

Sign Update

NOVEMBER/DECEMBER 2011 ISSUE 132 £2.50

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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	£6.02	£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

PRICING OPTIONS

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- Add 20% if cladding template is required
- Add 25% if polished edges are required
- Add 25% for gloss White Foam PVC
- Add 25% for bevelled edges

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imagination at work

WELCOME *Page*

Good moods never last long

I started to put this page together on the 5th October, right in the middle of that lovely hot spell. By the time you read this, we will be at the start of November and no doubt having our usual grey, damp and chilly November weather. But as I say, I'm enjoying the good times at the moment. Warm (but not too hot) weather always puts me in a good mood. So much so that when my good lady wife asked "When is this shower rail and curtain going to be put up, I've been asking for the last three and a half years?" I decided that I would do it that day. What prompted me into action, apart from the good weather was her comment, "I'll pay someone else to put it up if you don't".

I thought that it would take no more than two hours and then the rest of the day would be mine. I said I'd do it as part of her birthday present; that comment did push things a little too far, so learn from my mistake.

Ready to start the job, I spent the first 45 minutes looking for my drill, only to then remember I had lent it to the neighbour some three months earlier.

By the time I actually got started, I wasn't in the best of moods and just to add to this, a bathroom tile cracked as I was drilling through it. I keep a few spare tiles in case of just such an accident but it did mean a 12 mile round trip into town to get tile adhesive. That added yet another one hour and ten minutes to the job, so there's the two hours gone I thought the job would take and I'd got nowhere.

I'll cut the story short as most of us DIY blokes have been down this road. I need only tell you that the job took two days; the shower curtain rail never got put up because I accidentally broke it because it was in my way, and ended up buying a new one to replace it.

Its now the 10th October and I'm just finishing off this piece. The weather plays a big part in my life and I feel grieved to have missed those last few hot days stuck indoors working, with just the winter to look forward to. Looking though the window at the next grey cloud to pass, I spotted next door's cat digging up my newly seeded grass patch so he could leave a present there. I quite like cats so when I took aim with a small brick at the cat, well it was more a stone than a brick (I don't want the RSPCA on my back), I lopped rather than threw the small stone. As the stone went though the air, I could see it was going to miss the cat by a long way. The cat just stared at me with a look of disdain as the stone took an unwelcome bounce and hit my greenhouse.

I'm off into town now to get a few spare sheets of glass. This job should only take a couple of hours.....

Roger Hinchliffe



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New Fujifilm wide format printer has high productivity and exceptional image quality

Fujifilm Corporation has developed Acuity LED 1600, a printer that supports UV-curable ink and features a long-life and low-power-consumption LED light source. It joins a line-up of wide-format inkjet printers for producing large-size posters, in-store POP and window displays. Acuity LED 1600 achieves the best-in-class productivity of 20 square metres per hour while offering exceptional image quality at the same time.



The new Acuity LED 1600 printer from Fujifilm is ideal for producing large-size posters and window displays.

The new Acuity LED 1600 is a high-performance wide-format inkjet printer featuring a proprietary-design LED light source, high precision and high speed printhead, and fast curing UV-LED ink. Fujifilm's proprietary Fast Accurate Marking technology enables best-in-class productivity of 20 square metres per hour to address customers' needs for short delivery time. The printer comes standard with eight colour inks, namely cyan, magenta, yellow, black, light cyan, light magenta, white and clear. When combined with the Intelligent Curing Control technology for controlling ink curing profile on printing substrates for improved ink-substrate affinity, the printer achieves wide colour reproduction and smooth gradation. Enhanced ink adhesion also expands the range of substrates that can be used.

Furthermore, the combined use of colour ink and clear ink can produce high-gloss output for premium finish. The ability to apply colour and clear inks in a single pass, which is difficult in conventional printers, can dramatically improve output efficiency.

The printer also comes with Spot Colour Matching software, which can automatically generate a colour comparison chart against the desired output colour. This simplifies the process of matching spot colours, e.g. those used in a logo, to reduce the workload of print producers.

Find out more by telephoning 01843 872063 or go to www.fujifilmsis.com

Rolling out new displays

For creating really brilliant and eye-catching displays, William Smith has just introduced two new films from Arlon - DPF 208 Series (a 200gm roll-up with block-out) and DPF 210 Series (a 250gm roll-up with a grey block-out liner).

These films can be used for a whole range of applications and are ideal for banners, roll-ups, indoor advertising, point-of-sale, retail and exhibition display material. DPF 210 can also be used for pop-up displays."

Both films come in matte finish and are suitable for latex, solvent and eco-solvent printing. They are available in a choice of two roll sizes, 914mm x 30m and 1270mm x 30m.

DPF 208 Eco Roll-Up polypropylene

film also offers an environmentally friendly option, as it is 100% biodegradable and remains so when printed with latex inks.

DPF 210 Roll-Up Extreme polyester film is one of the best currently available on the market, with a great finish that makes colours really vibrant. It is perfect for pop-up and roll-up displays, as it stays flat and will not curl at the edges.

"Over the next few months we will be running a series of promotions on these two materials," says William Smith's marketing manager, Chris Bradley. "Details will be available on our website." www.williamsmith.co.uk

For further information telephone William Smith on 01833 694707



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30 years of bonding with 3M VHB Tapes

Diversified technology company 3M is marking the 30th anniversary of the introduction of its 3M VHB Tapes, proven alternatives to screws, rivets and welds. In the decades since their debut, these speciality bonding tapes have become a worldwide fastener of choice for a wide variety of industries; in addition to the sign trade, they are found in thousands of applications, from skyscrapers to cell phones.

3M VHB Tapes create permanent bonds to most surfaces, including metal, glass, rigid PVC, acrylic, polycarbonate, ABS and polystyrene, making them suitable for an unlimited number of applications. Unlike screws or rivets, which join materials at a single point, high-strength bonding tape permanently adheres one substrate to another while spreading the stress load across the entire length of the joint. Once materials are joined with 3M VHB Tape, a virtually indestructible "weld" is created. VHB tapes also allow thermal expansion between dissimilar materials like metal, glass and plastic.

The tape's durability means it performs over the long term, both indoors and out, with remarkably high holding power in static and dynamic loads. 3M VHB Tapes' ability to resist high and low temperatures, temperature cycling, UV light, moisture and solvents helps it maintain its strength and reliability over years of exposure to harsh conditions. For example, 3M VHB Tape was installed in the Temasek Tower in Singapore in 1986.

The past 30 years have demonstrated that 3M VHB Tapes offer proven strength, reliability, durability and quality that outperform many other fastening and assembly methods. 3M bonding tapes have also improved products and processes in many applications, increasing productivity for users through their ease of use and versatility.

These characteristics were demonstrated at a recent press event at 3M's Bracknell headquarters.

Visitors were shown how quick and easy VHB tapes are to use compared to riveting panels together. The area needs only to be given a quick clean with 3M Surface Cleaner (for use with 3M VHB



Despite the aluminium sheets deforming from repeated strikes, the 4941 VHB tape used to bond the sheets held secure.



VHB tape showing its bonding strength, courtesy of a 4x4.

Tapes) before the tape is stuck in position and pressure applied with a roller to activate the adhesive.

The strength of the bond using VHB Tape compared to riveting was illustrated using a 16lb bowling ball. It took only three swings of the ball to split two sheets of aluminium that had been riveted together; but the two aluminium sheets stuck together using 4941 VHB tape survived 20 strikes and the bond remained intact, despite the metal deforming from the repeated impacts.

For customers that do not require such a high performance level and are looking for a more cost effective solution, 3M offers its VHB RP (Right Product, Right Performance, Right Price) range. The RP tapes bond to a wide variety of surfaces, including, glass, metal, some plastics, composites and sealed wood, and with an acrylic composition that resists UV and weather damage, they are ideal solutions for outdoor applications.

For more information about 3M VHB Tapes, visit the website: www.3M.co.uk/vhbrp

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Mutoh announces new generation of ValueJet printers

Mutoh Belgium has recently announced the launch of two new additions to its popular ValueJet Eco Ultra printer lineup - the ValueJet 1324 54" and the ValueJet 1624 64".

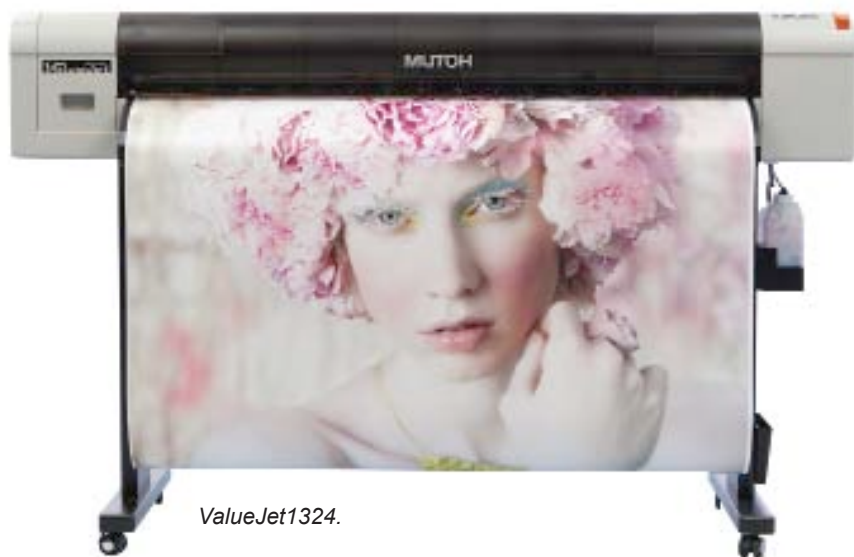
These new four colour ValueJet printer models incorporate a new 1440 dpi piezo drop-on-demand print head. Tuned to Mutoh's award-winning Intelligent Interweaving print technology, this new print head will enable increased print speeds as well as improved print quality at higher print speeds.

Apart from new print head technology, the new printers also incorporate a set of innovative features, such as a newly developed keyboard and an automatic sheet off mechanism.

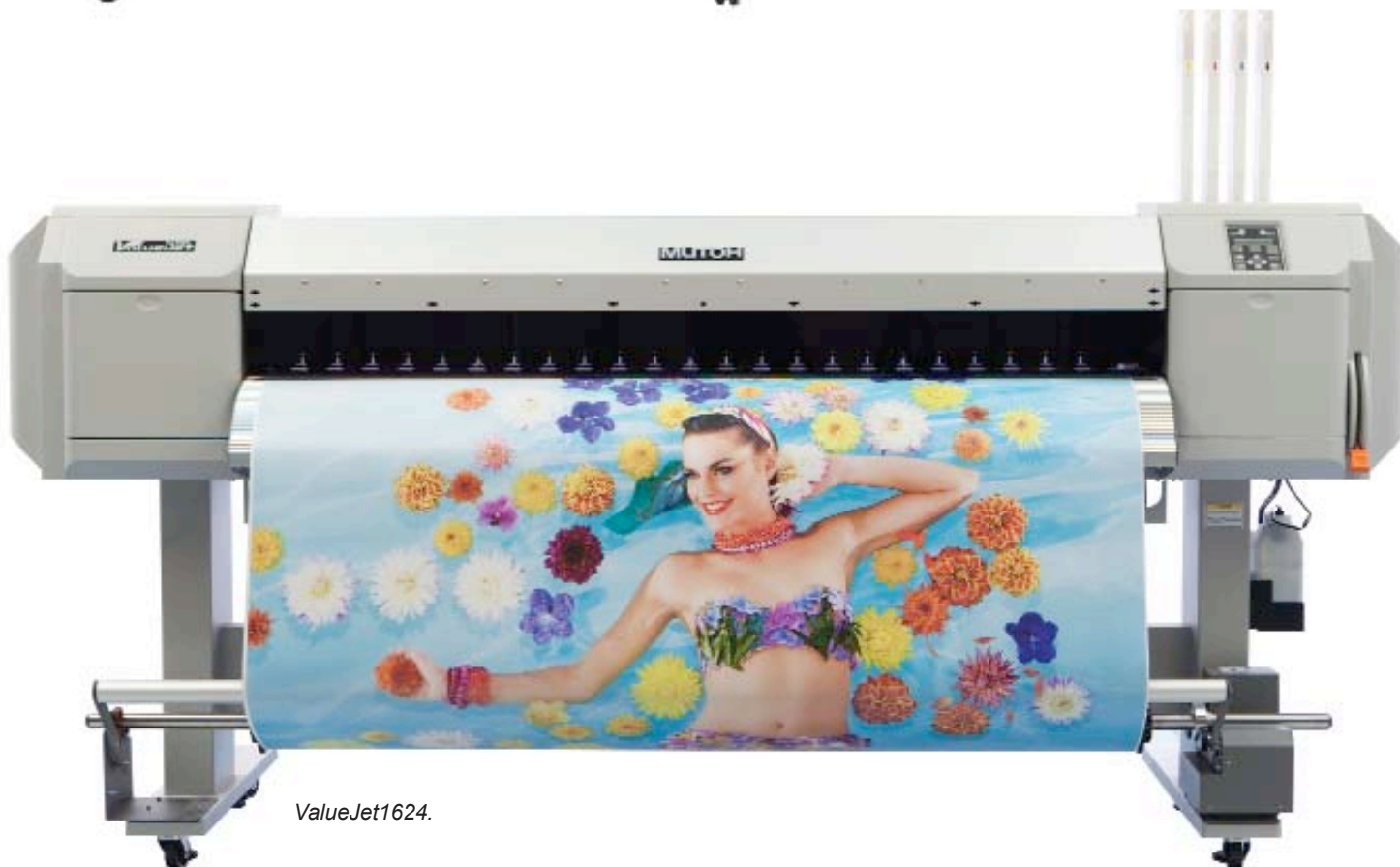
Utilising Mutoh's Eco Ultra inks, the new ValueJet 1324 and 1624 printers are targeted at the sign and display market and are suited for the production of outdoor posters, signs and banners, long term backlit signage, construction announcements, POS displays, vehicle graphics as well as high quality durable prints for indoor use.

The new ValueJet 1324 (VJ-1324) and 1624 (VJ-1624) printers are an addition to Mutoh's existing ValueJet 1204 (51" – 1300 mm), ValueJet 1304 (54" – 1371 mm) and ValueJet 1614 (64" – 1625 mm) Eco Ultra printers.

For further information and full specification visit www.mutoh.eu



ValueJet1324.



ValueJet1624.



foam pvc

10mm available in black to white only.
15mm available in white only

height	3mm	3mm	10mm	15mm
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	£7.67	£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	3mm	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	£45.78	£67.76	£124.51

>> no minimum order

3mm Aluminium Composite

aluminium, original or silver

height	colours	brushed	mirror
50mm	£1.02	£1.34	£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

Medium Exterior comes in a new 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	1.5mm solid mirror	1.5mm brushed	3mm solid mirror	3mm brushed
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.s. tape to rest
- 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% - glass finished foam p.v.c.
- add 25% - 15° bevelled edges to m.d.f. letters

delivery

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PRODUCT *News*

New secure fixing keeps signs where they should be

Twin fluted plastic board is hugely popular with sign makers, especially for short term and event signage, but it is a notoriously problematic material to mount securely on a supporting upright.

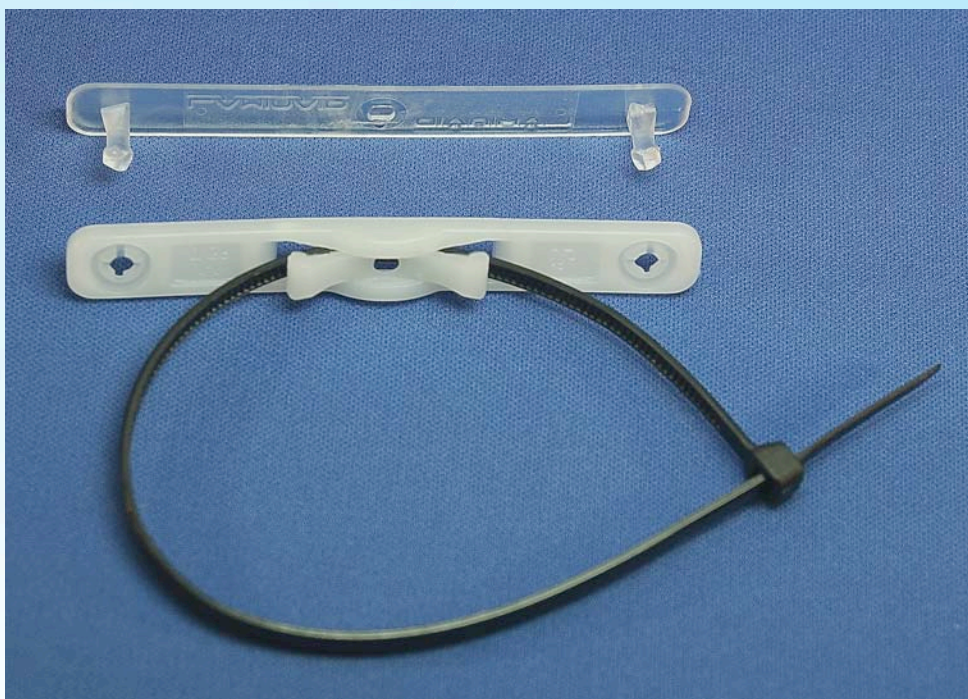
That is, until now. A solution has just been launched that provides a secure fixing method to ensure signs and notices remain in the correct position and looking good.

LAMINAID™ TF Clips are two piece plastic clips which, when locked together through the top and bottom of a twin-flute sign, provides secure damage-free mounting and ideal display positioning.

The transparent front plate has two self-penetrating spikes which are pressed through the board and lock into the back plate securely. The back plate incorporates two sprung and two rigid feet for maximum grip to prevent the sign from slipping down or blowing round and out of vision.

The flexible link between the sign and the tight mounting point allows the sign to spill wind, thus reducing resistance. Multiple fixing methods enable attachment of the sign to any surface such as poles, rails, chain-link, or even flat fences and walls.

Pat Lennard, Managing Director of Wyzrds, the creator of Laminaid TF explains: "Laminaid TF was invented to solve the twin-flute mounting dilemma, and we're expecting it to rapidly become one of those 'How did we ever manage before?' accessories. It does the job brilliantly and saves time, as well as providing an extra profit centre to the sign trade in these hard times.



Laminaid TF Clips provide a successful and cost-effective fixing solution.

This innovative gadget is physically small but offers huge benefits to both signmakers and their clients.

"For the first time, the functions of fixing and display are separated and the requirements of each are met successfully, without compromising either.

