the LEDs' 50,000 hour life, nearly 12 years of illumination at 12 hours a day.



The brightness of Ecolux means this shop stands out from the competition.

Quality assurance is confidently endorsed with a two year warranty, this together with its four way quick fix brackets, very competitive pricing and next day delivery can only leave the future bright for Ecolux and Portland Lighting.

Visit the website www.portlandlighting.co.uk to view the Portland Lighting range.

Flexible LED tubing designed to look like neon

Ashby Trade Sign Supplies is offering something different in the form of its new generation LEDs which include tubes designed to look like neon lighting.

Penny Paylor, Sales Manager at Ashby, explains: "The LEDs we provide are from the Sloan LED company, which produces a high quality product covered in warranties and research. This are no cheap Chinese product which tends to flood the market. All our tubes are waterproof and designed to look like a neon tube, but with none of the maintenance issues crippling their longevity."

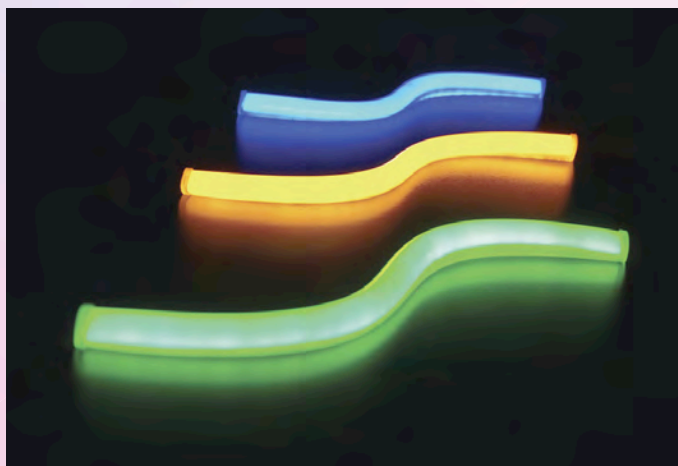
The Ashby range includes Tubelight, a coloured tube with a large profile; Colorline, a slim profile white tube filled with coloured LEDs; and Flexibright, white or red tubes filled with coloured LEDs that are bendable. All these can be cut to size in the field and Ashby offers all connectors, power supplies, and similar needed.

As the name suggests, what sets Flexibright apart from many other LED tubings available is its flexibility. Flexibright tubes are pliable enough to be bent in plane to a 25mm (1") radius, meaning they can be used to create stylish curves and lettering in a wide

range of styles. Silicone sealed, they're 100 per cent waterproof and available in 610mm (24") and 3050 (120") lengths.

The company incorporates CCT (Constant Current Technology) in all its 12v range to ensure an even current is driven through the entire line. It maintains an even brightness in all the LEDs, whether they're first or last in the line, and avoids overdriving which can reduce the lifespan of LEDs.

Further information at www.ashbytrade.net



Waterproof LED tubes from Ashby Trade Sign Supplies.

Slim yet bright, Light Pockets from Fairfield

Light Pockets from Fairfield Displays and Lighting offer a fresh way to create stunning illuminated graphics that are maintenance free, and there's not another similar product on the market says Fairfield.

The Light Pocket can be suspended in a window or positioned in an interior on almost invisible cables without the need for any ugly wiring. Units can be single or double sided. Just imagine, frameless double sided light pockets floating in a window or interior; they're bright and sparkling compared to two normal posters and have tremendous impact.

Units are maintenance free with a lamp life of up 100,000 hrs (7-10 years), as most displays are normally replaced every five years these units make even more sense in this difficult economic climate.



Fairfield's Light Pockets are only 14mm deep yet are extremely bright.



Light Pockets from Fairfield, used here to striking effect.

We know LED lighting uses low levels of electricity so is economical to run, with LEDs converting 80 per cent of the electrical energy into lighting energy and only 20 per cent is lost as heat energy. What is ideal about this display is that spare light is transmitted through the clear panel giving an attractive edge lit frosted glow to the overall pocket. Perhaps it is this edge lit glow that sets the scene for the overall display where the interest into what is presented begins.

Graphics or posters can be changed quickly and easily. The best results are achieved from back lit inkjet prints (duratans) but standard paper can be used up to 90gsm.

The Light Pocket from Fairfield Displays and Lighting is incredibly slim with a depth of only 14mm, meaning it strikes that important balance in the design between creating an extremely bright light box and a sophisticated display with a delicate appearance can be still be maintained.

Standard sizes are A4 to A1 in single and double sided options, larger and special sizes can be made to order. Custom sizes are available on request.

To see a sample telephone 0845 619 9817 or e-mail sales@fairfelddisplays.co.uk alternatively visit the website www.fairfelddisplays.co.uk to see a video and more information.

Unilight trough lighting with LEDs from Universal



Unilight Slim is available in a choice of colours.

The 70mm-wide Unilight Slim trough lighting system from Universal Aluminium Systems uses high-performance LED modules in preference to conventional fluorescent tube lighting. As a result, savings in energy consumption of up to 30 per cent are now possible without compromising the excellent level of evenly diffused light that is further enhanced by the presence of polished mirror-finish reflectors.

The system features multiple fixing brackets to accommodate both horizontal and vertical mounting and is supplied with a choice of five different gear trays to meet a wide range of applications. These include not only the top illumination of signs, posters and other display material but also the upward illumination of exhibition stands and interior displays. Easy to fabricate, Unilight Slim units can be

supplied in single-section lengths from 582 to 5,922mm and will provide up to 1.5m depth of illumination.

The units are stocked in a choice of white, black, silver, blue and red as standard and can also be supplied powder coated in any required BS or RAL colour. By comparison with other similarly positioned lighting solution they are also very attractively priced and supported by Universal's BS 9001 quality assurance accreditation.

For further information, visit www.universal-aluminium.co.uk or telephone 0117 955 9091.



LEDs & Lighting

Mastering edge-lit glass to stunning effect

LEDs deliver significant advantages beyond those available even with other sources of low-voltage power-sipping illumination. Their compact form-factor and density alone dictate that in terms of potency, they punch well above their weight.

Making the most of these qualities and extracting all that latent performance has seen some very imaginative adaptations engineered to creative ends. A true exemplar of the medium is Master Products. David Whitchurch's Essex based company has taken an established technology, reinvented it and today supplies the creative results of its efforts to the trade, nationwide.

Master Products' medium is edge-lit glass. LEDs provide the light, glass delivers the magic. The results, nothing less than stunning.

Light introduced into a slab of glass along any of its edges will bounce around inside the sheet until it's turned off. If the surface of the glass is interrupted, for example with an engraved line, the light will use the line as an escape route and, in so doing, the line will light up.

Light though, is too small a word to describe an effect that pictures or hands-on contact tell better. It's light that's positively alive, contrasting vividly with the unchanged expanse of glass that surrounds it and apparently created out of nothing. In the centre of a sheet of otherwise plain glass, with no source in obvious evidence, the light simply floods from the design detail. It's a mesmerising effect that can't be achieved with any other technology and, thanks to creative input by Master Products, it's practically without limit in its creative possibilities.

Though the technology distils to easily understood manufacturing processes, it's wholly centred around skills. Using various tools and stencilling systems, Master Products selectively erodes areas of glass to form a design. Detail from impossibly fine, pin-sharp lines to deeply sculpted and textured areas can be recorded.



Lettering, deeply incised and the illusion of continuous tone can form part of a design together with complex, chiselled layers implying and delivering a genuine third dimension can all form part of the same design.

Colour can be added to the mix with suitably understated subtlety or with theatrical intensity using solid state lighting controllers to power and operate the LED light source. No matter how energised or how creative the adaptation, underpinning the whole effect is fully functional glass and endlessly reliable, efficient LEDs.

Applications for Master Products' work really are limited, for once, only by the imagination. Clearly, with the ability to resolve lettering and fine detail, there are numerous possibilities in signing for this LED powered medium. Beyond signing's universe though, the medium can

be thought of as lighting, glazing manifestation, architectural enhancement and more. Venues are equally diverse. Counterpointing corporate art in a stylish reception. Adding atmosphere in a restaurant. Announcing you've arrive on a pair of sliding glass doors.

With a medium as versatile as LED lit glass evidently is, the company making it has to be too; Master Products is. Though it can take a standardised, components-based approach delivering commonly specified output such as freestanding signs, the company can also treat its work as one hundred percent bespoke installations, incorporated into other structures, hanging, projecting, suspended at impossible angles. Nothing is off limits and LED light can reach practically anywhere.

As for the design itself, it can start with any source of origination from a sketch to a well developed CAD based idea, a photograph or simply a spark of creativity. Every piece is strictly a one off, created by hand. Multiples are certainly possible according to Master Products, but it's multiples of individual pieces.

LEDs clearly have great potential in signing and lighting generally. Genuine innovation though comes in the form of real LED edge lit glass. In terms of getting a big and beautiful impact from a tiny little package of light, does anything else even come close?

For further information visit www.masterproducts.co.uk or telephone 0845 838 2325.





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William Smith provides guidance and materials for compliance with ECE 104 regulations

ECE 104 regulations became mandatory in July and in order to assist sign-makers and vehicle builders in ensuring compliance William Smith has produced an ECE 104 Product Card which provides a guide to the requirements for high visibility marking of all newly registered good vehicles over 7.5 tonnes and trailers over 3.5 tonnes. Guidance also available to download online at www.williamsmith.co.uk

Materials used must be E-marked homologated retro-reflective Category C products, with the reflective area being no more than 60mm wide and must be printed with the manufacturer's name. Category C materials are the brightest permitted for vehicle marking and may only be used for contour (safety/conspicuity) markings.

3M™ Scotchlite 983 Series and 987 Series, available from William Smith, meet with all of these requirements.

987 Series for curtain sides is available in yellow only and comes with a three year warranty. The 983 Series, for application to rigid and stainless steel substrates, comes in red, white and yellow. It is easy to apply and has an eight year warranty. Many of William Smith's customers have already been using this product for vehicle markings in advance of the ECE 104 regulations.

George Appleyard of Autolines Graphics comments: "We have been using 3M 983 series for some time now on all types and shapes of local authority vehicles, from refuse wagons to road-sweepers.

"We chose the material because it is 3M branded, clearly watermarked and comes with all the relevant regulation information. It's a quality product, which means we are passing on that quality to our customers. When you buy 3M you are buying the brand – you can be confident that it will not let you down and that applications will be right first time. We always advise 3M for our customers."

"We provide high visibility vehicle markings for many local authorities and utilities and have used 3M 983 Series for a number of years," says Bill Dobson of Insignia. "Most of our customers specify the product. Some of our customers have researched alternative products on the market and perceive 3M to be best for purpose. Performance and not price was the deciding factor for Health & Safety purposes.



The 987 Series for curtain sides is available in yellow only.

"Like all 3M products 983 Series is a dream to use; we are very confident with the product. We, therefore, automatically use it for all our customers. Although 3M products are sometimes more expensive than some alternatives they are high quality and good to work with."