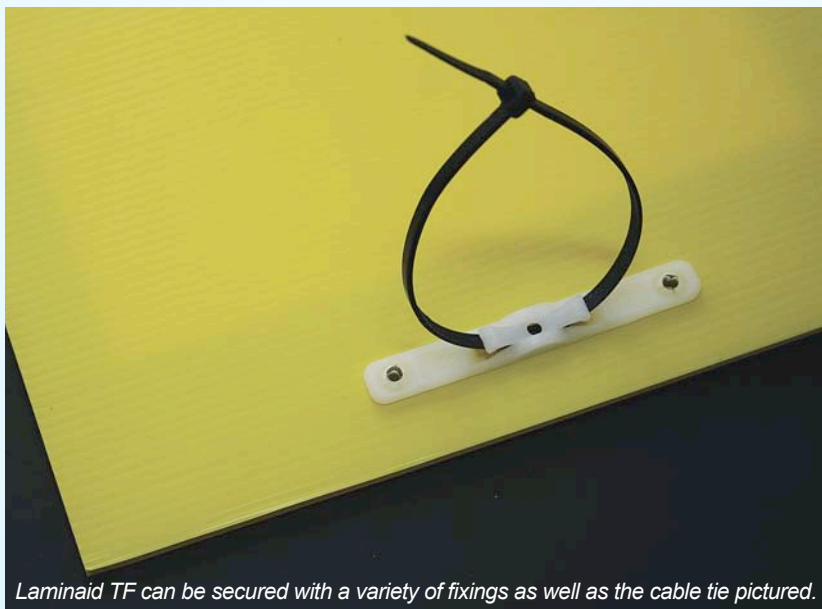
"We're all familiar with the sight of limp and battered signs hanging from cable-ties through ragged holes bored in the corrugated plastic. Their effectiveness is seriously reduced by their fixing, which can result in a disappointed client and loss of trade for the signmaker, but now with Laminaid TF Clips, there is a solution."

Laminaid TF can be secured with a cable tie (as pictured) or a variety of fixings including a screw or nail through the centre of the clip into a fence or wall where ties cannot be used. As an alternative to cable ties, twist wire for strength, rubber bands for one day events, or even cotton twine for economy, can all be used.

One of the first companies to order the new Laminaid TF Clips was AA Signs.

Andrew Banyard, General Manager of AA Signs, says "We reuse the majority of signs we produce and the new clip has provided us with a better way of fixing signs, giving a more professional and hopefully longer lasting product. We have recently completed a test event for next year's Olympic games with the new clip which proved really successful. From our perspective this is a great new product which is perfect for our application."

For further information contact Wyzrds.Co. Ltd, telephone 01296 586498 email info@wyzrds.com or see more product detail at www.laminaid.com



Laminaid TF can be secured with a variety of fixings as well as the cable tie pictured.

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New window film from Seal Graphics

Due to the ever-increasing popularity of windows as a short term promotional medium, a new double-sided, clear polyester has been added to the range of printable films available from Seal Graphics.

Called, Print Mount Window, the film has been developed from 23 micron polyester which is dimensionally stable and therefore unlikely to shrink as PVC window films often do. Seal say it will deliver bubble-free applications on glass and clear plastics and can be fixed in place by hand quickly and easily using nothing more than a simple squeegee.

One side is coated with a permanent adhesive while the other has a residue-free, peelable polyacrylate emulsion. The print-carrying, permanent side is protected by a siliconised release paper; while the other (window side) has an embossed 110 micron LDPE film.

Seal goes on to say that Print Mount Window is suitable for removable window displays likely to remain in use for up to three months and that it will not degrade in clarity or become brittle during that lifetime.

"Customers are requesting ever simpler methods of getting their advertising message across and Print Mount Window fits the bill perfectly," said Andrew East, Seal's Regional Sales Manager for the UK & Ireland.

To obtain your free sample call 01268 722 400 or for more information go to sealgraphics.com

Summa basket for F1612 cutting table

Summa has recently released a basket for its F1612 cutting table. The basket is specially developed to capture the cut-out samples and the waste material from the F1612 in order to keep the workspace clean.

The F1612's basket is a separate unit mounted on sturdy rollers, so it can be easily moved around. It also includes magnets to keep the trolley in position when placed in front of the cutting table.

The basket can be placed in different positions and the front part can be tilted to make the cutting table easily accessible for the operator. The front bar can also be moved to a lower position. This way the content of the basket moves up and can be easily reached. To carry and idle it completely, the basket can also be taken out.

For further information visit www.summa.eu



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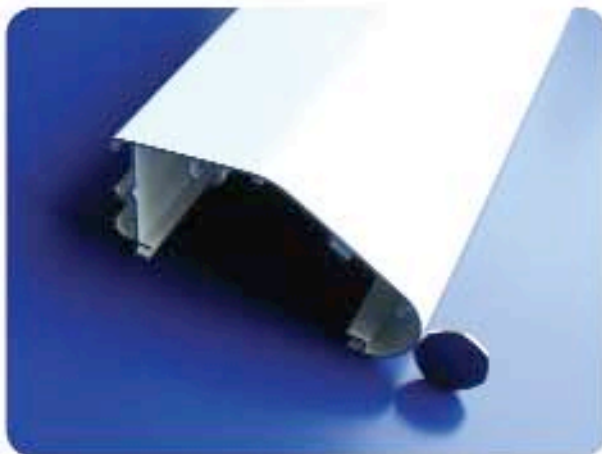
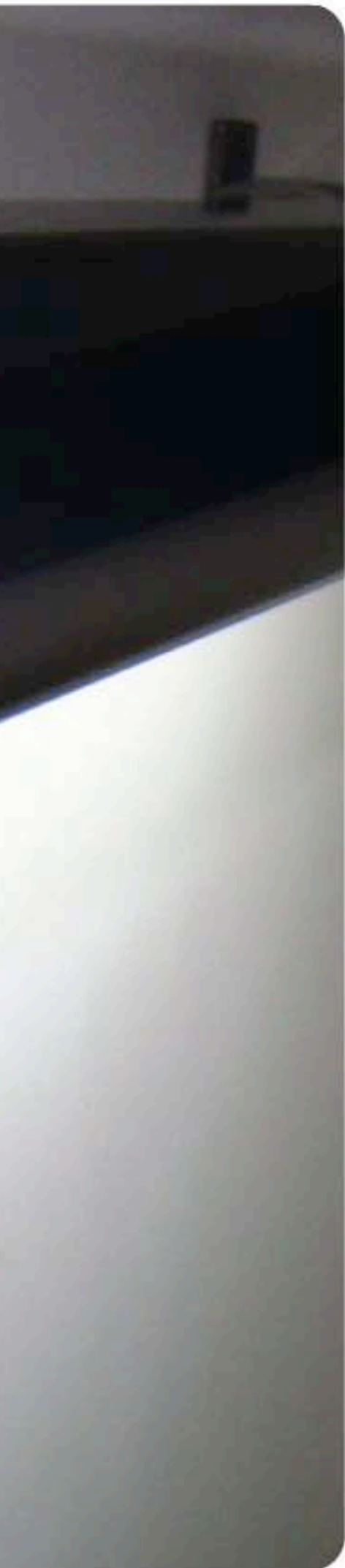


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SIGN SYSTEMS

Robert Horne introduces the Rapid Applicator

Robert Horne has recently launched the Rapid Applicator, a flatbed application machine which offers a better way to apply self-adhesive films and application tape to a number of different substrates.

The Rapid Applicator makes mounting flat sheets of material such as ACM, foam PVC, acrylic and foam board easy. The operation is simple and the results are outstanding - perfect for any sign maker or printer. Constructed from solid steel this machine is robust, offers superior speed and quality and can even laminate glass.

The Rapid Applicator can be installed in any room, accessed by a normal sized door, by using its tilting transportation system. Designed by skilled sign makers and a team of experienced technical engineers, the system has perfect synchronous moving masts, between which the roller sits. Unlike other machines the Rapid Applicator doesn't need a connection between the masts, making it easy to place material over the coil. With the extendable arms you can easily expand the length of the table to suit larger sized media.

The Rapid Applicator is the ultimate easy to use, durable, cost effective machine, combining speed and quality for improved workflow efficiency.

For further information visit www.roberthorne.co.uk



The Rapid Applicator is now available from Robert Horne.

Neschen launches new anti-graffiti film

Neschen has launched what it claims is its best anti-graffiti film yet. Called Solvoclear Easy Protect, it is a low-priced, general purpose anti-graffiti film which is able to retain its glossy appearance even after having been surface cleaned several times.

Solvoclear Easy Protect is ideally suited for indoor and outdoor use with traditional photo prints, inkjet and digital print media including paper, polyester and vinyl.

It is manufactured from OPP (oriented polypropylene), an environmentally-friendly material composed of only carbon and hydrogen, with a high gloss finish. It has a siliconised white backing paper and a clear solvent acrylic adhesive on one side

and delivers high UV protection.

Sarah Janes, Managing Director of Neschen UK, says: "This new protective film is easy to handle and extremely well priced but what sets it head and shoulders above anything else manufactured so far is that it is highly resistant to a large number of detergents and solvents and, importantly, stays glossy after cleaning. It does not become matt as other films do."

Correctly applied, Neschen's Solvoclear Easy Protect has an expected life span of several years.

For further information telephone 01268 722 400 or visit www.neschen.com

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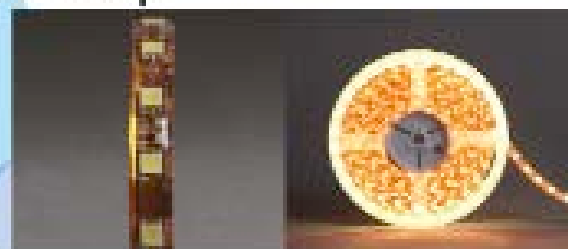
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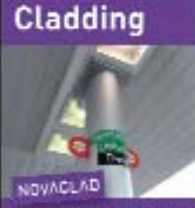
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PRODUCT *News*

Graphtec GB introduces new multi-purpose desktop cutter

Leading supplier of high-end, high-performance plotter/cutters to the sign and graphics and digital printing industries, Graphtec GB has introduced a new desktop cutter that will be of special interest to producers of small-format soft signage, point-of-sale displays and print wear and promotional products.

A new and larger version of the popular Silhouette cutter, the Silhouette CAMEO requires only a standard USB cable linked to a PC or MAC system to enable cutting of printed materials as diverse as card stock, paper, vinyl, textiles and much more up to an extended width of 12 inches and a depth of 10 feet. This will allow owners to cut edge-to-edge on a 12 x 12-inch sheet, with an innovative and patented roller design enabling the cutter to take A4 or letter-sized sheets to maximise material usage.

The Silhouette Cameo is extremely smooth in operation and comes with a host of advanced design features. Most notably, these include Graphtec's proprietary ARMS 4.0 (Advanced Registration Mark System) that provides four-point registration rather than the traditional three-point registration to enable greater accuracy of cut, higher productivity and minimal material wastage. Four-point registration mark sensing and two-axes correction ensures high precision cutting



The Silhouette CAMEO multi-purpose desktop cutter.

of images that may have become 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.

Other key design features include a new type of cutting head to enable die-cutting of thicker materials, a new 10-stage micro-adjustable cutting tool that dispenses with the need to use the original cutting tips, 51 exclusive cutting designs and dedicated software that is compatible with Windows XP,

Vista 7 and MAC platforms. An easy-to-navigate user instruction manual and tutorial DVD are also supplied as part of the package.

The Silhouette Cameo cutter has a recommended retail price of less than £300.00 (inclusive of VAT) and therefore represents an outstanding value-for-money investment.

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

New acrylic sheet with optimised colour

The new Perspex® Spectrum cast acrylic sheet recently launched, enables sign makers, specifiers and designers to enjoy the benefits of LEDs and create elegant solutions that are cost and eco-efficient, whilst enhancing intensity and colour.

The Perspex Spectrum colours have been specially formulated to give optimised colour performance with both transmitted and reflected light using white LEDs and whether by day, or illuminated by night, signs made using Perspex Spectrum will show, bright, intense colour every time.

This distinctive range's vibrant, solid colours offer impressive hiding power to facilitate slimmer designs, improved diffusion of light and the elimination of 'hotspots'.

Signs made from Perspex Spectrum will look bright, bold and evenly illuminated, with whichever of the 11 popular corporate imaging hues you choose. Each colour is available as standard but if you need something bespoke, either a new colour or different thickness, just ask for details of the Perspex make to order service.

Perspex Spectrum is not only for signs. It is the ideal material for any illuminated application including point of purchase displays, directional systems, interior design and architectural pieces.

The new acrylic sheet gives optimum colour performance whatever the light source and whatever the sign and is a perfect

colour solution for illuminated signs.

For further information on the range of Perspex from Lucite solutions visit www.lucitesolutions.com



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Continuing performance assured with Metamark

Adhesive is probably the last thing on your mind when you're selecting media and materials but it's all that stands between a successful job and its failure.

Perhaps understandably, materials' adhesives don't get discussed much and are rather taken for granted. The Materials Company, Metamark, however has, as a planned component of its continuous innovation and product improvement strategy, introduced a range of novel developments in the field which are said to have resulted in materials which not only do more, but do it more reliably. The materials are much easier to work with and genuinely boost productivity and save money. Metamark calls the new adhesive system that underpins these advances, Metamark Apex.

Metamark's media and materials have always demonstrated a useful degree of tolerance to repositioning, but the Apex system apparently widens the performance envelope even further. The initial bond is man enough to fully deliver the degree of

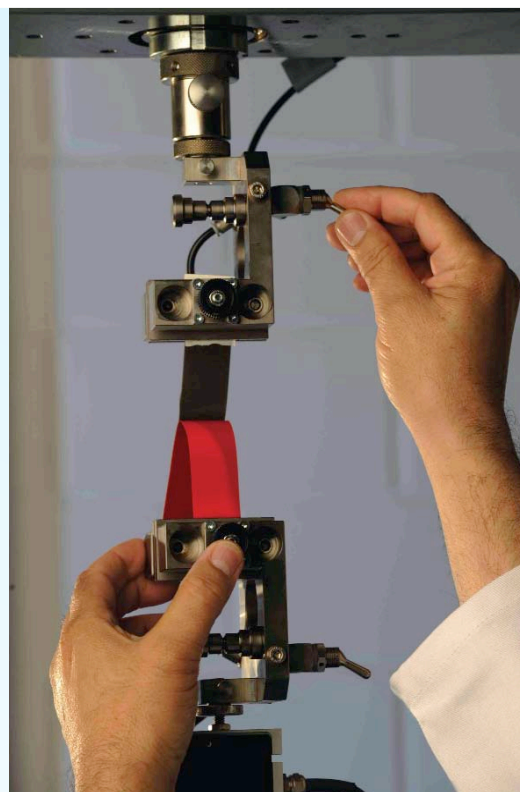
primary adhesion needed, but it's a bond with a noticeably different quality. It allows the product to be removed without introducing excessive elongation into the face film, and then be repositioned with a degree of tack that's unchanged by the repositioning experience and which builds to a class-leading ultimate bond across a range of substrate types.

The accomplishment of controlled adhesion that characterises the Apex development was won via some landmark developments in adhesives chemistry. A fully cross-linked single component formulation forms the product's DNA, and produces benefits beyond class-leading repositioning ability. A raft of testing backs up the development.

Quantitative improvements also characterise Metamark's Apex advance. In taking a representative profile of application surfaces from the truly inert, via automotive topcoats, and into the sphere of a-polar or low energy articles, Metamark's Apex system produces measurable adhesion improvements on them all. The returns are obviously bigger on some surfaces than others, low-energy plastics being among the smaller, but automotive top-coats are among the most improved.

Another need that's well documented in Metamark's Apex development plan is concerned with removal of the applied graphic. Cohesion is as critical as adhesion.

An increasing percentage of digital output in particular, is destined for promoting something during a short-lived advertising season so it must remove easily, without a trace, leaving a clean surface for the follow-on campaign. Apex puts ticks in these boxes too, says Metamark. The product removes entirely, that means the face film and adhesive remove as one, leaving just a clean, application-ready surface.



Extensive laboratory testing was undertaken during the development of Apex.



Metamark Apex provides controlled adhesion.

It sounds as though Metamark has put everything it knows into Apex but the company also has a word or two concerned with what it left out. The evolved chemistry that is Apex exists minus certain co-solvents that are now replaced with more environmentally responsible components. Even the IBC one-tonne containers used to move the adhesive from storage to the coater head are reused says Metamark.

Apex will be introduced on a rolling basis and may already be on a roll of Metamark material on your shelves. Most Metamark products are destined to feature the new adhesive.

For further information visit www.metamark.co.uk



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METAMARK

The Materials Company

PRODUCT *Choice*

Minprint widens product range with addition of Mimaki cutter and plotter

Minprint Ltd is a Belfast based commercial printer operating from 12,000sq foot premises serving not only the Northern Irish market but customers throughout the UK. With a substantial litho print division at its core, Minprint's product range has grown to offer a whole spectrum of short run digital and wide format work alongside their more usual output.

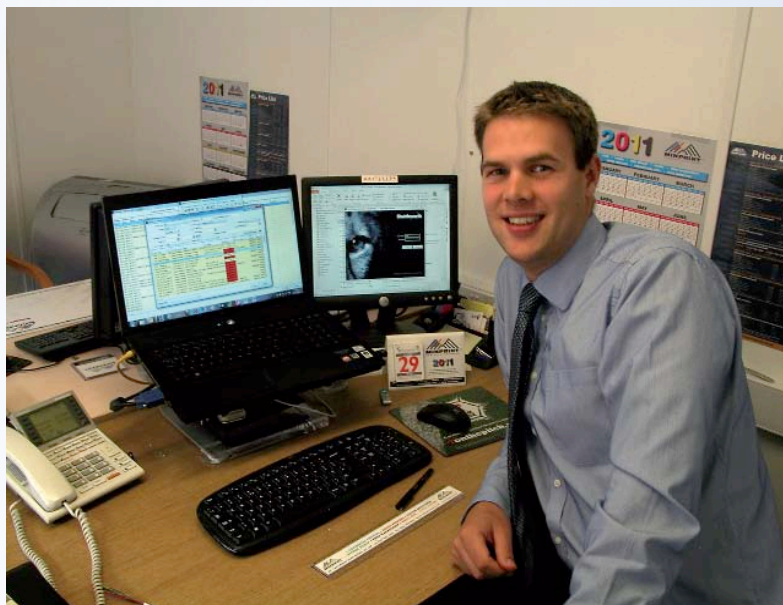
Minprint's recent investment in a Mimaki JV33-160 outdoor durable printer and matching Mimaki CG-FXII cutting plotter has significantly increased the productivity of their wide format operation and allowed them to further expand not only their product portfolio but improve the lead times with which they can work.

Director at Minprint, Jamie McMinnis, points to two important features of the Mimaki solution that have benefited their workflow – the increased print width over his previous wide format printer and the rewards of having a separate printer and cutting plotter. Whilst there are tangible advantages when using an integrated printer / cutter (a smaller footprint and relatively unattended operation) for volume production, the capacity of separate machines cannot be beaten.