Both 983 and 987 Series are available from William Smith ex-stock in full and part rolls, and same day despatch is provided on orders received up to 5.30pm. In addition, William Smith can provide bespoke designs in kit form and assist in the implementation of vehicle marking programmes.

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

Extended warranty and new interest-free offer on Graphtec cutter



Leading supplier of high-performance cutting plotters, Graphtec GB has announced that as from 1 August the warranty on its flagship FC8000 machines has been extended from two to three years. This major advancement will be further supported by a new 12-month interest-free offer on new purchases of the same machine.

The FC8000 is one of the most popular cutting plotters in the sign and graphics industry. It is designed to accommodate higher productivity levels on a wide range of materials up to a thickness of one millimetre. With a maximum running speed of 1,485mm/sec, it can rightly claim to be the 'fastest in class' cutting plotter currently available. The machine also features an enhanced 600gf cutting force and a maximum cut area of 610mm x 50m.

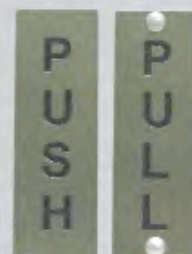
Like all Graphtec cutting plotters, the FC8000 incorporates the company's proprietary ARMS 4.0 (Advanced Registration Mark System) that provides four- rather than the traditional three-point registration marks, leading to greater accuracy and higher productivity through reduced material wastage and increased material utilisation. Combined with two-axes correction, four-point registration mark sensing ensures high-precision cutting on images that may have been distorted during the printing process.

For further information, visit www.graphtecgb.com or telephone 01978 666700.

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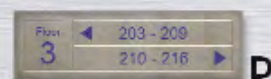
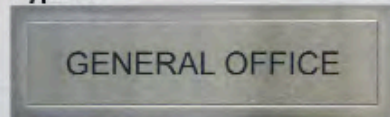


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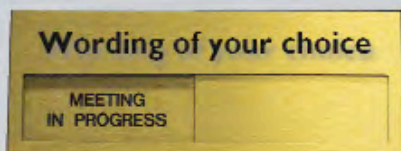


Brushed Stainless

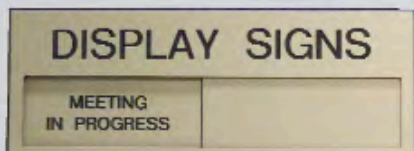
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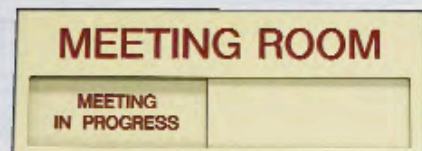
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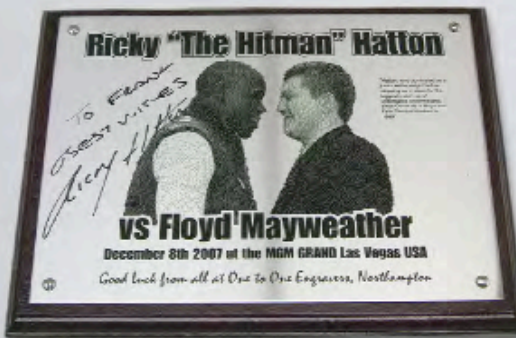


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Major print equipment agreements for Josero

Josero has set up a number of agreements to enable it to enter the printer market with a strong package of solutions.

Currently a key player in the professional inkjet market as master distributor of Triangle inks in the UK and Ireland, the addition of these printers consolidate Josero's offering to the market. Josero believes companies really don't need to spend a fortune to invest in high quality products and stay competitive in the market, with printers such as these now available.

Long term collaboration with Chinese supplier Yat Fung Digital has resulted in the full release of the Redjet printer in the UK and throughout Europe. The Redjet super wide 3.2m solvent or bio printer is available from Josero for as little as £152 per week or £29,995. This 3.2m solvent printer for banner, flex and paper is capable of 720 dpi and up to 75 square metres per hour and with costs as low as 46 pence per square metre, says Josero. The Redjet comes with a one year comprehensive warranty and onsite technical support.

A distribution agreement with Russian giant Sun Innovation means Josero is now supplying Sun Innovation's advanced LED UV flat bed printers in the UK. The Sun Innovation Neo UV1600 Cold Cure hybrid printer is available from Josero from £284.00 per week or £75,000. The Neo UV-LED 1.6m is a new affordable UV printer which has all the advantages of high quality "green" printing without requiring a big investment. It prints on virtually any material up to 200 mm thick with up to 1440 dpi resolution and 3D printing. This machine also comes with a one year warranty and onsite technical support.

Josero has signed a strategic collaboration agreement with Superwide Solutions GmbH for the sourcing and supply of superwide format used printers in the UK. So, as an example, a used Vutek QS2000 can cost just £75,000 installed. Whether it's an EFI, HP, Durst or Vutek, thousands of pounds can be saved by choosing a second hand one through Josero. The company constantly



The Sun Innovation Neo UV1600 Cold Cure hybrid printer.

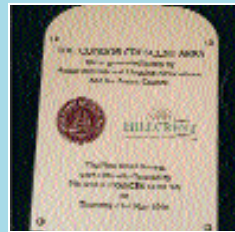
sources used superwide machines from all over Europe, which are either next to new, or refurbished to a very high standard and they cost a fraction of their original price.

Loic Delor, Managing Director of Josero commented "There are many printing companies who just don't have the budget to buy a new printer, even though they really do need to make an investment in some new technology to grow their sales. This is where we can help. Our understanding and knowledge of printers is really quite unique. We know them inside out, but that isn't surprising, as the Josero team has written the user manuals for some of them! We will ensure you receive the best possible advice so you choose the right product for your business."

For full details on Josero's printers, inks, spare parts and service contracts see www.josero.com or telephone 01954 232564.



The Redjet super wide 3.2m solvent or bio printer.



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The company has full artwork facilities, and can easily work from a rough layout, incorporating logos and ornate work, as well as special shapes and fittings.

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Resolution GB win ArtSystems Raise Your Game business award 2011

Continuous improvement driven by customer focused Business Plan takes Resolution GB to the winning line

Resolution GB has won the ArtSystems 'Raise Your Game' Award for 2011. The new award was created to enable resellers within the wide format print and imaging sector to gain recognition for their efforts in improving business services and raising standards of service to their customers. The award was launched in April at the ArtSystems 'Raise Your Game' Business Forum, held to assist resellers, with a range of supporting programmes.

Resolution GB, an established HP Designjet Elite Partner with a solid service lead ethos, rose to the challenge.

The Raise Your Game Business Award not only recognises this achievement but also Resolution GB's on-going programmes of customer training, service and consultancy that have enabled them to maintain high standards of customer satisfaction. To ensure that they continue meeting their customer's needs, a progressive customer feedback programme has been put in place to ensure that they not only meet customer needs but have the ability to exceed their expectations.

Tony Bray, managing director of Resolution GB comments: "We are constantly assessing and developing our business but ultimately we like to take the time to get to know our customers better. The relationships we have, in many cases, have been developed over a number of years. We don't charge for our advice and customers come back time after time because we're direct and tell them how it is – without all the confusing technical jargon. This award means a lot because it tells us that many people now appreciate the hard work we do behind the scenes



Nicola Bray (GB Resolution), Ted Freer (ArtSystems), Tony Bray (GB Resolution), Claire Barker (ArtSystems).

to help create the best solutions for Designjet users."

Tony was presented with the award at the Oakley office by Claire Barker of ArtSystems.

"Resolution GB has proven that it's possible to grow your business, even in a tough market place, by keeping the focus on your customer and not being complacent. This is a really fantastic result for them" says Clare, Art Systems Product Specialist.

For further information visit the website www.artsystems.co.uk or telephone 0115 9380 380

All the signs of a great future at Links Signs & Graphics

The home-grown talent at Blackpool's Links Signs and Graphics is on the move this autumn to much larger premises in the town as the business, and the team, continues to grow.

The major move will see the team move from Cocker Street Mews to new 2600sq ft premises at Hoo Hill Industrial Estate. The new space will give the team extensive new production facilities as well as office space for the sales and design team.

As a self start up in 2007 LSG was one of the first companies to benefit from the 'Get Started' scheme. As Shaun and business partner Phil Kingdom worked incredibly hard to build up client relationships they quickly earned a reputation for delivering high quality work, with a fast turnaround at competitive prices.

They also ensured that they utilised the available help and mentoring from the Get Started team and the business has grown at an astonishing pace.

Shaun has extensive industry experience and has been

involved in the sign and graphics industry since leaving art college in 1977. His son, Carl, now also works full time for the business and hopes to follow in his dad's footsteps as director of the company in the very near future.

In addition to investment in new premises LSG has also embarked on employing a new recruit from the apprenticeship scheme in conjunction with Blackpool & Fylde College with a planned start date for September to coincide with the move.

The LSG team has covered some of the most well known buildings in the Fylde with its work including the huge re-branding of the Sea Life Centre last year on the promenade transforming the old building with an enormous piece of print.

"We have had an amazing few years and our continued investment is a reflection of the growth of the business and is testament to the whole LSG team," comments Shaun.

For further information visit www.linkssignandgraphics.co.uk or telephone 01253 291 516.

Nova Aluminium appointed as fabricator for SignComp

Bristol-based extrusion specialist Nova Aluminium Services Ltd has been appointed as fabricator for the range of tensioning systems from SignComp.

Since its launch in 2005 Nova Aluminium has built up its business as a fabricator and supplier of extrusions, frames and sign boxes, both off-the-shelf and bespoke. With 43 staff working in nearly 40,000 square feet of workshops and offices, and a UK-wide distribution network, Nova believes it is perfectly positioned for its appointment as UK fabricator for SignComp Europe Ltd, the UK and European distributor of the patented SignComp flexible faced tensioning system. It is generally regarded as the most widely used flexible faced tensioning system worldwide. It is estimated that over 80% of all flex faced signage in the UK uses the SignComp system.



Partners Paul Vickery and Paul Harvey of Nova Aluminium Services.

John Purton, MD of SignComp Europe Ltd said: "The appointment of Nova Aluminium as a SignComp fabricator is an exciting part of our continued expansion program. We have been talking to Nova for some time now, and have been very impressed with the quality of the team's manufacturing facilities and the very high level of customer care and support that they offer."

Partners Paul Harvey and Paul Vickery see the SignComp range as a perfect complement to Nova's existing portfolio, as Paul Vickery explained: "We are delighted to include SignComp into our range of products. The systems have long been recognised as a global market leader and slot perfectly into our operation here. We are excited to be offering a wider choice of flex sign boxes to our customers, and thanks to our manufacturing capabilities we are well placed to be offering our own and SignComp's fabricated frames and tensioning systems at competitive prices with a fast turnaround."

"Nova is noted for the quality of its service, and our partnership with SignComp means we can look forward to working with its world-beating team to offer even more choice to our customers."