"We've seen the new Mimaki hardware ramp up our production since its installation," remarks McMinnis, "we're delighted that the quality of the output using the new SS21 ink allows us to offer a superior product even at higher run speeds with fewer passes."

"The Mimaki technology is so impressive that along with our new printer we have purchased a CG160-FXII plotter. It's ideal for kiss cut and half cut labels but also useful for window graphics and all aspects of signage," he comments.

Key to McMinnis's decision to invest in the Mimaki was the proximity of authorised reseller Dennis D Evans and the support that Minprint has received during the installation and since, has left him



Minprint director, Jamie McMinnis.

very satisfied with his choice. "The installation and training of the new system went extremely smoothly and having such an experienced Mimaki reseller able to provide us with local backup was pivotal in our choice of supplier."

The Mimaki JV33-160 and CG-FXII is a popular production combination, able to deliver high volumes of photo-quality work at up to 1.6m wide – greater than Minprint's previous capabilities. Subsequently, their portfolio now includes large format banners, posters, POS material, canvas prints, exhibition and vehicle graphics and by utilising the accurate contour and die cutting features of the CG-FXII cutting plotter, they can now also supply attractive stickers, decals and promotional products.

With a history stretching back some 35 years, Minprint continues to look to the future. Investing in the latest technology is something that McMinnis puts down to the company's ongoing success and they have big plans to expand into new markets. "We serve a broad range of clients – from small local businesses right through to multinational blue chip companies. Being able to offer new products from the Mimaki has seen us grow that part of our operation considerably."

For further information visit the websites www.minprint.co.uk or www.devans.co.uk or go to www.hybridservices.co.uk



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PRODUCT Choice

Signs of success in Aldermaston



Trevor May of Aldermaston Signs alongside the new Zapkut ZM12.

Thriving signmakers Aldermaston Signs have streamlined the all-important sheet cutting stage of their production process with a ZM12 vertical panel saw from wall saw specialist Zapkut Limited.

Based in Berkshire, UK, the signmaker has an enviable customer list, including corporate giants such as Motorola, Samsung and LG, government bodies such as the Atomic Weapons Establishment (AWE) and a host of local businesses across a broad range of sectors.

Established over 30 years ago and acquired by current business partners Trevor May and Karen Wild in 2005, the company is growing steadily, despite the current challenging economic landscape.

A basic requirement of growth is, of course, space, so when the opportunity arose earlier in 2011 for Aldermaston Signs to move from its existing unit to a larger one on the same industrial estate, Trevor and Karen were quick to accept.

The upcoming move brought into sharp focus the need to replace the firm's ageing Holz-Her panel saw, which had been installed years earlier. "It was an ancient fixed column machine, huge and not remotely up to today's safety standards," Trevor commented. "Moving it to the new unit wouldn't have been practical, and while we have a guillotine for thinner materials, we needed a panel saw for the heavier stuff."

Trevor had met Keith Bunker, Managing Director of local panel saw specialist Zapkut Limited, a couple of years earlier. Recalling some of the details that Keith had given him on Zapkut's saws, he got in contact to get up to date on the range.

Having discussed the capabilities of Zapkut's ZK and ZM ranges Trevor opted for the moving column Zapkut ZM12.

Probably the world's most compact and competitively priced moving column vertical panel saw, the wholly British-made ZM12 caters for sheet sizes of up to 2500mm x 1250mm (8' x 4'). It offers plunge and bevel cutting, quick switching between cross and rip cutting, mid-way supports for smaller workpieces, and an innovative

dimensioning system making the precise positioning of cross cuts quick and easy.

Also available is the ZM16, for sheets of up to 3100mm x 1600mm (10' x 5'). The ZM21, for sheets of up to 3100mm x 2100mm will be available soon. An optional floating router head, ideal for v-grooving materials such as Di-bond, is currently under development.

"It was the ZM12's moving column and very attractive price tag that convinced us," said Trevor. "It's much more compact in operation than the Holz-Her was and as far as safety is concerned – well, it's in a different league."

Additionally, despite the fact that the ZM12 is designed for sheets of up to 8' x 4', Trevor has found that the machine's precision is sufficient to allow him to easily cut up to 3m lengths without the blade deviating from its original line.

Aldermaston Signs' ZM12 has been in operation since May 2011, cutting Di-bond, 10mm PVC and acrylics.

"Being able to cut on site puts us ahead of many of our competitors," Trevor noted. "Before we had the Zapkut, we were buying materials in and having them cut to size by one of the leading trade suppliers, just over the road from us. Many signmakers buy cut-to-size, of course, but it can be expensive, inflexible and slow. With the ZM12 we can buy all our sheet materials in standard sizes – saving money straight away – and then cut the sizes we need for each job as it comes in."

Trevor itemised the profound differences this makes to the business. "We can respond to customers' requirements more rapidly, deliver to tighter lead times, be more competitive on price and improve our profit margins," he said.

For more information on what Zapkut's panel cutting solutions could do for your business, call Zapkut on +44 (0) 118 970 1950 or visit www.zapkut.co.uk

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PRODUCT Choice

Vectric converting sign makers

The popularity of CNC software developer Vectric continues to grow amongst sign makers as the team settle in to their newly expanded offices in Redditch, UK.

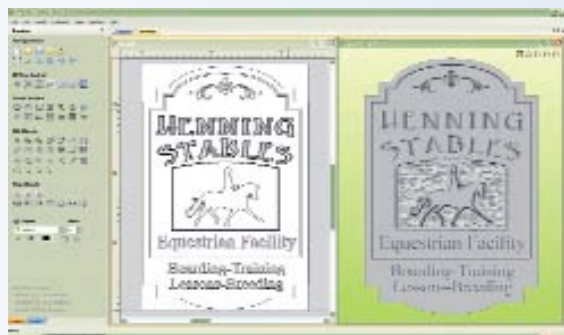
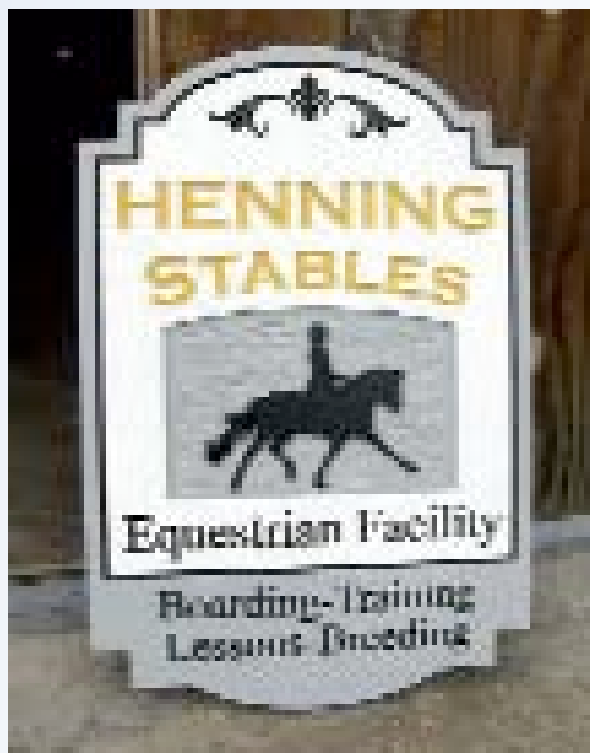
The success of Shane Smith from Stepladder Studios demonstrates why Vectric's VCarve Pro & Aspire software is attracting so many sign makers from all around the world. Shane crafted this bespoke equestrian sign with Aspire.

Aspire's powerful modelling, toolpathing and preview features allows Shane to offer clients an array of possible designs. Shane cut the final quality textured piece from .5" 15# Signfoam backed with .75" MDO, which was then finished with One Shot paint then top coated with Frog Juice.

Shane comments: "I have had the opportunity to use a couple of different software packages for CNC machines but I have been sold on Vectric since the first time I came across it. It's simple to understand and it leaves lots of room for pushing the boundaries as to what is possible."

For further information visit www.vectric.com and www.stepladderstudios.com

The finished piece reveals that the finished product is just as previewed in the software.



Aspire's "live" 3D view lets the designer and customer preview exactly what they will get when the sign is carved.



Alternative fonts and clipart can be easily used for the client to choose from.



The clients' favourite elements can be easily combined to create the final design.

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PRODUCT Choice

Fingerprint fo+ installs Roland LEC-540



Foad Saberian MD of Fingerprint FO+, Allan Ashman MD of Atech and Doug McBride Sales Director, Fingerprint FO+ with the new Roland LEC-540.

Fingerprint fo+ Ltd started life 14 years ago as a specialist print provider to the entertainment industry. Producing everything from leaflets and brochures to retail displays and promo packaging, Fingerprint fo+ has always led from the front when it comes to finding print solutions for such demanding and creative customers.

Fingerprint fo+ recently placed a Roland LEC-540 print and cut machine at its premises in Welwyn Garden City - installed by specialist large format suppliers Atech Ltd. It was chosen to complement the existing print plant and to create short run graphics, colour proofs and packaging prototypes.

"The machine is so flexible we can use it to fulfil a number of different roles within the company," explains Sales Director Doug McBride. "We can create textures and contours, prototype boxes and packaging plus print on all sorts of materials including lenticular type materials, plastics and cling. The Roland LEC-540 helps us recreate innovative print designs, which we then scale up for our main production runs.

"The reason we win most of our jobs is due to our own flexibility and ability to create really unusual print effects and the Roland machine will help us do this more efficiently. Atech did a great job in helping us with our pre-purchase trials, which was extremely important to make sure we were buying the right printer for our needs. The install went really smoothly and we were up and running in a matter of hours.

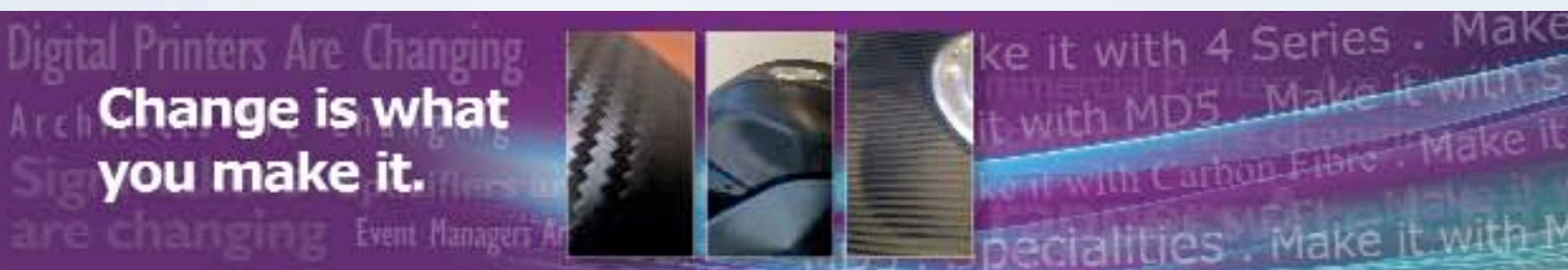
"Fingerprint looked at several machines before finally deciding on the Roland LEC-540. We trialled a few machines but the LEC-540 with white ink was a bit of a designer's dream. It fits in with the varied print solution provider reputation that the company has gained over the years and there is no limit to the choice and type of print we can create— be it plastic, foil, canvas, textile, paper or card, we can print, finish and deliver anything that is thrown at us."

One of the products used in the trial was Mirri. Jennifer Deacon Marketing Manager Mirri, a division of Celloglas commented: "Fingerprint has printed some fantastic samples using our Mirri Pak card. When Mirri is combined with the Roland DG special effects the results are stunning."

What's next for Fingerprint?

"Print is constantly changing," says McBride, "it's unpredictable and so we have to adapt and innovate in order to keep things interesting and dynamic. We are researching new markets for our products and we will continue to explore new avenues and lead the market with our innovative printing processes – that way we can hopefully stay one step ahead."

For further information telephone Fingerprint on 01707 322996, Atech on 01707 373738 or for further information on the Roland LEC 540 visit www.rolanddg.com



AMR Signs expands with Josero and Triangle inks



AMR Signs is a small signmakers based in Surrey that has been trading since 2005. The company deals with all aspects of signage, including vehicle and window graphics, shop fascias, self adhesive vinyls, engraving, banners and general signage. They have a diverse range of customers from local individuals and businesses to blue chip corporations.

AMR Signs recently made the decision to buy their own printer because the buying in of prints from trade suppliers was becoming less cost and time effective, as the demand for print increased. With this new move into printing, they are expanding their range of products to include pop-up banners and canvas prints.

During the Sign and Digital UK exhibition, AMR Signs went to look at the Triangle Inks and Josero stand. Whilst there, they viewed the Roland™ Versacamm SP540-V printer which was running Triangle inks. They were so impressed that they went to discuss the potential purchase of the printer with the Josero team following the show.

Adrian Harmes of AMR Signs comments: "During the demonstration at Sign UK, the print quality was as good, if not better, than any demos we had seen on other printers. We hadn't realised until we attended the exhibition that Josero sell second-hand printers, which are fully refurbished to a very high standard. When we purchased the printer from Josero it was already set up with Triangle inks."

Adrian continued: "We are delighted with both the printer and the inks as well as the service we receive from Josero. Nothing is too much trouble for them, they are always on hand to answer any questions we may have and the printer is running perfectly. Our customers have

also commented on the vibrancy and quality of the prints. On top of that we are saving around 30% per cartridge against the OEM ink. This means we can

now offer a service at a competitive price, in house, that we were not able to do before. It really is a great investment for our business."

Josero's expansion in supplying the UK market with next to new refurbished printers has certainly paid dividends. There is a real market for these printers in the current economic conditions where every investment needs to be carefully considered. All the printers sourced are in superb condition and many have been used for only a short period of time. The machines are competitively priced and Josero offers installation, training and warranty packages with each printer.

Loic Delor, Managing Director of Josero commented, "We believe AMR Signs will certainly reap the benefits of their business decision to work with Josero. We can support them with their printer, inks and any spare parts they may require in the future. Our team is very knowledgeable and our nationwide resellers can provide local advice and support where required. Triangle inks and our printer range made a big impact at the Sign UK show in April and we have increased our customer base significantly."

For further information on inks, printers, spare parts and service contracts have a look at the Josero website www.josero.com or call +44 (0) 1954 232564. For further details on AMR Signs visit their website at www.amrsigns.co.uk or call 020 8689 4523.



AMR Signs completed its first vehicle livery using the new printer and Triangle inks

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PROJECT *News*

Sign 2000 in regeneration of historic Royal Arsenal Woolwich

Kent-based corporate signage specialist Sign 2000 has recently completed the brand identity and directional signage at the Royal Arsenal, the flagship development for Woolwich. The location is a key waterfront development on a formerly derelict and inaccessible site of approximately 30 hectares. The regeneration scheme will eventually include in excess of 2,500 new homes, office space, hotels, cinema, community healthcare centre, nursery, museum as well as various retail sites including bars, restaurants and new car park complete with pier.

The signage was designed with a distinctly architectural theme to complement the various



historic armoury buildings and artillery memorabilia situated around the location. The armoury site was initially established as an ordnance storage depot in 1671 and later became known as the Royal Arsenal in 1805 at the suggestion of King George III. The Royal Arsenal evolved as a renowned centre of excellence in mechanical engineering and employed notable engineers and naval architects such as Samuel Bentham, Marc Isambard Brunel and Henry Maudsley. In 1913 the site became home to Arsenal FC who subsequently became known appropriately as 'The Gunners'

and who now play at the famous Emirates Stadium in the same area of London.

The signage manufactured and installed by Sign 2000 comprised a range of general cannon and totem signs, all of which were constructed in mild steel with a stove-enamelled black finish. For the 1700 x 5000mm totem signs a combination of mild steel and folded three-millimetre panels was used. Decoration involved the use of vinyl-applied lettering.

For further information, visit the website www.sign2000.co.uk or telephone 0845 265 2000.

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Creative FX and Citroën reflect on success at Manchester Pride

Car giant, Citroën UK, supported Manchester Pride this year and as well as sponsoring the event, the car manufacturer entered the parade with its Citroën DS4, wrapped in chrome vinyl by signage specialist, Creative FX.

Revellers were clearly awed by the chrome look: "Absolutely stunning," and "Brilliant, gorgeous, I want one," were typical reactions to the mirrored motor.

The vinyl-wrapped DS4 featured in the parade, part of the ten-day event's 'Big Weekend', which ran over the August Bank Holiday. The car was chaperoned around the parade by people dressed in matching metallic body suits.

The car's mirrored effect, which was supplied by 3M, meant everyone attending the event was able to see their own reflection in the bodywork of the car.

"Paraded with the clever strap line, 'you are looking at the most



Crowds attending the parade were clearly awed by the chrome vinyl-wrapped DS4.



beautiful thing in the world', people spotted the play on words when they looked at the car and saw themselves," says Chrissy Hughes, Events Coordinator for Citroën UK.

The DS4, which was originally red, was wrapped in chrome vinyl especially for the event. Chrome cars are very popular at the moment.

Sean Davis, Director at London-based car wrapping specialist, Creative FX, says: "Wrapping cars in chrome vinyl is always a harder job because there is less elasticity compared to other vinyls but the end result really is fantastic and the polish we used gave it that added shine quality."

It took four hard workers at Creative FX to meet the two-day deadline of wrapping the curvaceous car in chrome attire.

Sean concludes: "We have wrapped a number of cars in chrome recently, including a 1990 Bentley, Jaguar XK8 and an Audi R8 for Elton John's White Tie and Tiara Ball".

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

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3mm	0.58	0.72	0.84	1.15	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	0.75	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	58.00
Chrome	1.80	2.35	2.70	4.00	5.50	6.60	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	18.00	21.50	62.00

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

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2mm	2.88	3.34	4.13	5.13	5.70	6.54	7.38	8.54	9.84	10.89	11.00	14.58	17.44	22.19	29.11	
3mm	2.80	3.50	4.30	5.30	5.80	6.70	7.60	8.80	9.80	11.20	12.50	16.60	20.00	25.70	34.00	
5mm	3.30	4.10	5.10	6.30	7.00	8.00	9.00	10.50	11.00	12.60	14.50	19.40	23.50	30.20	40.50	

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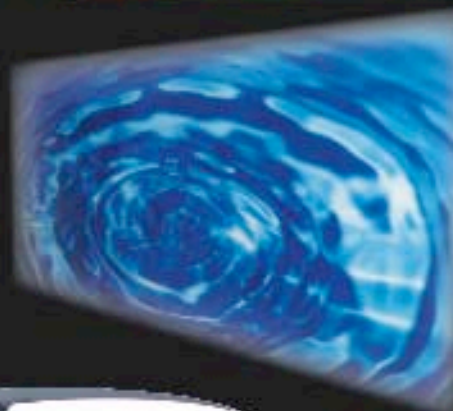
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PROJECT *News*

Toyota World Newport makes a bold mooooooove with cow wrap

As part of a new marketing campaign, Toyota World in Newport recently commissioned a vehicle wrapped to resemble a cow.