Nova Aluminium Services is a trade only supplier; it has no installation or graphics facilities. However it will deliver its products, whether simple extrusions or completed signage solutions, direct to the signmaker's premises or the end-user's installation site.

For more information about the complete range available from Nova Aluminium Services, visit www.nova-aluminium.com

Improve your sales skills with APA

On the Welcome page in the July/August edition of *Sign Update*, we raised the issue of time and effort spent creating designs that customers take elsewhere to be printed, without paying for the design. We've had some interesting comments on our forum (www.sign-update-magazine.co.uk/design) and a great idea from APA, the self adhesive films manufacturer based in Kent that runs regular and very successful Vehicle Wrapping courses.

Scott Cowup, Sales Director at APA, contacted Sign Update to say that APA's experience shows that sales, not just of designs but all their work, is an area some signmakers find difficult. In response APA has created a one day course called Winning The Work. The first course will be funded by APA and is being held on Wednesday 5th October at APA's office in Kent.

The day is designed to give signmakers/vehicle wrappers a good understanding of how to sell their products and services, and the issues they need to consider in order to succeed. The programme includes the following:

- Marketing - sales / upselling;
- Managing customer expectations - customer communications;
- Design and producing visuals - involving different design

software, overview of SignLab, Flexisign, compared to traditional Corel, AI and Photoshop;

- Pricing - linked to selecting materials;
- Getting deposits;
- Paperwork and documentation that should be in place;
- Aftercare of vehicle wrap - insurance, DVLA, aftercare with different cleaners for white vinyl and matt vinyl, etc.

To find out more or to book your place, contact APA via www.apaspa.com or telephone 020 8311 4400, and please mention *Sign Update*!



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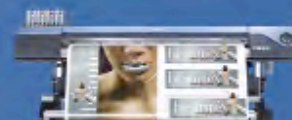
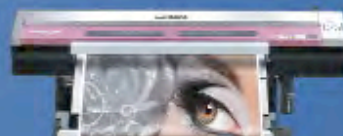
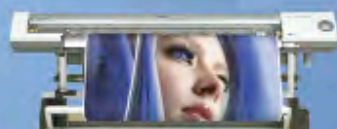


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Business Development Manager appointed at Applelec

Applelec has announced the appointment of Carole Waite, who joins the company in the newly created role of Business Development Manager.

Carole will concentrate on strengthening existing relationships with Applelec's customers and will be field based to provide face to face project support and solutions provision. With the Applelec product range set to grow over the latter half of 2011 and new products currently being prepared for launch, Carole will be responsible for the introduction of the new ranges to clients in addition to providing individual support on complex projects which require bespoke solutions.

Bringing a wealth of experience to the role, Carole is a well known industry figure having previously worked at Fairfield Displays for over eight years as a Senior Account Manager. In this role Carole identified areas for growth and means of adding value to client offerings, working alongside designers and architects to provide solutions to a wide range of major clients such as Coca Cola and Volvo across various markets.

Ian Drinkwater, Applelec Managing Director states: "Carole has worked with Applelec on numerous past projects where she has proved to be a dedicated and driven individual. Carole's commitment and focus will see her working with our clients on the most challenging, multifaceted projects to ensure we are able to deliver cost effective and timely resolutions. In her day to day role, Carole will visit our customers at their convenience to provide a new support mechanism which has not previously been offered by Applelec."

Carole Waite explains: "Having worked with Ian and the team at Applelec I found they stood out from the norm as a forward thinking supplier to the trade. With their passion and drive to help

bring, not only mine but my customers demanding requirements for solutions to fruition. I am really excited about the new role and the challenge of delivering Applelec's innovative products, concepts and solutions into the market place. I feel the move to Applelec will be filled with success and know they only want to deliver what many of us expect and that is to add value, deliver on promise and be the supplier of choice. I embrace this."

For further information telephone Applelec on 01274 774 477 or visit www.applelecsign.co.uk



Carole Waite, newly appointed Business Development Manager.

New look website for Impact Graphic Solutions

It is not just Impact Graphic Solutions unique software range that gets a regular update, it is also their website. An all new website featuring interactive product galleries, up to date information on new software and an online shop which allows fast, efficient and secure purchase of the very latest Impact has to offer is now ready and waiting for you at www.impactgs.co.uk

The website has been designed to be easy to navigate so that you're no more than a click away from learning about some of Impact's hugely popular DVD collections. The very latest version of Impact's unique and versatile Vehicle Outline Library is available now along with a recently updated Health & Safety Library. You can now browse samples of both these DVDs with the interactive product gallery and Impact have now included downloadable samples so you can effectively try before you buy.

Impact's wrap image collection Wrap It Up Volume 1, launched in December last year, is now joined by Wrap It Up Volume 2. Packed with full



Welcome to Impact Graphic Solutions Ltd.

We offer a small range of software with a huge range of uses and applications. From our unique Vehicle Outline Library, our range of vehicle wrap image collections, we provide the tools you need to produce signs and vehicles beautifully and efficiently.

For full details on our products, go to www.impactgs.co.uk or call 01274 774 477. All our products are subject to our standard terms and conditions.



colour large format images, it is a must for any sign business involved in vehicle livery. Both volumes of the Wrap It Up collection can now be viewed in their entirety thanks again to the interactive product galleries and as with all of Impact's software, you can now purchase it securely in their online shop.

As you'd expect, the new website also features SignLab version 9. Having sold SignLab for over a decade, Impact Graphic Solutions have the knowledge and experience of the product to help companies who are considering the switch to CadLink's premier sign design and production software, or to point out the new features for those who wish to upgrade.