The brand new Toyota Aygo was wrapped by Cardiff based sign specialists, Morgan Signs, using a 10 year conformable super cast vinyl. The already white vehicle was covered in black vinyl spots, cut using their Mimaki CG-FX cutting plotter and given an animated face and tail. The interior was also designed to complement the wrap, with black and white leather seats and matching embroidery of the cow's face on each of the head-rests.

The Aygo, which has become affectionately known as "Moo", has been put on display to attract attention and potential buyers. Amanda Binner-Vaughn, dealer principal at Toyota World who initiated the idea, plans to have the Moo on display for several months before putting it on the market.

Morgan Signs' Sales and Marketing Manager, Michael Kitchen says of the job. "We believe that the



Morgan Signs' 'Moo' graphics for the Toyota Aygo.



Mimaki CG-FX created vinyl graphics.

Moo will be an effective marketing tool which will receive enough attention to support the idea. Amanda plans to create a pig next, potentially followed by an entire farmyard."

The Mimaki CG-FX makes up just part of Morgan Signs' suite of sign making technology, with a matching 1.6m outdoor durable Mimaki JV33 inkjet printer available for their digital work along with a Mimaki CG-60SR desktop cutting plotter that produces smaller format self adhesive vinyl.

Complimenting Morgan Signs on the originality of this particular job, John de la Roche, National Sales Manager for Mimaki's exclusive UK distributor, Hybrid Services Ltd remarked: "It's great to see cut vinyl still being used so creatively. Whilst Morgan Signs has cutting edge digital capabilities available to them with their Mimaki JV33 printer, their choice of process for the Cow Wrap works superbly."

Further information on Morgan Signs can be found by visiting www.morgan-signs.com or calling 02920 672828. Full details of the complete Mimaki product range can be found at www.hybrid-services.co.uk or by calling Hybrid on 01270 501900.

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PROJECT *News*

NSI delivers signage for business park project

Brett & Randall, an independent commercial insurance broker, commissioned architectural and interior design practice SKM Design to deliver their new purpose built office scheme at Grove Park in Leicester. The project required contemporary design and a professional delivery, so SKM contacted NSI to provide the signage and graphics elements that were required.

The client was very specific about its requirements for the external totem sign and so NSI, along with SKM Design, proposed a new extruded aluminium profile

range designed for modular totem construction. This new design of modular totem system offered the customer flexibility in depth, height and illumination. NSI personalised the totem with company names and logos and produced the main sign header from built up polished stainless steel letters. NSI's installation team secured the totem into the ground.

Inside Brett & Randall's premises, several internal signs and graphics were added to bring a fun element to the offices in an industry that is often regarded as serious and traditional. The main unique



Bringing a fun element to the offices was a unique graphic of a vintage Aston Martin car with flashing headlights connected to movement sensors.



The new design of modular totem system offered the customer flexibility in depth, height and illumination.

graphic was that of a vintage Aston Martin car with flashing headlights. The graphic had integrated lights connected to movement sensors that gave the appearance of the car headlights being turned on as someone walks past.

Sarju Lad, Interior Designer for SKM Design said: "NSI has a dedicated and hardworking team, committed to getting the work completed fast and efficiently. The design ideas coming through from NSI were second to none."

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

Icon expands its links with international golf at the 2011 Barclays Scottish Open

The European Tour recently engaged Icon to handle the event wayfinding, branding and course dressing for the Barclays Scottish Open, which was held in July at the Castle Stuart Golf Links, and was won by Luke Donald.

Situated between Inverness and Nairn on Scotland's Moray Firth coast this was a debut event on the European Tour for Castle Stuart.

Andrew Hodson, Sales and Marketing Director at Icon commented: "Our appointment was only confirmed six weeks prior to the event so our extensive knowledge and experience in golf and

the unpredictability of the British climate proved invaluable. We were able to adapt and enhance a large amount of material that had been previously used at Loch Lomond in addition to developing new solutions to meet the challenges presented by the very exposed nature of this new and exciting course."

"Hosting an event of this scale at a new course venue is always a challenge. However, we were delighted with the overall look of the event that resulted from Icon's professional and creative installations," commented Rory Colville, from the European Tour.

For further information telephone Icon on +44 (0) 208 269 6213.



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PROJECT *News*

Graffiti Design installs the signage at Brighton & Hove Albion FC's new ground

Graffiti Design Ltd recently completed its biggest project to date – at the American Express Community Stadium, Brighton & Hove Albion Football Club's new ground. The company tendered for the work and won under a combined bid with Icon of Sidcup, Kent.

The project encompassed a massive variety of signage styles and types, from small signage such as 'no smoking' and 'fire exit' signs through general internal public and hospitality wayfinding to large scale stadium naming identity signs. Brighton & Hove Albion FC's nickname 'Seagulls' features prominently in the signage project, which had a finished value of approximately £360,000.

The largest units produced for the new stadium were the American Express Community Stadium text signs measuring 36 x 1.8m curved and supported on structural steels, and the medium stadium name, also curved and some 26m long by 1.8m high, both using a flexface box and clipped skin system.

The main ID signage also incorporated a totem 7m high by 2m wide with chamfered edges, one of which is illuminated, plus two 3m high totems displaying digital imagery on sun bright LCD TV monitors, the same type of screens were also used internally as digital information hubs. In addition, Graffiti Design Ltd provided four mid-sized flex face badges, approximately 3x3m and 3m diameter, which are LED halo and back lit.



A close up of the large totem.



Wayfinding signage to help fans find their seats.



One of the four flex faced badges, which are LED halo and back lit.

The wayfinding was generally aluminium panelling powder coated with direct to media printing and vinyl decoration. It consisted high volume pans for the stand concourses, external flag style post and panel signs, wall and floor mounted directional directories as well as individual door plates and internal directories for the hospitality areas from 5mm aluminium plate. Individual suite names were produced using 15mm thick acrylic painted silver.

Separately, Graffiti Design provided graphics for the stadium. These included around 500m of digitally printed wallpaper, digitally printing on optically clear vinyl to create a frosted manifestation of Brighton Seafront railings for the club offices, life size images for the café area, and general vinyl works throughout.

This aspect of the project involved working with the club Manager, Gus Poyet on the graphics for the players area and led to a visit by one of Brighton & Hove Albion's most famous fans.



Des Lynham (centre right) at Graffiti Design Ltd, with (left to right) artist Mike Payne plus Jenny Pestell and Neil Keeley, Directors at Graffiti Design.

Neil Keeley, Director at Graffiti Design, takes up the story: "The club's artist Mike Payne was commissioned to create the Legends imagery in the café area and also designed the plaques we were producing for the football club's directors. He wanted us to make a plaque for Des Lynham, who is a good friend of his as well as being an avid supporter of Brighton & Hove Albion and so approached us about Des coming to see where the signs for the new ground had been made."

"We were thrilled to welcome Des Lynham who had a tour of our factory and lunch with us. He was very interested in what we did and the visit was a real morale booster."

The signage project was completed officially at the end of July, ready in time for an opening friendly with Tottenham Hotspur. The opening league game was arranged (with the kind permission of Football Association) to be played against Doncaster Rovers, the last team they played in their old stadium. The Seagulls beat Doncaster 2-1 and got off to a good start in the new stadium by winning four of their first five home games and drawing one.

with thousands more on a waiting list and now the 22,500 seats are being extend to the optional 30,000.

As with any project of this size there is follow up work and extras which Graffiti Design is undertaking. These include additional illuminated scoreboards, another advertising box for sponsor names, and changes to the wayfinding signage as a result of suites being renamed.

Media



The seven metre high totem, illuminated.

"The American Express Community Stadium is the largest project we've undertaken at Graffiti Design Ltd. It was completed successfully and on time, to the delight of the main contractor (Buckingham), the architect (KSS Design) and the club," adds Neil. "We produced the majority of the signage in-house and the combined strengths and skills of Icon and the whole team here was vital to this success."

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PROJECT *News*

Promote your business – with a touch of magic

Martin Hinchliffe and Janet Brennan visited Jim Nicol at TheMagicTouch to get some tips on how signmakers can diversify their businesses and add value from both existing and new customers.

Jim Nicol is a man bursting with ideas and not afraid to speak his mind.

"Many companies in the sign trade are poor when it comes to marketing. Some people in the business are hopeless at just picking up the phone and don't even know when they've lost a customer, because they simply haven't kept in touch. By using TheMagicTouch process users can send regular free personalised items and then phone up. 'I'm the guy who sent you the t-shirt' always gets you through to the right person," he says. The big bonus is whatever you send with their logo or design on has not been binned or discarded!"

"All we ask with our sign customers is whenever they complete a sign job simply create something for the customer with their logo or website printed, the effect and high level of appreciation greatly outweighs the actual cost, it's called good PR."

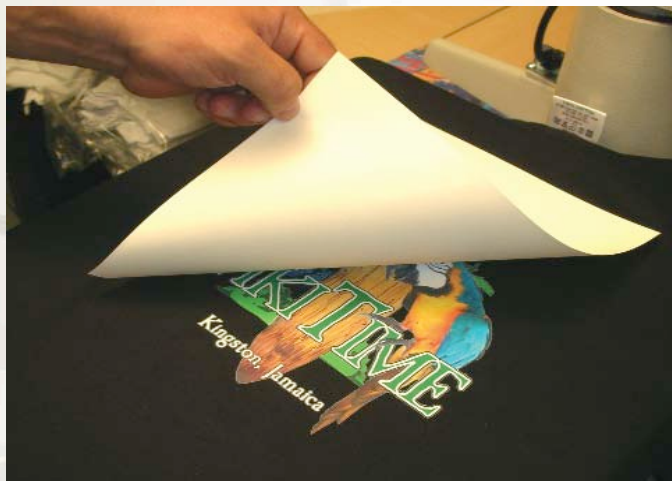
"Everyone says they want to diversify but they are missing opportunities. If you've done signs for a pub that's in an area visited by tourists, send them a sample t-shirt saying 'I drank at the Rose & Crown, London' or whatever. Let them know what else you can do. The potential market is everywhere; you just have to be pro-active and not reactive."

TheMagicTouch (TMT) supply a host of image transfer solutions including that of toner based transfers, sublimation and a vast range of flex, flock and films for garment decoration used with traditional plotters. That, together with the relevant printers and press equipment enables them to tailor individual needs of sign companies.

The concept provides great opportunities to add value to prospective and existing clients by offering a wide range of custom made products and applications. Producing high quality samples for customer evaluation is easy and very cost effective. A good example would be a personalised T-shirt or ceramic mug that cost no more than £1.50 each to produce, so sending your top 100 customers something is very affordable and provokes you to pick up the phone and make that call.

Jim reckons says signmakers have no choice but to be proactive and look at new markets, not just to grow, but to survive.

"Signmakers have over the years been nibbling into other business sectors and should today be aware of others doing the same to their market. There's probably worse to come with the current



TMT supplies a range of image transfer solutions.

recession but the real competition for signmakers is technology. Looking at the new Westfield Shopping Centres, it's all LED signage, not a poster in sight! If that is emulated throughout the UK then the loss of revenue will have a major impact across the sign market," says Jim

However, the positive side of technology and in particular TheMagicTouch has meant that what used to cost thousands of pounds now costs hundreds so it is much more affordable to diversify. The secret of selling TMT products is reminding the client upon receipt of the sample is there is no artwork charge, no set-up costs, the minimum order is one, and the client can have what they want, when they want, it's really that simple.

"Start with your existing customers, see what's going on in their area," Jim suggests. "The personalisation market is really taking off, so get in there. If you did the signage for the local leisure centre and there's an event coming up such as free pool sessions, offer them personalised flip flops or some other relevant item that they can use to promote the event. TMT prints on almost any material, the possibilities are almost endless."

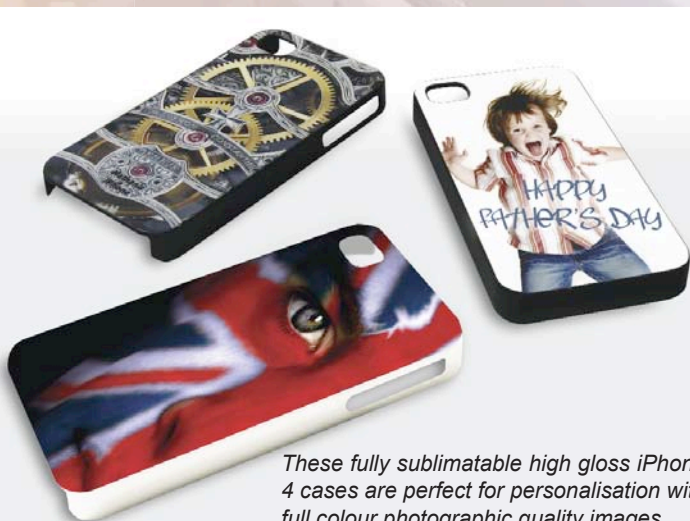
"Another market that's just growing and growing is work-wear. We suggest you focus on one specific area such as hi viz vests for local courier and transport companies, or button down collar shirts for the general B2B market, the potential, is endless."

TMT runs training days at its base in Dunstable, Bedfordshire, every Thursday for clients. As well as hands on practice and technical matters they also cover many sales and marketing support with CRM and database targeting and management.

The customer zone on the TMT website also has plenty of additional marketing tips, user experiences, and more useful information.

Net Magic, introduced early this year, is just another way TMT is helping signmakers pull in more business. Signmakers put their own banner head and bottom on a website template, select which of a long list of products they want to offer their customers who can then can design their own t-shirt or other item, using images and clip art provided on the site, and even share their design with friends via social networking sites. The signmaker just prints and heat presses the sized print ready files that drops into their server. Making the solution easy and professional.

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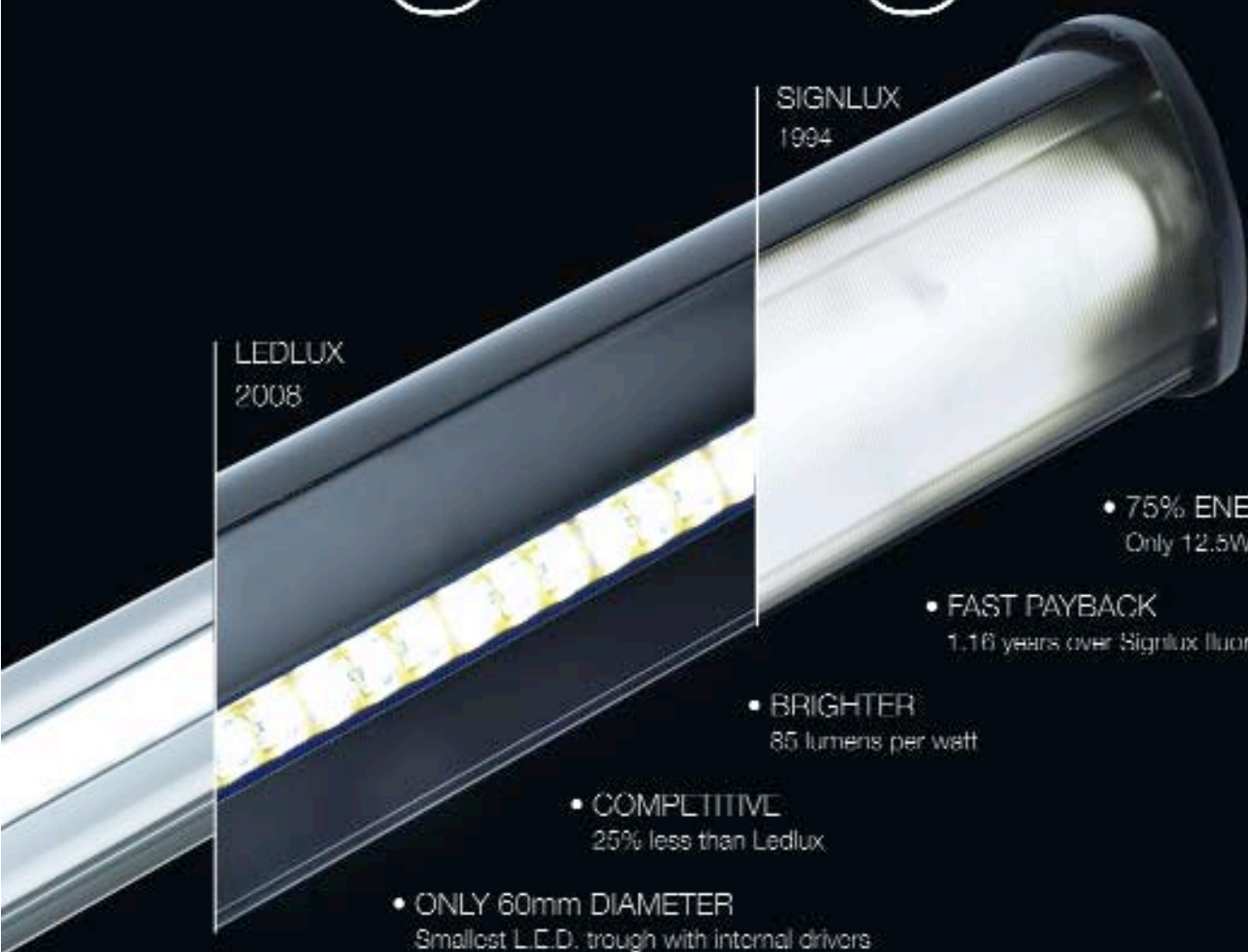
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CNC ROUTING

CNC routing – is it time you made the investment?

There comes a time in many a signmaking and display business when it makes sense to consider bringing routing in-house.

CNC routing capabilities on site gives greater control over product, timing and quality. It offers the major advantages of speed, accuracy and easy repeatability. In the time it takes to cut one letter by hand, a router could have cut all the letters for your sign or multiples of the same letter. In addition, you can save the file and do it all again tomorrow and the day after, and the day after that.

Income can be boosted through in-house routing enabling the range of products offered to be extended, money can be saved through more efficient production, and potential profits are higher. For example, a routed sign sells for much more than a vinyl one, even taking into account different production costs. Having a router also provides opportunities to custom rout metal forms used to fabricate custom signs, to fabricate channel letters on scale, to produce fixtures and fittings for or sign trays and to enter new markets.