Using and interacting with Impact's new website is a far better way to discover what it can now offer your business and how it can increase your profit margins, so what are you waiting for? Type www.impactgs.co.uk into your internet browser and learn why thousands of business use Impact Graphic Solutions products every day.

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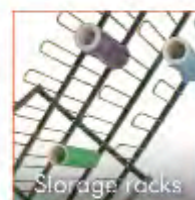
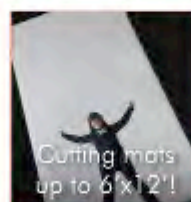
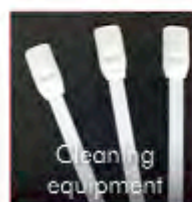
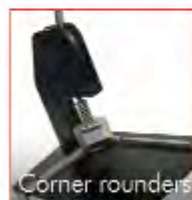
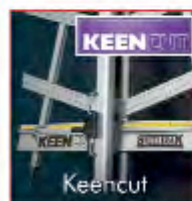
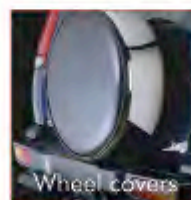
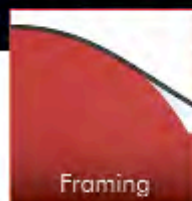
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New Interactive Support Service for Clarity Software Customers

Clarity Software announces a radical enhancement to its support service with the ability for customers to log software support requests directly through the Clarity website.

The new website service at clarity-software.com takes Clarity's customer experience to another level, enabling supported Clarity users to sign in to their website account at any time of the day and submit support queries quickly and easily.

Submitted support requests are automatically fed into the Support Team's logging system designed by Clarity's David Steward, and are immediately displayed to customers in their My Account area. Customers also receive an instant email confirming the successful submission of a request.

As soon as the Support Team receives the request, a reference number is allocated and contact is made with the customer via phone or email to service their needs. Customers have complete visibility of the status of their requests in the My Account section of the website, along with an historic list of open and closed requests previously logged through the site.

"We are always looking for ways to enhance the service we provide to our customers," expresses Clarity Managing Director Richard Gamlin. "Providing a web interface for access to the support desk is a huge benefit for everyone and opens up a convenient 24/7 channel for users to both log and track requests."

Richard continues: "This is the first of a number of exciting web-based service innovations we have been developing over recent weeks. More announcements will follow."

To make it easy for users to seamlessly benefit from this superb new service Clarity Software has created a video walk-through, which can be viewed directly on Clarity's YouTube Channel at <http://www.youtube.com/watch?v=7cmN1u2SXSo> or in the video section of Clarity's website at <http://www.clarity-software.com/videos>.



Antalis McNaughton launches mobile App for wide format

Antalis McNaughton has launched a free mobile App that enables printers to search for papers suitable for use in their large format printers. The App is compatible with iPhone, iPod touch, iPad and android devices and is available to download from iTunes and Android Marketplace.

The App is simple to use. When launched, users are prompted to tick their machines from a comprehensive list of manufacturers models, a list of materials that are guaranteed specifically for their printer is then presented. Full product descriptions are included together with links back to the Antalis McNaughton website to

check availability and purchase online.

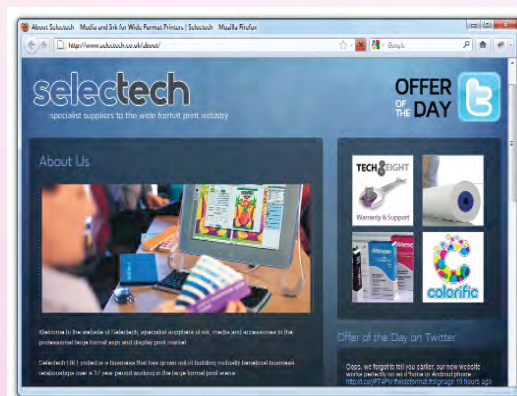
Chris Green, Market Manager for Antalis McNaughton Sign and Display says: "This app is designed for busy printers to help them quickly and easily find media relevant to their specific machines. From this they can view our full catalogue of products and browse our latest promotions. We have even included handy Sheet and Reel Calculators to help determine product prices, weights and sizes."

To obtain the free App simply enter Antalis McNaughton in the search function on iTunes or Android Marketplace. The App will shortly be available to download direct from the Antalis McNaughton website.

Selectech to Tweet its Daily Offers

Selectech, a specialist supplier of ink, media and accessories to the professional wide format sign and display print market, has announced plans to leverage the power of Twitter to better serve its customers. With immediate effect, Selectech will be tweeting daily special offers on its range of products.

In recent months, Selectech has been actively promoting its 'Offer of the Week' via email campaigns and this has proved very successful. The use of Twitter will build on this success and will enable the company to provide



customers with instant price updates and special offers. Although Twitter is not always used for commercial activity, Selectech is looking to use the social media giant's platform as a method of quickly and efficiently informing its customers of the very latest deals.

Selectech has been revamping its web presence in general recently. The new Selectech website www.selectech.co.uk is also fully compatible and easily accessible on both iPhone and Android phones. All daily special offer tweets will be posted on the website enabling access to live pricing for non-Twitter users.



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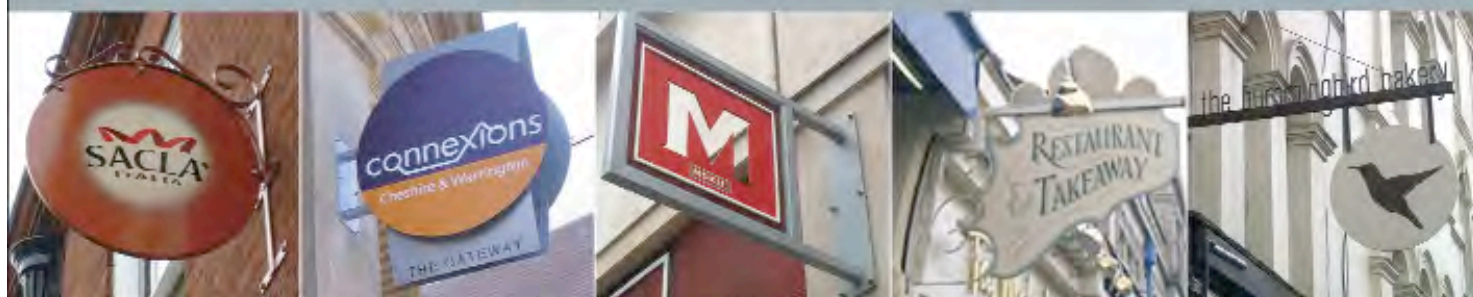
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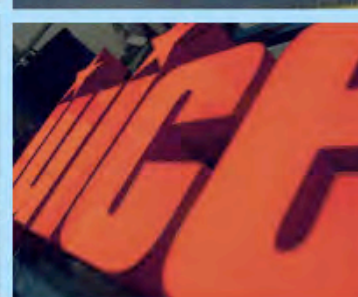
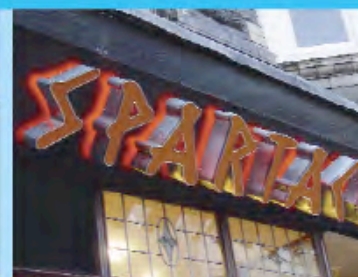
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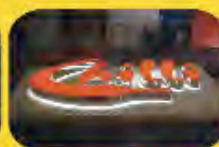
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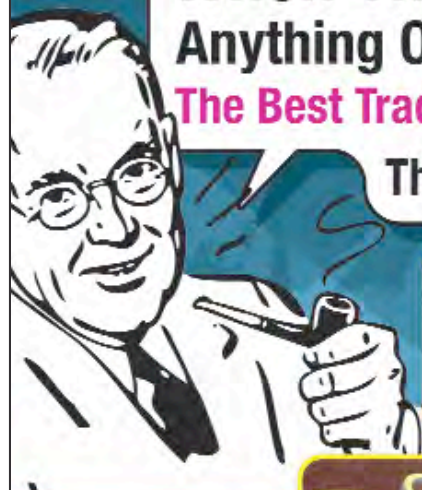
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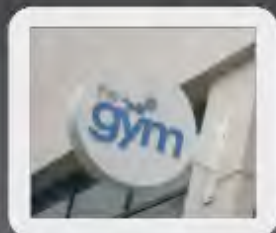
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Trade service for flat cut & built up lettering & logos in a variety of materials. We will give you a reliable, efficient service at a competitive price, from 1 letter to a fully illuminated sign. For a quote or just friendly advice contact us. We are here to help.

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Plastic is our speciality including Flat Cut lettering in Perspex, foam pvc and aluminium composite. All supplied with locators and template as standard. We also offer a complete range of Moulded letters in Perspex and ChromaForm, offering over 60 years experience.

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Letters/logos available in acrylic, foam, mdf, polycarb, dibond, stainless steel and much more. All cut by router or laser. With or without fixings. All works carried out in-house (we also manufacture built ups and much more).

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Unit D3, 78-80 Akeman Street, Tring,
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Fax: 01442 828922

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www.tradesignsuk.com

We can offer a 24 hour service on Flat cut Lettering and logos in Acrylic, Dibond, Stainless Steel, Aluminium, Foam PVC, MDF, Wood and many more materials, supplied with or without templates and locators/studs ready for you to install. Call or email our Expert Sales team today for that friendly prompt service you require.

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Fax: 01904 692155

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www.yorkut.co.uk

Trade suppliers of flat cut letters, shapes and logos in ALL materials, acrylic, PVC foam, aluminium composite, MDF, aluminium, stainless steel and brass, supplied with or without locators and templates. Optional paint finishes and flame polishing available if required. Very competitive prices. Swift response to all enquiries.

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Fax: +44 (0) 1978 666710

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We can supply a small table top machine capable of polishing 20mm and the larger Awltech 1550 capable of polishing 120mm thick material. It can also polish a bevelled edge. There is a range of diamond tools available with this machine for use on different materials. This is the fastest diamond polisher on the market. FINANCE AVAILABLE

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Design and manufacture of all types of Electronic LED signs. Our range includes single line signs, multiline signs, digital clocks, factory signs, scoreboards, time/temperature displays. Both internal and external models available. Trade enquiries welcome. Call us now for more details.

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One of the UK's largest Manufacturer and Distributor of Digital Electronic Signage. Technologies include Full RGB, LED, LCD, VFD & Plasma, products are available from stock for Indoor & Outdoor applications, over 15 years experience in the market. Call now for a free quotation or to arrange a visit from a member of our national sales team.

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www.clearscore.co.uk

Trade service for high quality digital print up to 1600mm wide. Printing on to vinyl, PVC banner, paper, lightbox material and artist canvas, also laminating and contour cutting. Providing high quality service and products since 1978.

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Digital printed vandal resistant signs with ten year outdoor warranty against fade from UV or air carried chemicals. Independently tested to BS3900.