Advancing technology, more reliable motors and improvements in software with more user-friendly interfaces makes routing much more accessible to a wider audience than ever. However, buying a CNC router is still a significant investment; depending on what type is bought, it may last 20 years or more and be a 'once in a lifetime' purchase. The majority of machines in this country, especially



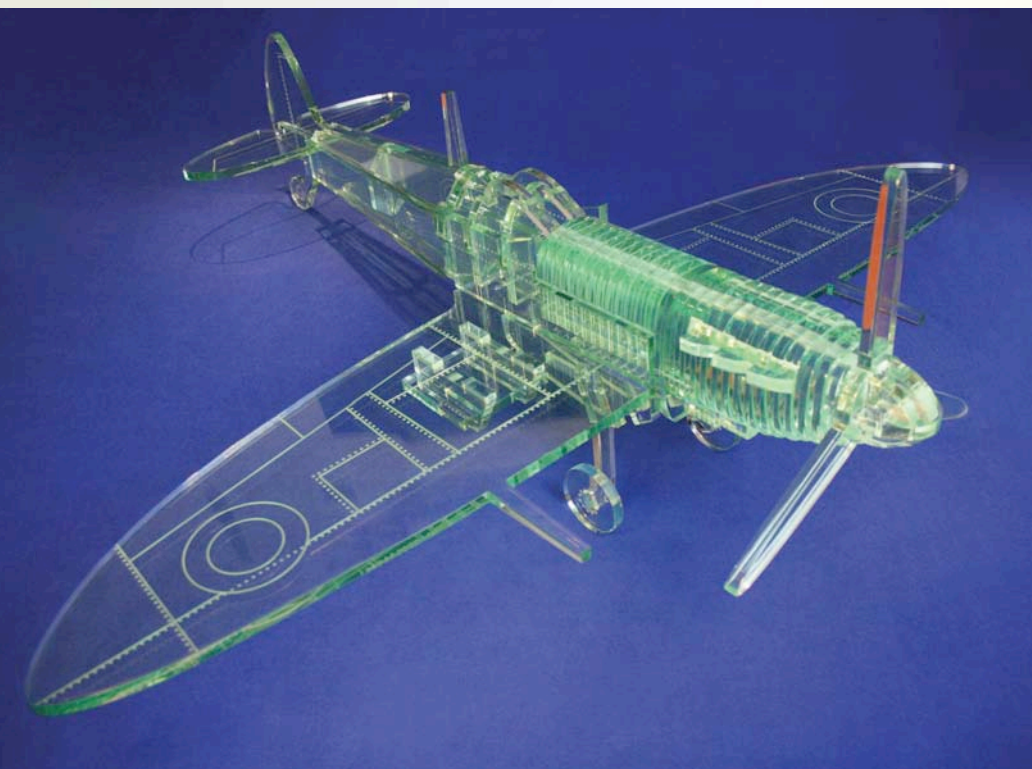
Many different types of sheet materials can be routed using a Tekcel CNC machine.

those from the high end manufacturers, are leased. Monthly lease payments can be as little as a few additional sales a month and with some routers having high residual value, even after five years, the deals some finance companies offer are attractive.

It all sounds wonderful, outlay compared to potential profit looks appealing, but before any decision is made, questions such as "Can I afford it? Who's going to operate it? Have they got the skills? Where am I going to put it?" all need to be answered. And then there's the decision of what model router you should be buying and from whom.

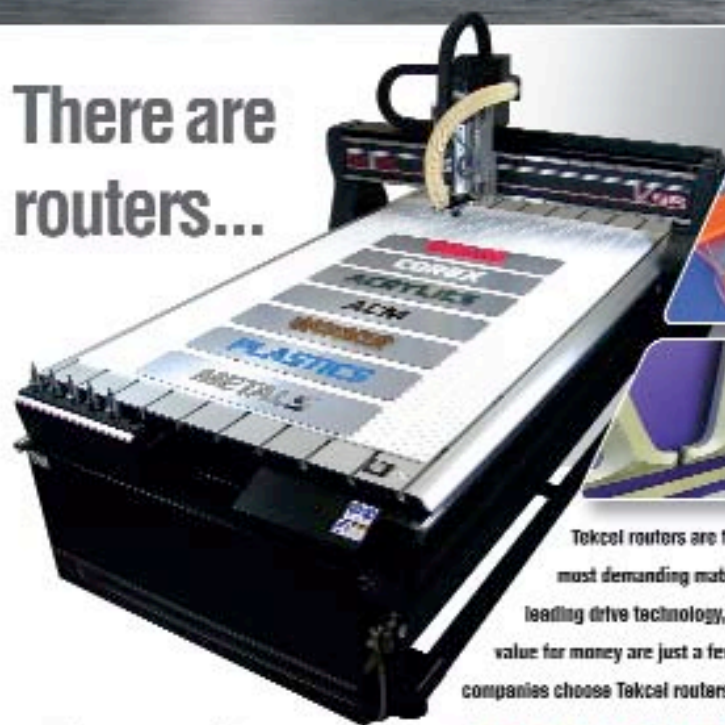
On the face of it, routers can look much the same, as can inkjet printers, plotters and computers. However, experience tells us that although certain technology may appear to share common physical characteristics, it does not mean to say that they will all deliver same quality, performance or lifespan. This is because most of the important differences tend to be found under the covers and out of sight.

Whatever class of machine you're considering there are certain features such as quality of build and ease of use of both software and hardware that you should look for.



This recreation of the iconic Spitfire was created using an XYZ router.

There are routers...



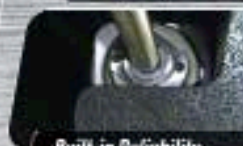
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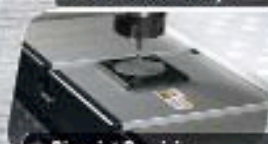
Tekcel routers are feature rich and built to handle the most demanding materials and applications. Class leading drive technology, easy to use controls and genuine value for money are just a few of the reasons why so many companies choose Tekcel routers over the competition.



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CNC ROUTING

CNC routing – is it time you made the investment?...continued from page 50

Generally speaking, heavier machines tend to be more stable and rigid, they should be more able to make heavy cuts without flexing or bending.

It's crucial for any modern sign and display business to make the right investment so we got some advice from Huw Davies from Tekcel CNC Solutions, an award winning router and cutter supplier.

Huw says: "When it comes to supplying CNC routers into an industry sector, sign and display companies are possibly the most demanding customers. Think about it. How many different types of sheet materials can be used in the fabrication of signs? Woods? Metals? Plastics? Composites? Then add to that the recent complication of printing direct to the aforementioned sheet materials before wanting to cut out the sign components.



Tekcel's cut to print camera system, OptiCAM, is a popular option for router owners that have wide format print capabilities.



A Tekcel CNC router demonstrating consistent accuracy in cutting.

A big ask for many systems on the market but one that Tekcel CNC routers are more than capable of handling thanks to a potent combination of powerful cutting head technology, superior ballscrew drive systems, advanced digital controllers and servo motors, automated vacuum hold down and effective swarf removal."

"Of course, that's not something that's necessarily apparent in a brochure or on a web page which is why you should always ask for a full demonstration of the CNC routers you're considering to purchase. It's only by comparing one with another that you can really see the important differences before you part with any money.

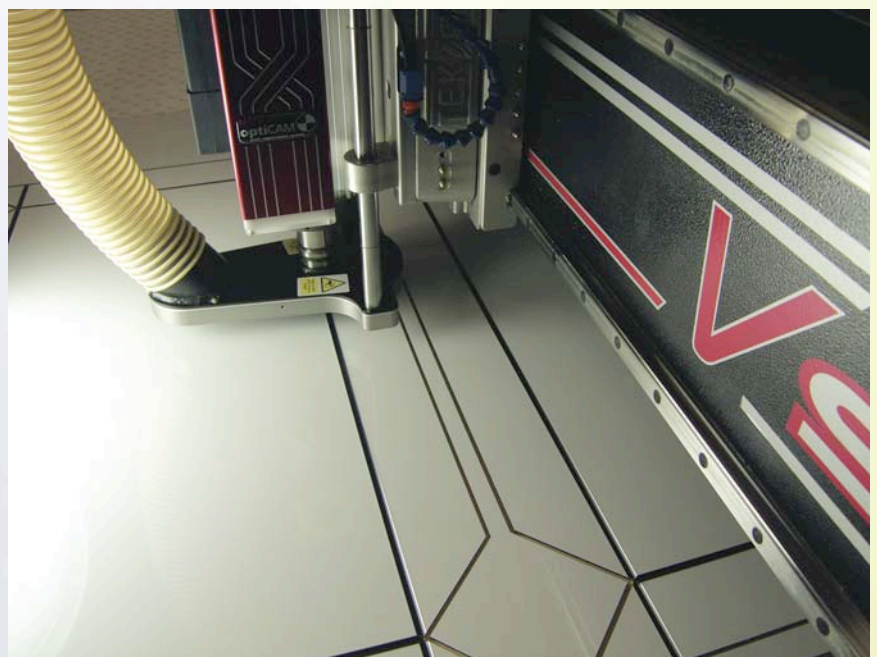
Huw has one piece of advice that could be applied to any major investment but shouldn't be ignored. We all know of people who buy equipment for a particular job and for one reason or another, it turns out the model or particular machine they've got doesn't do what they bought it for.

"Always ask for demo of machine you're buying, make sure you see that exact machine, not a similar one, doing exactly what you're buying it for," says Huw. "After you've bought it is too late. Look in your contract, the onus is on buyer to ensure the machine is the right one for any job, whatever you've been told by a salesman."

Getting feedback from other sign or display companies that already use the machine you're considering is a good idea. Manufacturers should be able to provide details and if not, it could be that all is not as they claim.

Robert Marshall International Sales Manager from leading manufacturer XYZ has valuable advice for sign and display companies choosing a new system.

"The most common mistake is looking only at the price of the machine. Purchase price is a factor but long term cost of ownership is more important," says Robert.



Machining fold lines for producing sign trays, by Tekcel CNC.

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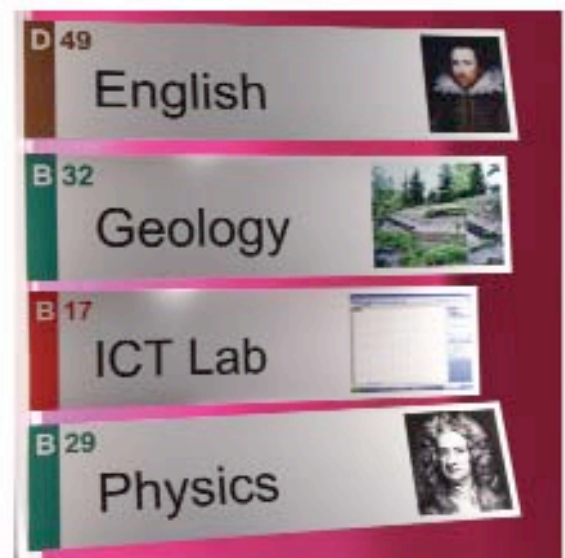
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CNC ROUTING

CNC routing – is it time you made the investment?...continued from page 52



Many trade suppliers use Tekcel routers to produce sign trays in volume.

"Companies investing in CNC routing systems need to consider things such as availability of local support and spare parts and the reliability of both the machine and the supplier, which will obviously affect total cost of ownership."

Leading manufacturers produce a choice of bed sizes, machine configurations and cutting head options to meet the various needs of sign and display businesses. XYZ offers what it says is probably the widest choice of machine configurations available. The process area on XYZ routers can vary from 1m to 3.2m in width and from 1m to more than 14m in length and the choice and configuration of cutting heads is also extremely flexible. A basic machine may only have a single routing spindle but for more complex applications there can be two or three heads, each with knife or router tools working with or without a 21 station autotoolchange.

Whatever CNC router you choose; the key to a more a productive and therefore more profitable routing system is one that's not just capable of cutting a particular sheet material, but one that does it well and efficiently.

Manufacturers report that these days most customers opt for automatic tool changer (ATC), which contribute to higher productivity and greater safety than manually changing tools. Using ATC enables an operator to set up a job and literally push a button and the machine will create the sign in front of their eyes. It avoids the operator having to stop the machine, change the tool, initialise it, and start routing again.

Tekcel CNC routers are an example of machines that have been developed to minimise job set up times through their easy to use operating system. Tekcel's 8Kw Auto Tool Change (ATC) spindle motors deliver fast and effective multi-tool processing that keeps machining times down to an absolute minimum and produces cut, carved, engraved or folded components that require little or no finishing.

It's worth noting that Tekcel routers do not require the fitting and/or removal of any secondary devices to achieve consistent depth accuracy when machining fold lines into aluminium composite materials used in the production sign trays.

A fact not lost on the many trade suppliers to the sign industry that use Tekcel routers to produce sign trays in high volumes.

How a CNC router will integrate with existing production equipment can be another important consideration for signmakers. Printing direct to, (or laminating printed vinyl onto), rigid sheet materials has become an increasingly familiar sight in many sign company workshops.

Tekcel's own cut to print camera system, OptiCAM, has become a popular and very cost effective option for new and existing router owners that have wide format print capabilities. The appeal of this system is its simplicity. OptiCAM only requires three registration marks around the printed image or images to deliver precise, contour cutting through the full spectrum of signmaking materials and material thicknesses up to 70mm with a standard Tekcel router. Higher gantry options are also available.

XYZ's massive range of accessories and options for signmakers includes the AVS camera registration system for precise alignment when cutting out pre-printed materials, as well as vinyl knife heads and dedicated drill units.

"A big advantage of an XYZ router is that it will have probably one of the most advanced machine controllers on this type of machine," explains Robert. "It can connect to existing company network so programs can be copied onto it from any CAD/CAM software. The controller generates extremely smooth motion using a '7 segment velocity profile' which leaves an exceptionally clean cut edge on all materials. The controller can also periodically connect the internet to check for machine software updates."

One final piece of advice to prospective CNC router owners before they make that final decision is to not overlook the quality, quantity and location of the training and support on offer.



XYZ's advanced machine controllers ensure an exceptionally clean cut edge on all materials.



XYZ offers what it believes is probably the widest choice of machine configurations.

XYZ maintains a dedicated training suite at its Wolverhampton headquarters, and Robert adds: At XYZ we train not only on machine operation but also on applications," says Robert. "For example, what tool to use for what material, how fast and deep to cut, and all that. We supply a comprehensive range of tooling for all materials as well as useful wall charts for cutter selection, machine settings and so forth."

"In the UK XYZ has a team of five service technicians in addition to a dedicated telephone helpdesk for providing customer assistance. We also pioneered the remote support service which allows a technician to remotely log into a machine for fault diagnosis and support."

It's easy to forget that historically CNC machining was a five year apprenticeship. Even with technology advances and systems designed to make it much easier to achieve good results, still decisions have to be made regarding speed, feed, tooling, cutting materials and health and safety.

Huw Davies says: "At Tekcel, not only do we educate our customers in the safe operation of the machinery and how to maintain it, we also train them on the most efficient and profitable ways to make signs and display products using a CNC router. In practice, this means we spend a minimum of two days onsite with new customers following the installation and commissioning of their Tekcel routers. We believe it's very important to train new customers on their new router ... at their own premises. As part of a comprehensive training course, we teach our customers a wide range of machining techniques used to produce everything from flat cut acrylic letters to folded sign trays using aluminium composite. By the end of the training, our customers are capable of using their new routers to cut, carve, engrave fold and/or inlay a wide range of materials to produce signs and display products for profit."

"A big advantage for our customers is that at Tekcel we know how to make signs, POS items, exhibition displays, and the like, so when

we get calls asking 'Can I cut this material? How do I do it? What tooling do I need? we know the answers from experience."

Once a CNC router system has been installed, an all too frequent mistake is to use cheap tooling, says Robert Marshall of XYZ.

As with many things, you get what you pay for. Solid carbide or carbide tipped tools are generally accepted as the most desirable because high speed steel tools can wear out quicker due to the coolant system found on most CNCs.

"The customer then wonders why they can't get good clean cutting and the tools keep wearing out. High quality tooling such as those manufactured by Belin which XYZ supplies will last longer and give much better results," he explains.

Manufacturers often recommend experimenting with different tools, speeds and materials. Too fast a RPM and a slow feed rate can result in the material melting rather than being cut. It's recommended to use the largest diameter tool to rout the job and the shortest flute length.

To round up: research your market, research the products on offer, take advice from experts, check out the manufacturers, make sure you have a demonstration on the same equipment doing the same work you want to do, and speak to someone who's using the machine, not forgetting to find out about training and support packages being offered. Do all this and you could be routing your way to a profitable future.

For details of XYZ International's routers and accessories, visit www.xyz.co.uk

For information about Tekcel CNC Solutions, go to website www.tekcelcnc.co.uk



Precision alignment for cutting out pre-printed materials with XYZ's AVS camera registration system.

CNC ROUTING

Software can make all the difference...continued from page 55

The CNC Router is a key tool for many signmaking applications and when used correctly can add a great deal of flexibility and efficiency to a sign business. No matter how sophisticated a machine is though it can only do what it is told. As such the software that controls it is one of the most important aspects of the CNC setup.

Choosing the right software involves a lot of questions. You need to first ensure that the software has the right set of functionality to create the type of shapes you want to make.



VCarved sign made by Balch Signs using Vectric's VCarve Pro software.

This may be simple cut-out shapes, carved lettering or full 3D relief graphics. If you use a design program you should check compatibility with the CNC software to transfer data. If you don't have an existing program you need to make sure the software you're considering has good layout tools built into it and if you want to create 3D graphics that is has modelling tools as well. Once you know the data can be imported or created within the software then you need to ensure it has sophisticated enough toolpath strategies to turn the data into actual machine code to produce the finished parts. Most software has simple cut-out and pocket functions but you should also consider specialised toolpaths for VCarved lettering, texture toolpaths for backgrounds, automatic inlay functions, 3D carving routines and anything else that applies to services you would like to offer your clients.

Once you know the software will do what you need then the next stage is to look at how easy it is to learn and what kind of support materials are provided with it, along with what infrastructure there is to back that up. You should also find examples of existing customers work either on the company's website or perhaps posted in User Forum to make sure people are already doing the types of things you would like to do. Trying to evaluate all these considerations can be daunting but most reputable software companies will allow you to download a trial version. This is typically the best way to see if their software will do what you want, check the ease of use and get a sense of what the company is like to deal with. That way you can ensure you have proved its capability before you make your final investment.



A combination of 2D, VCarving and 3D toolpaths were used by Balch Signs to create this sign.

Vectric offers a choice of software for signmakers using a CNC Router. VCarve Pro is for customers who require standard routing functions for cutting out shapes but also includes more advanced options such as v-carving and prism carving for letters and a specialised tool for cutting background textures. The Aspire program adds 3D modelling and machining capabilities for users who also want to also carve relief style decorative graphics as well as including all the functions from VCarve Pro. Both programs have trial versions available for download from www.vectric.com and come with many hours of tutorials using real-world examples to allow you to start making money with your CNC as quickly as possible.

Find out more about Vectric and the range of software available at www.vectric.com



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VTS

Do what you know, and do it well

VTS Ltd provides warranty packages for the Roland and Uniform range of printers and print and cut machines. The company also offers time and materials service for many brands of wide format machines, as well as refurbishing and selling second-user Roland and Uniform machines. VTS, established less than three years, has just moved to bigger premises in Poole, Dorset, so Martin and Roger Hinchliffe of Sign Update went along to find out the reasons for the company's success in this tough economic climate.

VTS Ltd is headed up by three Directors with considerable experience in the sign trade. Managing Director Peter Dawson, ex Service Engineer at Roland for 10 years, Technical Director Kevin Hills who is a third party ink specialist and formerly with B & P, and Sales Director Brian Peckham was the former General Manager of Roland DG. A team of hand-picked engineers with years of experience specifically on the company's chosen printer ranges provides a rapid response for customers throughout the country.

Two reasons for the growth that led to the move to new premises are the expertise at VTS and the quality of service it provides to customers. Prior to any printer being given a warranty, VTS undertakes a full service on the machine.

Peter explains: "We are the only company that services the printer at the start of the warranty. We spend 90 minutes to a couple of hours going over the machine, doing various checks and giving it a thorough service. By carrying out this initial service we prevent it from breaking down, rather than wait for it to go wrong and then responding as other warranty providers do. Our way means customers are less likely to have a hold up in production



Refurbished Roland and Uniform print and cut machines, available from VTS.



VTS is bucking the economic trend and has moved to larger premises.

in the future and it also enables us to check for any parts that are wearing out."

The checks he refers to include the distance the motors have travelled in hours, and the number of dots the heads have shot. If the machine does require a replacement part, VTS customers also benefit in that where many companies insist the customer has to have a new part to get the warranty. VTS. If the print quality is acceptable, VTS will note that a part, or parts, have exceeded their life expectancy, and will only replace them when it affects the quality of the print. When the time comes to change a part, only the cost of that part is charged.

"In addition, as we only specialise in these two brands, Roland and Uniform, when our Engineers visit our customers they have virtually every part that's likely to be needed so achieve a first call fix. These are just some of the ways that we're offering customers the best possible service," says Brian.

As to the current economic climate, he believes it is bringing more customers to VTS.

"With the recession, many people are trying to keep their printers going rather than buying new machines," Brian says. "And they are saving even more money by choosing our warranty and service contracts. For example, customers going into their third year of warranty on a Roland VP-540 with VTS have saved about £2,400 compared to the extended warranties offered by the manufacturer."

But the lure of those shiny new printers are tempting. Brian spoke about a signmaker in Leicester who approached him for advice as to what machine he should buy now the lease on his VP-540 was coming to its end. It transpired that his current printer was doing everything the chap wanted and there were no problems so Brian suggested that rather than spend unnecessarily, the signmaker should opt for a VTS warranty and look forward to getting perhaps another 10 years out of his existing equipment.



VTS Engineers are hand-picked and have years of experience.

"Printers nowadays are very expensive but in this throwaway society some people still want to replace machinery and get rid of the old. But they can be refurbished and still be excellent machines. With the right care and attention old machines can be brought back to virtually new," says Brian

Keeping your existing printer and extending its warranty or buying a refurbished machine seems very appealing from a finance point of view; but all the marketing by printer manufacturers says that technology is making vast improvements and machines are getting better and faster all the time, so what's the truth?

"There isn't that much difference with the new machines," says Brian. "They may be marginally quicker and improve some problems with banding, etc, but in reality a lot of large format printing is displayed from a distance. It really doesn't matter that it isn't perfect when viewed close up. The printers many signmakers have now are so good that any improvements can only be marginal. Pure print speed isn't really such a big issue for most people anyway, and that's something heavily promoted in the marketing of new machines."

The more the conversation continues, the more obvious it is that there is a real depth of knowledge at VTS. While acknowledging the need to keep costs down, there are limits to what can be done. Despite being able to buy refillable cartridges and third party inks to refill them, this isn't something VTS recommends.

"Buying a cartridge is far better, whatever ink you use," Kevin advised. "The cartridges are made in a clinical, dust-free atmosphere. Often signmakers are working in dusty environments and filling up ink cartridges using a funnel that may have been used for other inks, or may have a layer of dust on them, which is not a good practice. It only takes a single speck of dust to block an ink head, which has holes about a quarter of the width of a human hair. Many people refill cartridges to save money but it is a false economy. The heads tend to require more regular cleaning and we reckon that using a third party ink typically knocks off about 20 per cent off the life of the heads."

As to the future of print and possible alternatives, Peter believes there will be more and more thin films technology having an impact over the next five to 10 years. So, instead of applying printed films to a substrate, a thin film screen with a little wireless chip in the back will be used instead.

Whether he's correct or not, time will tell, but the team at VTS has certainly got it right now, judging by the 99 per cent of customers who extend their warranties year on year and enjoy discounts as a result.

Further details and prices are available at www.vts-service.co.uk or by telephoning 01395 442652.



All machines undergo comprehensive checks and have a thorough service prior to a warranty being issued.

OLDEST *Signmaker?*

Edmund is new contender for the title

In our July/August issue we threw down the challenge to find the oldest working sign maker in the UK with Gordon Waylett of Eurographics at 81 years old. Now Edmund Pearson has upped the ante, he's 83 and still working full time at a company he set up along with his wife Margaret (81), Signs and Plastic Products in Middlesbrough.

Signs and Plastic Products celebrates its 50th anniversary this year. Today the company provides a range of signs, vehicle and window graphics, labels, engraving, and screen printing, as well as HSE books, posters, and hi-viz clothing.

Prior to starting Signs and Plastic Products, Edmund had a variety of different jobs. When barely a teenager he volunteered with the air raid Messenger service before becoming an assistant to the engineer in a bakery and, as soon as he was old enough, he served an apprenticeship as an electrical fitter with Middlesbrough Dock Power Station. Ambitious and keen for new experiences he then went to India to work as an engineer on a tea plantation in Assam and later for an electrical supplier in Calcutta.

"India was a marvellous experience. For six years I had the kind of life you could only dream of. We worked hard and played hard. It was very social, lots of parties and mixing with aristocracy," says Edmund. "But I wanted to get married so in 1954 I came home to Middlesbrough and met Margaret who became my wife. I didn't want to bring a wife out to India, so we stayed in England."

But Margaret had ambitions and wanted to experience life abroad too and consequently the couple went to Vancouver, Canada, in 1956 where Edmund got a job in electrical sales.

"I took the job because I wanted to learn about business. I wanted more than the life that being a craftsman would offer.



Edmund Pearson, pictured at his desk in the early 1970s.

".. one of the oldest students to achieve a City & Guilds qualification"



Edmund and wife Margaret (who also still works within the business), about to embark on a two week venture to gain business from Europe in 1973/4.

My ambition was to be in business on my own, but I soon realised it wasn't going to happen in the electrical supply trade," explains Edmund.

Therefore, when the couple returned home from Canada in 1960 Edmund looked at other trades and began by selling shop flags, machinery and shelving to the numerous local shops in and around Middlesbrough. Then Edmund saw a potential new line of business, and Signs and Plastic Products came into its own.

"These shops needed signs so I got hold of ICI to find out about Perspex. From there I learnt to cut Perspex letters, which I sold along with the necessary fixings," says Edmund.

Another opportunity presented itself in the late 1960s which gave Edmund a brainwave that was a key factor in the success of Signs and Plastic Products for years to come.

"Ozalid had brought out a system whereby a photo could be transferred onto film. It dawned on me that I could take a photo of alphabets in different styles of letters, put them on an enlarger machine and zoom to whatever size was needed. We could then cut perfect letters at any size. I think it was the first time that had been done," he says.

Inspired, Edmund realised that with a



John Pearson who took over as Managing Director of Signs and Plastic Products from his father in 1990.

*“... perfect letters at any size
... first time that had been done”*

Edmund became Chairman of Signs and Plastic Products when he handed over the role of Managing Director to son John in 1990. But he is still very much hands on in the business, involved in the office, looking after the company's machinery and buildings, and doing local deliveries.

“Business has been a bit quiet lately, what with so many companies closing down and schools and the like doing bits on their own computers, but we've seen economic lows and highs before. Also, a few former customers have bought their own engraving machines but that can end up costing more than buying from us. One council started making its own road signs but was paying more for the aluminium blanks than the price of a finished sign,” says Edmund.

Despite notching up more than 50 years in the sign trade, Edmund doesn't have any plans to retire yet.

“Much has changed over the years but I'm still enjoying it and have no intention of stopping yet,” he concludes.

Edmund and Signs and Plastic Products can be contacted on telephone 01642 246087 or via www.spp.uk.com

“We made thousands ... one for just about every school and factory”

stamping machine, he could even stamp out letters on vinyl, a material not then widely used in the sign trade.

“This was way before Letterset had self adhesive letters, although the ones you rub on were available,” he says. “It took a while for the idea to take off but gradually a few local authorities started using the self adhesive letters, and it grew from there.”

But not all Edmund's entrepreneurial ventures are sign related. In the mid 1960s he invented and patented a guard on paper trimmers that became used throughout Great Britain.

“At that time it was the only one accepted by the factory and schools inspectors. They ruled that all these paper trimmers had to have this protective guard, which was good news for our business. We made thousands and thousands, one for just about every school and factory back then.”

Signs and Plastic Products moved to its current location, the Pearson Building in Bright Street, formerly the sorting office of the Post Office in Middlesbrough, in 1975. At that time the A66 'Northern Route' through Middlesbrough was being built and it was important for the future of the business to be on the south side, with easy access to Middlesbrough and beyond.

Using his experience in different businesses and his own enterprise, Edmund has advised both individuals wanting to set up in business and established firms for decades. He has run many successful seminars and training events, worked with the local Chamber of Commerce, and was instrumental in setting up the Teesside Small Business Club around 1971. In addition, he has served on Middlesbrough Council from 1992-2004.

Edmund is also probably one of the oldest students to achieve a City & Guilds qualification, which he did in 1999, aged 71.

“I'd always looked after our electrical machinery but new insurance regulations meant I needed specific qualifications, so I took and passed my City & Guilds Certificates, for electrical inspection and testing, and installation,” he explains.



Model demonstrating the patented paper trimmer guard Edmund designed in the 1960s.



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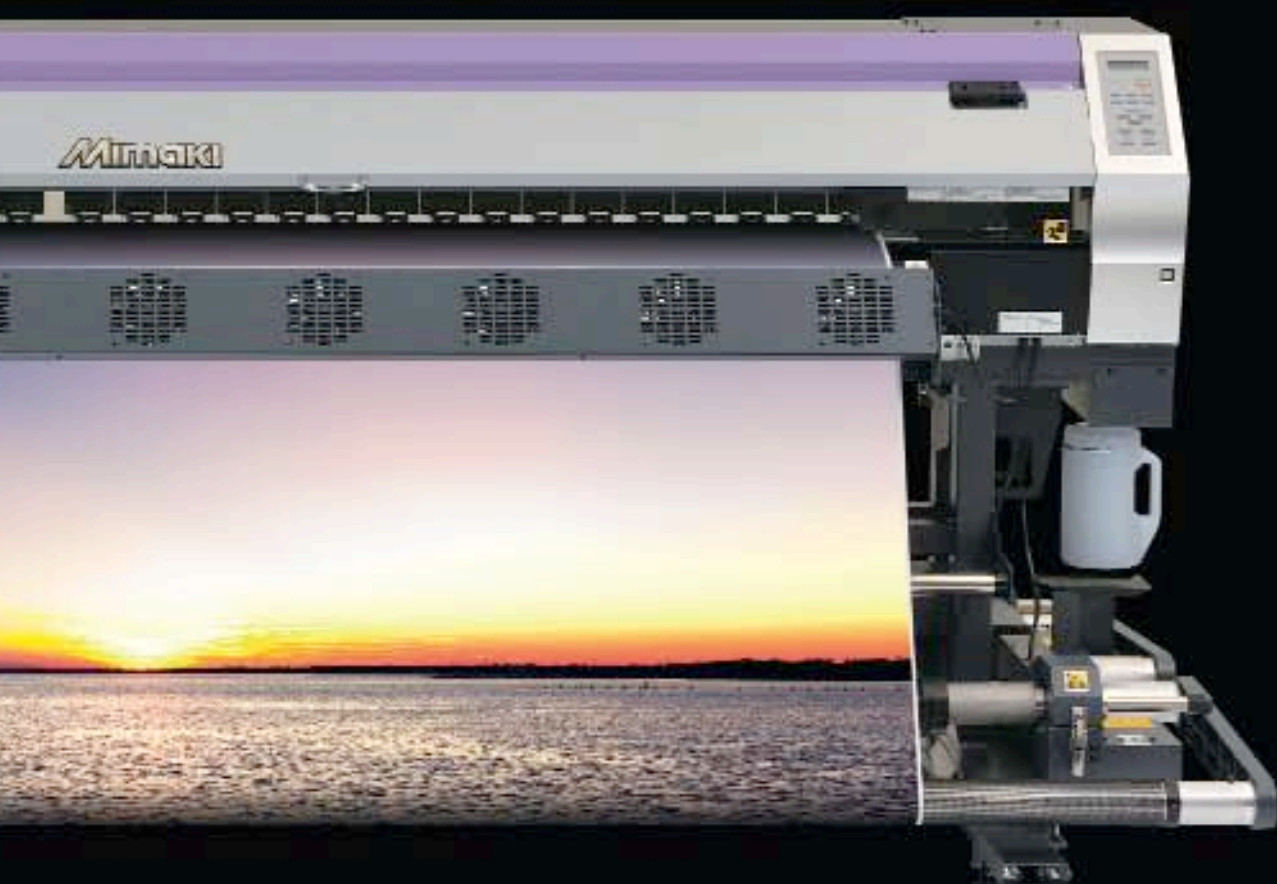
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DIGITAL *Printing*

Battle of the inks – five reasons to buy Triangle

Reliability

Triangle Inks have probably been making alternative digital inks longer than any other manufacturer. They not only make inks to be sold under their own brand name, but also for printer manufacturers. Yes, the manufacturers who tell you not to use these alternative inks, are, in some cases, using exactly the same product but badged under their own brand name!



Triangle's extensive product portfolio means Josero can supply inks for virtually every model of wide and super-wide printer.

Triangle inks are certified by many print head manufacturers around the world, such as Xaar in the UK. This means the Triangle inks will have often been developed for specific print heads before the printer manufacturers have even begun to build their printer. Also, Triangle's ink train warranty, which is the most comprehensive in the industry, will cover the costs of any repairs to the printers ink train should the damage be proven to have been caused by Triangle inks whilst in the manufacturer's warranty period. All Triangle inks are also covered by Triangle's worldwide ink durability warranty.

Technical expertise

In the UK and Ireland, Triangle Inks has recruited Josero as its master ink distributor. Virtually every one of Josero's staff is from an inkjet background. They have been involved in the market for decades and have a sound understanding of the complexities of the market and the needs of their customers.

Josero has a number of independent, reputable and highly experienced engineers scattered throughout the country. They aren't affiliated to one specific machine and are experienced in dealing with a wide range of issues. Josero carry out rigorous checks before making any installations. Reliability is of paramount importance,



Technical expertise - virtually every one of Josero's staff is from an inkjet background.

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DIGITAL *Printing*

Five reasons to buy Triangle inks...continued from page 64

and on occasions, Josero will turn customers away if a machine doesn't appear to be in good working order. Josero will offer to service the printer using a fully qualified independent engineer, but only when the printer is in full working order will they consider a switchover.

Customer service

The team at Josero has been involved in the inkjet industry for many years and are able to offer neutral technical and commercial advice on all wide format solvent and UV printers. It really isn't just about selling products, Josero nurture their customers and really make them part of their team. Each of Josero's resellers is carefully selected to fit with its culture of providing the best customer service possible. Josero's recent expansion into new premises means customers can visit the premises to see just how easy the switchover to Triangle Inks is.

Josero is very much aware that a non-running printer means a non-operating business. So, whether the problem is ink related or not, Josero will be able to provide the support required. Josero's customers are entitled to free technical support over the telephone. Additionally, Josero and its resellers offer service contracts and these are invariably cheaper than the OEM offerings.

Range of products

Triangle has an extensive product portfolio which means Josero can supply professional inks for virtually every model of wide and superwide format printer across the whole spectrum of ink technologies - traditional solvent, Eco & Mild Solvent, Water based, Bio, UV curable and Textile inks.

Triangle also make spare parts for virtually every printer at competitive prices. They will sell them directly to customers or to an engineer. We're not just talking about cleaning swabs but the whole range from print heads through the tubing to the pumps. By having the facilities to hold a large amount of stock in the UK which can



Josero holds substantial stock in the UK of spare parts for most printers.

either be shipped directly to customers or to one of its many dealers, Josero can guarantee their customers will receive excellent service and swift deliveries for their full range of inks and spare parts.



Josero can supply Triangle Inks across the whole spectrum of ink technologies



Triangle inks are certified by many print head manufacturers around the world.

Unbiased advice

Josero believe people do not like being forced into buying ink, media, spare parts and service contracts from purely one source, with the threat that if they seek alternatives, they will be hit by some major crisis. That just isn't true. Josero is used to supplying a range of inks across a wide range of printers, giving them a far broader knowledge of the market. They provide unbiased advice on which printer and media you should use to fit your business needs and help grow your profits.

Further information on Josero's range of inks, spare parts and more is available at www.josero.com



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DIGITAL Printing

Battle of the inks

– five reasons to buy manufacturer-approved

Graphic Printing Technologies (GPT) is an authorised reseller for the Mimaki, Canon and the Epson range of printers and is committed to only ever providing customers with manufacturer-approved inks through the appropriate UK distributor. GPT General Manager, Stuart Cole, provides five good reasons why:



Stuart Cole, General Manager, Graphic Printing Technologies.

Manufacturers warranties

Once a third party ink is introduced into your printer, you take the risk of voiding your manufacturer's warranty. The inks may be cheaper and the savings might look tempting, but out-of-warranty repairs caused by third party inks, can be expensive. It's a gamble, and not one I think you should take with such an important investment as your wide format printer.

Consistent quality

If you move away from approved manufacture inks, you take the risk of variable quality. One thing I do know is that none of the third party inks match up to the quality of the original manufacturer's. There are suggestions that some are just as good, but my experience suggests not. Certainly no one claims that they are better, so the best you can be hoping for is the same, while taking the risk of achieving much worse, and taking the financial cost risk to boot!

Colour

In line with a lack of quality, third party inks rarely get close to the original manufacturer inks when it comes to colour gamut, which in turn will affect the colour accuracy of the prints you produce.



Vibrant colours and durability from a Mimaki CJV30-60.



Consistent quality using original manufacturer inks.

Reliability

Introducing a third party ink into your printer is always a risk. It is very possible that the reliability of the machine could be adversely affected.

This may not be apparent immediately, but it may manifest itself as an issue over time as the third party inks take their toll on the printer.

By then, it is often too late to reverse the problem and the damage is done. If this happens, the fix is likely to be costly.

I speak to customers who have taken the gamble and regretted it immediately, but all too late, as the money has been spent and the damage done!