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tony.sayers@pj-signs.com

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Printing at two resolutions, 720dpi and 360dpi, a high quality print service is achieved onto a wide range of medias. Also, due to our solvent based ink system PVC materials can be displayed outside for 5 years without any need for lamination. Thus keeping costs low.

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sales@hexis.co.uk

www.hexis.co.uk

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Robert Horne are authorised resellers for Epson, Mimaki, efi Vutek, Canon, Hewlett Packard, x-rite, vivid and Zund. We can, through our specialised Digital Solutions team, offer everything from printers, plotters and cutters to a wide range of matching consumables including papers, vinyls and banners at competitive prices. Call to arrange a demonstration.

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Fax: 01274 774478

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Manufacturers of edge lit signs incorporating a variety of extruded profile options along with bespoke engraved acrylic panels. Add to this one of our award winning and cost effective LED modules, and one of our many mounting or hanging shop fitting kits, and you've an unrivalled edge lit range of trade components, so please ask a member of our staff for more details.

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Reflex illuminated sign system using T5 lamps and integral high frequency ballast units or Miniflex using Leds, both can be supplied with or without 8mm clear acrylic panels, plain or outline engraved to your design.

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Fax: 020 8368 9018

info@aspectsigns.com

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We supply engraved signs from tiny labels and minic panels to commemorative plaques with or without hardwood mounts.

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Fax: 01603 616781

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www.mercuryphillipsigns.co.uk

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www.signindustries.com

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Fax: +1 303-277-9669

sales@epiloglaser.com

www.epiloglaser.com

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Fax: 01908 623533

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www.u-marq.com

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Sales@ashbytrade.co.uk

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mailus@fabricut.co.uk

www.fabricut.co.uk

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gessltd@aol.com
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GESS Ltd has experience of installing and changing flexible faced signs at all heights, across the Country and health and safety is paramount in all the work we do. All our staff are fully trained and highly experienced, particularly in working at height. We can provide bespoke shapes and sizes and offer a variety of lighting options.

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Established in 1993 the business has grown steadily to become one of the largest, TRADE ONLY, suppliers of general, day-to-day, signage products. We manufacture everything from Poster Frames to Flexface Signs in any size or quantity, from 1 off to multiple rollouts. All to your individual, specific requirements. The "non-standard" is Brownings' "standard".

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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	£8.40	£9.41	£10.92	£12.42	£14.86	£16.98	£20.01	£23.05	£27.90	£78.83

EXTERIOR MDF (MEDITE comes in its raw form for painting)

NO MINIMUM ORDER

height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
6mm	£0.37	£0.85	£1.22	£1.63	£2.42	£2.60	£3.03	£3.81	£4.37	£5.22	£6.67	£9.46	£10.92	£12.37	£14.55	£43.66
12mm	£0.91	£1.57	£1.94	£2.84	£3.88	£4.66	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.16	£19.40	£58.21
18mm	£1.57	£2.42	£2.96	£4.06	£5.03	£6.18	£7.64	£8.61	£10.92	£12.42	£14.92	£17.10	£20.84	£21.83	£29.11	£87.32

3mm ALUMINIUM COMPOSITE (Dibond, Alupanel)

NO MINIMUM ORDER

height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
standard colours	£1.09	£1.52	£1.99	£2.55	£2.91	£3.39	£4.85	£5.70	£6.67	£7.28	£8.24	£9.70	£11.28	£15.77	£19.40	£60.71
Chrome	£2.00	£2.55	£2.91	£4.28	£5.82	£7.01	£8.19	£9.46	£11.28	£13.79	£15.52	£17.56	£20.93	£25.76	£31.75	£98.25
Brushed finish	£1.33	£1.70	£2.31	£2.86	£3.88	£4.67	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.17	£21.83	£65.49

MILL FINISH ALUMINIUM (Comes in its raw form ready for coating) - Other thicknesses available on request

MINIMUM ORDER £95

height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm
3mm	£2.94	£3.67	£4.54	£5.63	£6.26	£7.18	£8.10	£9.38	£10.59	£12.08	£13.67	£17.88	£21.41	£27.22	£36.14
5mm	£3.46	£4.33	£5.36	£6.64	£7.39	£8.47	£9.55	£11.07	£12.49	£14.25	£16.13	£21.10	£25.26	£32.12	£42.64

2mm 316 MARINE GRADE STAINLESS STEEL - Other thicknesses available on request

MINIMUM ORDER £95

height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm
Satin Brush	£4.72	£5.09	£6.18	£7.10	£7.64	£10.74	£13.61	£16.01	£17.20	£19.01	£21.83	£31.11	£34.80	£43.65	£52.75
Polished	£5.09	£5.49	£7.46	£8.00	£8.91	£12.19	£15.64	£17.10	£18.37	£21.83	£23.93	£33.59	£40.20	£47.48	£60.03

ADDITIONAL OPTIONS

Add 10% to above prices if plastic locators and paper template are required

Add 10% for VHB tape to rear

Add 25% to price if soldered brass locators or M4 studs (30mm/50mm) and paper template are required. (Aluminium or Stainless steel only)

Add 20% to price list if the typeface is extended

Add 25% to price list if a template is required for cladding
(cladding gaps will be required)

Add 25% to price list for Flame Polished Edges (clear acrylic only)

Add 25% to price list for Gloss Finish Foam PVC

Add 25% to price list for a rounded or 45° edge to letter

Additional locators Bag of 250(M) 250(F) locators large: £34 small: £23
(100% uv stabilised)*

Additional Glue 500ml of Adhesive £23*

*no discount available

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