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Durability

Finally (although I can think of several more good reasons), there is the issue of durability of the finished print, which can be limited when using third party inks. The durability of the cheaper third party inks can be less than genuine inks, although the suppliers rarely admit to this or proffer such information forward. If the print fades prematurely, it is you that will have to bear the cost of reprinting and the potential loss of future clients' business.

Further details on inks and all Graphic Printing Technologies' range can be found at www.g-p-t.co.uk



A bonus for recycling

Mimaki printers are exclusively distributed in the UK and Ireland by Hybrid Services Ltd and their marketing manager, Duncan Jefferies, gives us a bonus reason for using their OEM ink.

"In addition to the reasons provided by Stuart – which are representative of the majority of hardware resellers in the printing industry, there is a financial and environmental incentive for all our customers who have invested in a Mimaki solvent printer."

"The phenomenal success of Hybrid's rebate linked recycling initiative bears testimony to the commitment of our customers in the UK. Whilst we're thanking our customers for being part of the scheme with a valuable benefit in the form of ink rebates, the take-up demonstrates how keen Mimaki users are to reduce print waste and aid the environment at the same time."

Users of Mimaki's SS2, SS21 and HS3 outdoor durable inks register for free by visiting www.LetsDoMORE.co.uk and as their ink cartridges become empty, request collection by one of

Hybrid's vehicles when they're in the area. Keeping the carbon footprint as low as possible, Hybrid collects batches of cartridges when drivers are in the area, and then handles all aspects of processing the plastics, sacks and residual ink before shipping the component parts in bulk to their recycling partner.

All spent ink cartridges contain small amounts of residual ink, so their disposal should always be carried out in accordance with local council regulations, but typically with solvent ink, it should be treated as hazardous waste and not simply placed in standard refuse bins. Hybrid's scheme alleviates this (and any associated cost) and responsibly disposes of the waste ink for their customers.

Duncan concludes, "The importance of doing what we can, where we can, as an industry as a whole must not be underestimated. The figures tell the story of Hybrid's commitment to greener working practices and we're proud of what we and our customers have achieved."



Users of Mimaki's SS2, SS21 and HS3 outdoor durable inks can benefit from ink rebates with Hybrid's recycling initiative.

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METAMARK
The Materials Company

Making the appropriate film choice

There are so many different digital printing films from so many suppliers that it can be almost confusing to a new signmaker. It's worthwhile talking to an expert and considering your options, so we got some advice from Chris Bradley, William Smith's Marketing Manager.

William Smith offers a wide range of digital printing films for an equally wide range of applications, as well as other materials, graphics, signs and hardware to the signage and digital print markets.

Chris says: "You get what you pay for. Think about what application you need a digital film for. For example, don't over-spec if your application is on a flat surface and will be used for only a short period of time. Equally, don't under-spec if you are doing something like a wrap."



"Always make sure you heed advice about application. Working environment is very important, i.e. don't apply graphics in too cold a temperature or a dirty environment; make sure graphics have been outgassed for long enough if a solvent ink printer is being used; prepare the surface properly, post heat properly to the right temperature if required - particularly when it comes to vehicle wraps."

What distinguishes one film from another is the manufacturing process, i.e. whether cast or calendared, monomeric or polymeric. For example, cast film is very conformable, longer lasting, thinner, generally easier to use and handle, and gives much greater flexibility in terms of application.



Choose the correct film for your vehicle wraps with expert advice from William Smith.



William Smith provides a wide range of digital printing films for a diversity of applications

Adhesive systems, such as 3M's Controltac and Comply, also help with application of the film: Controltac allows for repositioning and Comply assists in ironing out air bubbles.

"Whilst both add cost to films, and tend to be used mainly on cast films, the benefits in time reduction when applying film over larger complex areas far outweigh the initial cost," says Chris.

"The majority of the market requires calendared films with a three to five year or five to seven year life. Our most popular materials, therefore, are 3M IJ40 Series and Arlon DPF4500 Series, both of which are suitable for a wide range of applications mainly on flat surfaces"

Wrapping film, especially for vehicle wraps, is currently a huge growth area, with different materials being suitable for different vehicles. 3M IJ380 Series is considered to be the ultimate wrapping film, designed for vehicles with deep recesses, and can therefore be used for any wrapping application. 3M Controltac IJ180Cv3 Series and Scotchcal IJ170CV3 Series are suitable for wrapping flat and slightly curved surfaces, which is perfect for most cars and some vans but should not be used where deep recesses are concerned.

Cast films, which are thinner and more flexible, can be used for more intricate wraps. However, calendared films tend to be thicker and retain their memory so that over time, especially when stretched, they want to shrink back to their original form, making them less useful for conforming over anything other than flat surfaces and simple curves.

"There is also a big market for roll-up, pop-up and banner film," continues Chris. "Although these offer only a short lifetime and very little flexibility, this is not a significant consideration as they are generally required only for very short-term applications."

To meet the growing demand for these materials William Smith has recently added Arlon DPF 208 & 210 films to its product portfolio.

To find out more about William Smith's range, visit www.williamsmith.co.uk

Win a trip to Japan and a new Roland machine in Roland DG's new Creative Awards competition

In celebration of the company's 30th anniversary, Roland DG is inviting customers worldwide to participate in its' first ever global competition.

Designed to recognise the amazing things that Roland DG customers create every single day, the competition will reach some of the most exciting industries across the world from sign-making to fine art, jewellery to giftware, engraving to product design, textiles to 3D prototyping, dentistry to the photography market and everywhere in-between.

"Roland DG customers are incredible. We owe our success to our loyal customers and are really excited about the opportunity to share their creative achievements with the world through the Roland DG Creative Awards," said Gillian Montanaro, Head of Marketing, Roland DG (UK) Ltd. "Thirty years is a true milestone and during this time our customers have produced some of the most unbelievable work."

The Roland Creative Awards is open to all users of Roland equipment across the globe. All entries will be showcased live online at www.rolandcreativeawards.com where anyone, Roland user or not, can participate by voting for their favourite entry to determine the monthly People's Choice winner.

For the major prizes, official judges will select winners based on Creativity, Innovation and Execution in each of the 14 regions, representing 123 countries worldwide. Prizes awarded include:

Monthly People's Choice Awards

One top entry, voted for by the public in each month (September/October, November and December) will be awarded a Canon SX230 SH digital camera.

Honourable Mention Awards

Two Honourable Mention winners will each win an Apple iPad2 and Roland RH200S headphones.

Regional Winner

One winner from the UK, Ireland or Gibraltar will receive a trip for two people to Japan to celebrate 30 years with Roland DG and compete for the global grand prize in April 2012.

Worldwide Grand Prize

The competition's top entrant worldwide will win his or her choice of a Roland machine - a VersaCMM VS series 42" printer/cutter, an EGX-360 gift engraver, a JWX-30 jewellery model maker or an MDX-40A milling machine.

To participate in the Roland Creative Awards, Roland customers must submit entries online before 31 December 2011. For more information visit www.rolandcreativeawards.com



Sign Worx is most recent fabricator appointed by SignComp

SignComp, the UK and European supplier of the SignComp flexible face tensioning system, has appointed another new trade-only converter as part of its on-going growth strategy. The news follows the recent announcement of Nova Aluminium Services Ltd as a fabricator for SignComp's range of tensioning systems.

The most recent new converter is Sign Worx, based in County Donegal, Ireland. Now run by husband and wife team Donal and Anne Brennan, Sign Worx began its life as a small sign company in 2005, but the business has grown rapidly since that time and it now specialises in digitally printing flexible material, producing flat-cut foam PVC letters and built-up letters. It also supplies a variety of sign materials to signmakers across Ireland for whom it offers a next day delivery service.

SignComp's Sales & Marketing Manager Guy Wales asserts that Sign Worx has proved itself as an ideal collaborator due to its high standards of manufacture and customer service. He said: "We see the company as an important part of our continued growth plans."

Donal Brennan added: "This is an exciting opportunity for us to supplement our product range, knowing that we have the full support of SignComp. Since we took over Sign Worx earlier this year our trade business has expanded

considerably and we see flex face signage as being an important part of our overall client offering."

Further information available at www.sign-worx.com and www.signcompeurope.com



Donal and Anne Brennan (second and third from right) with the Sign Worx team.

Ashby manufacture a wide range of high quality aluminium sign systems.

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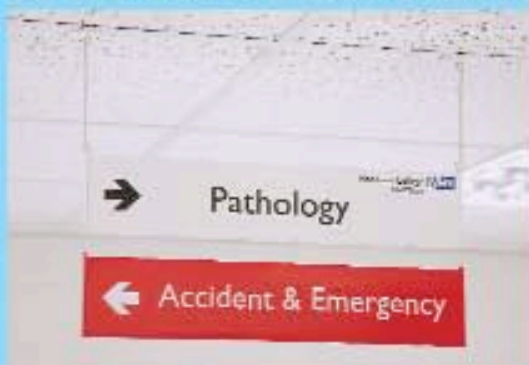
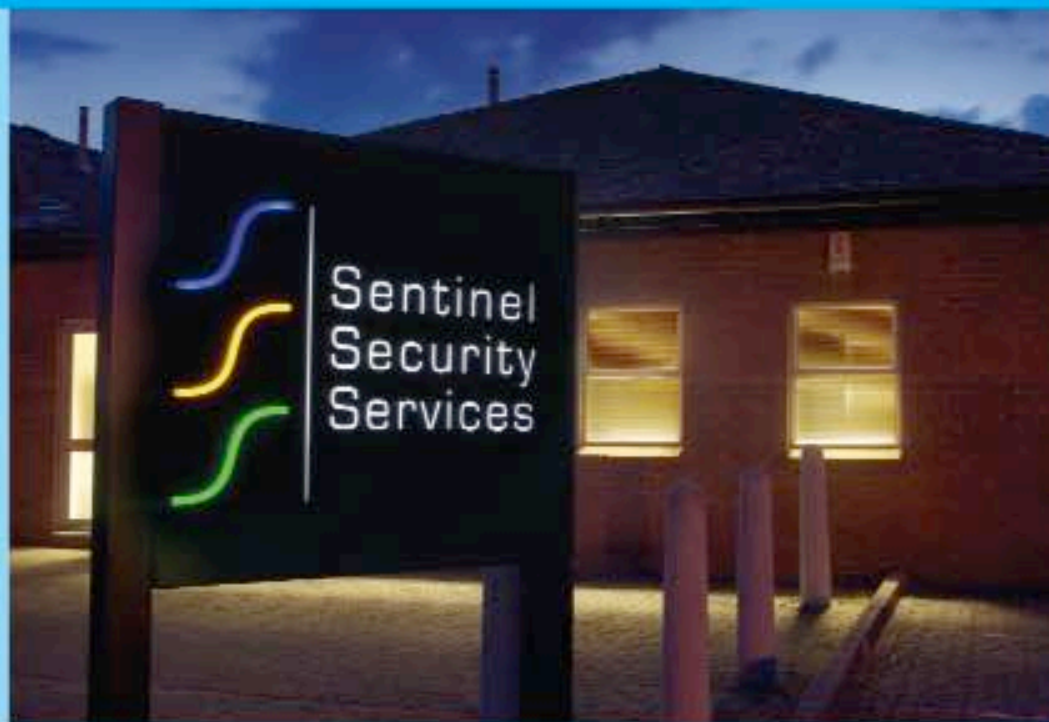
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3M and NASCAR team up for Wrap and Win Campaign

3Mwrapandwin.co.uk hosts monthly prize draws and the chance to win the ultimate prize of an expenses-paid trip to a NASCAR race in Florida in 2012.

Diversified technology company 3M is offering UK vehicle wrappers and sign manufacturers the chance to win an all expenses-paid trip to the NASCAR (National Association for Stock Car Auto Racing) Sprint Cup Series race in Florida which takes place in February 2012. This is the top prize in the 3M Commercial Graphics' Wrap and Win campaign with NASCAR that is the subject of an advertising campaign currently running in the sign and graphics media. This full-throttle campaign offers a host of attractive prizes to reinforce 3M's position at the forefront of vehicle branding and personalisation solutions.

Via the 3M Wrap and Win micro site, vehicle wrappers and sign and graphic producers can redeem their unique reference codes to be entered in the



attended single-day sporting events in the world and claims 75 million followers who purchase over \$3 billion in annual licensed product sales. Fortune 500 companies, including 3M, sponsor NASCAR more than any other motor sport.

3M has sponsored NASCAR for over 10 years and sponsors the Roush Fenway motor sports team, the Number 16 car and the 3M-contracted driver Greg Biffle. However, 3M's involvement extends further than just sponsorship. The majority of NASCAR Sprint Cup cars feature a 3M logo on the front wing indicating use of 3M Controltac Graphic Film Series 180 that is a preferred product due to its reliable performance under the most demanding conditions, ease and speed of application and expert finish, core characteristics mirrored by the NASCAR racing team and its award-winning Pitbulls crew.

Readers of *Sign Update* can visit the campaign micro site at www.3Mwrapandwin.co.uk or the Facebook page www.facebook.com/3MGraphicsUK for more information.

competition draw to win a galaxy of prizes, including the trip for two to Florida in February 2012. Lucky winners will receive tickets to watch a NASCAR Sprint Cup Series Race, stay at top-class accommodation and gain exclusive NASCAR VIP access. Up until 31 December, three winners will also be drawn to win £100 in vouchers for their business that can be spent in over 40,000 outlets.

The campaign micro site guides entrants through the promotion that is open to purchasers of 3M Commercial Graphics' materials. A product information section lists all of the qualifying 3M cast films for vehicle wrapping and general signage applications to enable the best product/s for a specific requirement to be chosen. Redemption codes are obtained once qualifying products have been purchased from either of 3M's primary trade suppliers William Smith and Spandex.

A Facebook page has also been set up to support the campaign, allowing entrants to follow what 3M and NASCAR are doing, share comments and ideas as well as browse the latest image and video uploads from NASCAR and the vehicle wrapping community.

NASCAR is one of the most viewed professional sports in terms of television ratings in the U.S. and NASCAR races are broadcast in over 150 countries. NASCAR holds 17 of the top 20



Oldest Wide Format Printer winners

Earlier this year GWL Colourlink resellers went on a mission to find the Oldest Printer in Town. The vibrant "wild west" themed campaign set out to find the oldest wide format plan printer and the oldest wide format inkjet printer in the UK, with a third prize draw for everyone who entered. It wasn't easy to determine with over a thousand entries but several phone calls and site visits later they found the winners.



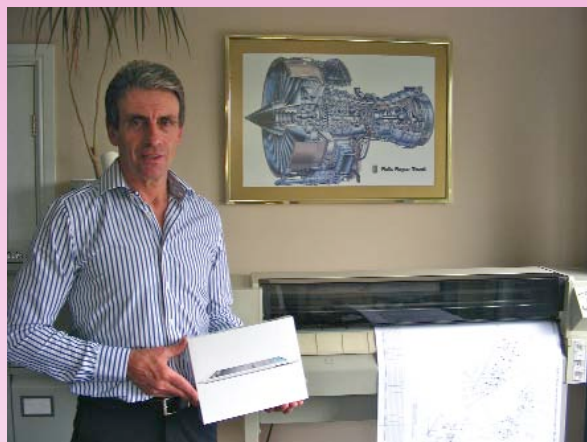
Richard Walker of John Watson & Carter, North Yorkshire, with his new iPad and his Diazo Printer from 1955.

The first category was for the oldest plan printer (24"+ wide) and the winner of this section is Richard Walker of John Watson & Carter, North Yorkshire. They have a fully operational curved glass light Diazo copier printer and ammonia wooden developing box circa 1950!! They purchased the system in 1955 from The Drawing Group Hull, which was known as Hull Drawing Materials Ltd back then and they still buy their printing services and equipment from the company.

The winner of the oldest wide format inkjet printer (36"+ wide) is Julian Slater from Slater Engineering Ltd, North Yorkshire and they have a working HP Designjet 200 purchased way back in 1991.

The third lucky winner picked out of a hat from all the entries is Paul Owen of Maris Interiors, London SE1.

Graham Baulch, managing director of GWL Colourlink explains why they chose this theme for a marketing campaign: "When new model printers are launched we are inundated with facts and figures about them being quicker, faster, more colourful, accurate etc...and that is all true, but the one thing that we've discovered over the years is that most people just love their



Julian Slater from Slater Engineering Ltd, North Yorkshire, with his working HP Designjet 200 from 1991.

printers and as much as we'd like them to buy a new one, our main mission in this campaign was to applaud that loyalty. All our winners received a brand new iPad 2, which we thought was fitting as all HP Designjet printers can now be driven by Wifi and Cloud technology, highlighting just how far we have come with technology. It was a fun campaign and drew a lot of interest over the few months we ran it so we want to thank everyone for entering and making it such a success."

For further information visit www.hpdesignjet.net

EskoArtwork opens new UK offices

The cutting of a green ribbon by Carsten Knudsen, EskoArtwork's CEO, marked the official opening of the company's UK offices in Blythe Valley Park, Solihull.

Watched by more than 30 EskoArtwork team members and representatives from parent company Danaher, the ceremony was followed by a presentation by Knudsen. He detailed EskoArtwork's current direction following its change of ownership in January and spoke of new developments underway in the run up to drupa 2012.

He also highlighted the exciting new training programme designed to enable customers to improve their working knowledge of all EskoArtwork solutions and some third party software. Lasting between one and five days the seminars will cover a host of subjects specially targeted to customer requirements.

For further information and details of the seminars/training courses visit www.esko.com or telephone +44 (0)121 667 4210



EskoArtwork's CEO Carsten Knudsen officially opens the company's new offices.

Tekcel CNC Solutions announces of new look website

The new Tekcel site features the latest information on its innovative range of CNC routers and cutters. It also hosts a wealth of news, views and videos to inspire existing and 'would be' router owners alike. Visitors to the site can also request and

download product specifications and guides to CNC routing, cutters and accessories. There are also links to leading CAD/CAM software suppliers and related product specialists.

All this and more can be found at www.tekcelcnc.co.uk

Insight - the next Chapter

After four years of down-sizing, followed by a potential takeover, Richard Rinn, MD of Insight has decided to once again re-expand the company. This was prompted by the realisation, during the sale negotiation, of just how good Insight's products and staff are, coupled with the fact that Insight has never been so busy.

Richard explained that the sale could have gone through but it would have been at the expense of all the employees, as the whole operation was being moved to the south of England. The good element would have been major expansion for Insight resulting in many benefits for the company's loyal clients.

However, while on holiday, Richard used his time to draw up a three year plan for the company to double production and this will start by employing enough new staff to allow a two shift operation. This is the only option due to lack of space brought about by the down-sizing, but makes perfect sense as it keeps overheads down.

The next stage is to look for a partner in the south. The ideal company would be light engineering, equipped with suitable machinery to be able to handle bespoke signs



Ecostar will be relaunched as part of Dibond's future plans.



Insight will be relaunching the Dibond Frame.

and fabricated panels. Insight would supply sign extrusions and training, and perhaps even buy into the company.

While the first two stages are in progress, Insight will re-launch some products shelved because of the recession, such as Dibond Frame and Ecostar.

"This is what we are about," says Richard. "We gave the sign trade extruded aluminium trough lighting (Highlight - now 30 years old), and were also the first to design, test and produce LED strip Lumirescent."

Richard continues: "The Spectra sign case system was the first extruded aluminium sign case system in Europe in 1972," explaining "Clever designs are what made Insight, and that is the way forward."

Coming in mid-2012 will be an innovative new trough light, with competitors sure to follow suit afterward.

Richard finally advises that he is now more motivated than ever, and very excited to see if he can achieve his goals.

For further information telephone Insight on 0141 774 5990 or visit www.insightsignsystems.com

New showroom facility brings Roland to customers in the south-east

A significant upsurge in demand for sign-making and digital printing solutions has led Roland DG to open a new showroom area in Aldershot, Hampshire. Situated on the same site as the company's long-standing transport providers, Carry Gently, this flexible new facility contains comprehensive demonstration facilities for its latest families of printers, cutters and 3D products.

Housing a dedicated showroom alongside the company's logistics warehouse means that Roland always has stock available for customers to view, even at short notice. As well as a Creative Centre which mirrors the facility at its Clevedon head-quarters, there is a room concentrating on three-dimensional applications such as engraving, reverse engineering and rapid prototyping.

"These days we're finding increasing numbers of potential customers want to visit a demonstration facility within easy reach of the south-east. The convenience of being based in Aldershot and co-locating with our transport and logistics specialist, Carry Gently, simplifies stock availability even at short notice," states Peter Kettle, Roland DG's Head of Business Development. "We're now positioned perfectly to service new and existing clients who want comprehensive demonstrations of all our product families."

As well as full showroom suites in the form of Creative Centres at both its Clevedon and Aldershot locations, Roland solutions are also available from its UK and Ireland network of partners.

To book a demonstration at one of Roland's regional showrooms call 0845 230 90 60 or visit www.rolanddg.co.uk.

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27-29 March 2012, Halls 3 & 3A, NEC, Birmingham

sign&digital UK

Sign & Digital UK 2011 was an attested success, attracting a large number of high quality visitors. With a completed ABC audit, the show recorded an impressive 22% increase on visitor numbers compared to that of the previous year.

Proudly celebrating its 25th anniversary in 2012, Sign & Digital UK is the largest and longest running visual communications event in the United Kingdom and continues to be the UK's premier sign making and digital printing event.

Showcasing a wide range of the latest innovative products, the exhibition attracts visitors and exhibitors from across the signage and print spectrum, looking to discover a wealth of opportunities.

WHAT THE EXHIBITORS SAY...

"The show this year has been exceptional: it's quickly becoming the 'must-be-at show' if you want to be in the sign industry. The quality of the visitors has been the same as it has been over the last few years; it really is a very good show for quality meetings and doing business on stands. We will certainly be looking at booking for next year."

Anthony McCullagh, co-owner,
Photocast Products

"The show has been absolutely brilliant this year, we've had some brilliant people join us and ask us questions and for us at signmakingtools its been really great."

Julia Owen, director,
Signmakingtools.co.uk

"We will absolutely be rebooking for next year - Sign & Digital UK is the most important show of the year for us."

Duncan Jefferies, marketing manager,
Hybrid Services Ltd

WHAT THE VISITORS SAY...

"This is my second time here and it is a very good show, there are always new products, innovation, top suppliers and deals to be had."

Gareth Murphy, managing director,
Presstec Digital Ltd

"Very useful show, good size, I visited a number of exhibitors and have found some new suppliers, I will be back next year."

Ian Forsyth, director,
Forsyth & Steele Ltd

"This is my 4th year visiting. I came up as I am looking to upgrade and wanted to see what equipment could do as well as make some new contacts. It is a very professional show and I have been impressed with the exhibitors. Definitely worth coming up."

A Campbell, proprietor,
Image Delivery Ltd



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E-mail: alex.howard@fav-house.com

Robin Wiltshire, Sales Consultant: Tel: 0161 903 1514
E-mail: robin.wiltshire@fav-house.com



Visitor registration will soon be live - register your interest now by visiting

www.signanddigitaluk.com

Oshino Lamps becomes UK distributor for Koledo LED systems

Oshino Lamps UK Ltd has been appointed UK distributor for Koledo LED systems, which are developed and manufactured using Philips technology.

Oshino are a Japanese lighting manufacturer and with its UK sales office and stores in Nottingham, are well positioned to serve the UK signage industry, as they have done very successfully since 1979 within the UK automotive and aerospace industries.

With 30 years experience, Koledo has taken over the LED business from Philips Lighting BV for the signage industry. Philips Lighting has put a lot of energy in to the development of the Affinium Signage LED program already and their latest products such as LED Tubes are a welcome addition to this industry.

David Tyler, Managing Director of Oshino Lamps UK commented: "We are very pleased to associate the internationally acclaimed Koledo and Philips branded products with Oshino.

Our reputation as a manufacturer and supplier of high quality illuminated products for our traditional markets will be maintained in the signage industry with the addition of Koledo, and we look forward to supporting our fast growing customer base."

For further information telephone Oshino Lamps UK Ltd on 0115 920 9513.



SignScape opens additional manufacturing facility in Cheshire

Signscape Systems Ltd has just set up a new division with its own manufacturing capability, Signscape (North), to improve supply and service to signmakers from Birmingham northwards and throughout Scotland.



Managing Director Simon Johnson (fourth from the left) and the team at Signscape (North).

In the 30 years Signscape has been manufacturing in Bristol, the company has built up a solid customer base across southern England and Wales, but many of its products are large aluminium signage systems, which are heavy and expensive to transport and this has limited growth to the rest of Great Britain.

Simon Johnson, who has more than 15 years experience running sign companies, heads up the new division as Managing Director of Signscape (North) Ltd.

He explains: "We've invested around £50,000 in plant and machinery, from state of the art CNC routers to a brand new powder coating oven and spray booth. Now we're manufacturing the full SignScape range including noticeboards, post and panel, fingerposts, monoliths, and lots more, in-house here in Cheshire with really quick turnaround times. Signmakers in the Midlands, north of England and Scotland can benefit from reduced transportation costs on SignScape products, and by knowing that also makes them makes more eco-friendly."

Simon adds "We're located just off junction 19 on the M6, ideally placed to serve the north of the country, and we have extra land on this site, so there's even room to expand if things really take off."

View the SignScape range at <http://sign-making-supplies.co.uk> or contact SignScape (North) by telephone 01606 723549.

Spandex UK Open House set to present everything sign makers and digital printers need to grow their business

Spandex, the one-stop supplier of complete and innovative solutions to the digital printing and signmaking industries will host an Open House event at its premises in Bristol on November 17th and 18th 2011. All visitors will receive a gift and the chance to win an Epson 9700 aqueous printer worth £3000.

"Feedback following previous Spandex Open House events tells us that customers value the extensive learning opportunities and the friendly atmosphere, so this year our event will be even

better," says Phil McMullin, Spandex UK Country Manager. "We're planning on adding more value for those who take the time to visit us, through conferences, practical expert advice, hardware and materials demonstrations and other activities. Visitors will gain the knowledge they need to help them reach their business goals in this ongoing challenging economic climate."

Further information on the Open House can be found by visiting www.spandex.co.uk/openhouse or by calling 0800 77 26 33.

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Mimaki JV34-260 upgrade programme helps sign makers expand their horizons

As part of an exciting incentive scheme, Mimaki's exclusive distributor, Hybrid Services Ltd, is offering print companies the opportunity to expand their horizons by investing in a state-of-the-art Mimaki JV34-260 "baby grand" outdoor durable printer. To assist companies in upgrading, Hybrid is providing a £5,000 trade in for their existing 1m wide or larger outdoor durable printer.

The Mimaki JV34-260 uses a double array of the latest generation print heads to deliver a combination of ultra high quality output coupled to speeds of almost 30m² per hour. With a sizeable printing width of 2.6m it greatly expands productivity as many graphics applications such as banner stands, exhibition backdrops, pull ups – and surprisingly large banners, can be printed landscape and therefore vastly quicker than if they were output down the length of the roll.



The Mimaki JV34-260 "baby grand" outdoor durable printer will help sign makers expand their horizons.

The staggered arrangement of the two banks of print heads delivers an unprecedented output speed and with Mimaki's vibrant, durable and fast drying SS21 inkset available as standard, printing companies can significantly expand their volume of output with the Mimaki JV34-260. The printer benefits from a two year, fully comprehensive warranty, powerful RasterLink Pro RIP package and a highly competitive list price. An optional Mimaki Bulk Ink System reduces ink costs by 20% and suits volume production applications perfectly.

Hybrid's national sales manager, John de la Roche, points to the value of the machine as a key reason for companies to invest. "Hybrid's lucrative offer confirms how attainable the JV34-260 is to any printing company. The Mimaki JV34-260 can really add a competitive edge to your print capabilities – and getting a £5,000 allowance for your old machine makes it even more attractive."

Companies wishing to take advantage of the offer should contact their authorised Mimaki reseller or Hybrid directly, and a demonstration machine is installed at Hybrid's UK headquarters. The Mimaki JV34-260 is also available as a dye sublimation model and makes for a very attractive proposition, delivering transfer paper printing at a size especially suitable for exhibition graphics, retail point of sale and soft signage markets.

Potential Mimaki JV34-260 customers who opt for the outdoor durable SS21 inks will also be eligible for Hybrid's ground breaking, and very successful, Let's Do MORE! rebate linked recycling scheme, where a valuable ink credit is earned through collecting spent solvent cartridges for collection by Hybrid prior to their recycling.

Further details on this can be found by visiting www.LetsDoMORE.co.uk and information on the complete Mimaki range is available at www.hybridservices.co.uk

Icon signs Strategic Partner agreement with London & Partners

Leading branding implementation agency Icon, announce that it has become a strategic partner with London & Partners, the official promotional agency for London. This new role will give the company the opportunity to advise on the city's event strategy and implementation in the months leading up to the 2012 Olympic and Paralympic Games and beyond.

John Francis, Managing Director, Icon, said; "The chance to become a strategic partner of London & Partners is an ideal fit with our plans to develop further our portfolio of event branding, production and overlay. We are delighted to be part of this growing organisation and hope to maximise on the exciting prospects and potential that it has to offer."

Strategic partnership status is an endorsement of excellence and recognition of a shared aspiration to make London recognised as the best big city on earth and its events the most exciting and unique in the world. Strategic Partners, which also include Aggreko, G4S, Pitch and SMG Insight, will have the opportunity to work closely with London & Partners Major Events team to drive, advise and shape the events strategy for London in the lead up to 2012 and beyond.

For further information telephone Icon on +44 (0) 208 269 6213 or visit www.icon-world.com

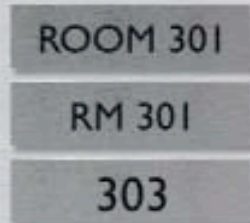
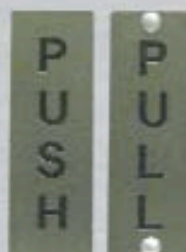


John Francis, Managing Director, Icon.

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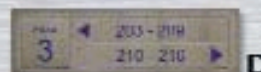
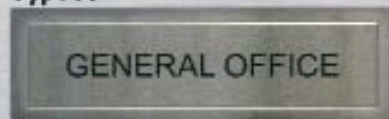


Personalised

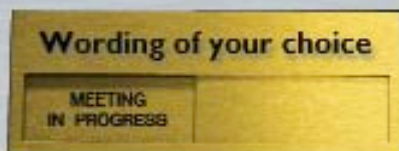


Brushed Stainless

Type A

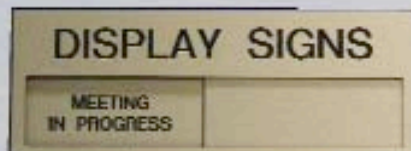


Magnetic Interchangeable Nameplates 254 x 80mm



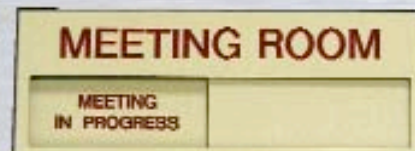
ANY SIZE

Gold Laminate



ANY SIZE

Silver Laminate



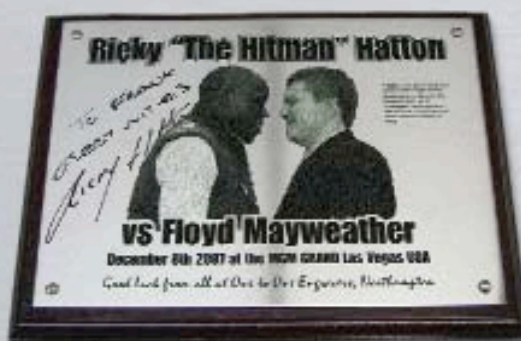
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Sign & Digital UK 2012 – Show Update

Sign & Digital UK 2012 will be held from the 27-29 March at the NEC, Birmingham in Halls 3 & 3a. Visitors planning to attend the show, will find all the information they need on the 'new look' website www.signanddigitaluk.com

The exhibition recently had its visitor audit completed by the independent organization ABC which confirms an impressive 22% increase in visitor numbers. Sign & Digital UK 2011 came 54th in Exhibition News Magazines' top 200, a league table that ranks the UK's largest exhibitions by turnover.

So what does this all mean to you the signmaker and print professional? Well the organisers are set to ensure that there's more than ever on offer at the 2012 show. Rudi Blackett, Show Director explains: "We're very pleased with the results from the 2011 show. We knew it was busy and the buzz surrounding the show and during the actual event was palpable. It's up to us as organisers to work with the leading industry suppliers and educators to build on this success and deliver a show in 2012 that's fit for an Olympic year – and so far, with the exhibitors that have booked and that are in the process of booking we are getting close to that. We are also in discussions with

27-29 March 2012, Halls 3&3A, NEC, Birmingham

sign&digitalUK

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exhibitors to offer more training and workshop oriented events on their stands and in our seminars so watch this space."

The latest companies to confirm bookings for Sign & Digital 2012 include; EskoArtwork, Laserite Ltd, I-Sub Ltd, The Magic Touch and Keencut Ltd.

To find out the latest news when it happens, log on to www.signanddigitaluk.com and register for more information. Potential exhibitors are encouraged to contact the team now to avoid disappointment.

Trophex 2012 – something for everyone

Visiting the annual Trophex show is really a must if you work in the trophy, awards, sign and personalisation industries. It's the show for the industry and every possible sector is represented: from the leading trophy wholesalers to the major engraving companies, clothing distributors to rubber stamping, outstanding glass and crystal awards to the very latest in the image transfer business – there really is something for everyone.

Next year the show will take place at the NEC Pavilion in Birmingham from 15th to 16th January 2012. Trophex is free to attend and parking is free. Avoid the queues by pre-registering today at: www.trophex.com.

Or why not think about exhibiting at the show? Trophex is attended by people from throughout the industry and is a great place for your company to launch new products, show new catalogues, meet with customers both old and new and give live demonstrations.

'Trophex Awards 2012' will be sponsored by Crystal Galleries. Due to the success of the Trophex Awards at this year's show, visitors attending on Sunday, 15th January, will once again have the chance to vote for their favourite product/trophy etc from a number of different categories. Exhibitors can enter their products/trophies into the relevant categories and these will be on display all day on Sunday. The results will be announced on Monday 16th January.

For further information visit www.trophex.com

Fira de Barcelona – the ideal venue for Fespa Digital 2012

Exhibitors and visitors are gearing up for the first ever FESPA Digital show to be held in Spain (21-24 February, 2012). Befitting Europe's leading event for wide format digital print, Fira de Barcelona, the country's pre-eminent exhibition trade fair ground, has been chosen to host the exhibition.

FESPA Digital 2012 will take place in one of Fira de Barcelona's two exhibition centres, Gran Via, a venue renowned for its technological development and the logistics services it offers to exhibitors.

With an extensive portfolio of services, the operations and logistics department at Gran Via offers unparalleled assistance for all exhibitors. Providing essential coordination support for facilitating the construction and dismantling of stands, Gran Via can also arrange for the transportation of all company merchandise within the venue.

Exhibitors also have access to spacious conference rooms positioned in the Sales de Conferències area, immediately above the show hall.

For further information visit www.fespa.com



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Fairfield appoints Neil Davies as new Account Manager

Neil Davies has just joined Fairfield Displays & Lighting as SW Account Manager which is part of the continuous growth of the company. He has over nine years experience working with the exhibition contractors Wide Format Digital Printing/Litho Print, Giclee Printers through to shop fitters and general signage makers.

Neil will now be able to provide a truly personalised service to clients in the S & SW, building on the strong Fairfield service to focus on the individual customers' requirement and help them develop their business. As he knows the area well, he will personally be visiting many companies who have not previously had a local Fairfield consultant.

One of Neil's major focuses will be to present the new LED Light Pocket system that Fairfield claim is the brightest floating poster

system on the market and is the fastest growing product the company has had in the last five years.

Neil has worked at all levels in the past, dealing with the management of bespoke projects from the design brief through to job completion as well as handling large role outs for customers like Virgin Media. He can be contacted directly by telephoning 0798 3645330.

For further information and to see Fairfield's latest designs visit www.fairfelddisplays.co.uk



Neil Davies.



Peter Barton.

Icon strengthens management team with appointment of Jonathan Bentley

Icon, a leading branding implementation agency, has appointed Jonathan Bentley in the newly created role of Head of Client Services, with a primary focus on ICON:MEI, the event production division of the business.

John Francis, Managing Director at Icon, said: "Jonathan joins us at an exciting time. He will be working closely with Richard Dale and the ICON:MEI

team, predominantly on their clients' Olympic Activation programmes and supporting their existing client base by bringing a more integrated approach to marketing planning. Longer term we are aiming to broaden ICON:MEI's strategic offering and Jonathan's experience will make a valuable contribution to this."

For further information telephone Icon on +44 (0) 208 269 6213 or visit www.icon-world.com

Reprographic Technology appoints Peter Barton as Director, EMEA Sales and Business Development

Reprographic Technology, a world-wide leading supplier of parts and consumables into the Digital print marketplace announced the appointment of Peter Barton in the position of Director, EMEA Sales and Business Development.

Barton is charged with leading Reprographic Technology UK's growth initiatives within the Digital Production, Display Graphics and Engineering Wide Format print sectors.

"Having worked with Peter over the past two years on various growth initiatives, I have a tremendous confidence in Peter's ability to achieve our targets. Peter's strategic vision, passion for digital printing and extensive customer service experience make him an ideal fit for RTI", said Vice President Erik Norman. Barton will continue to be based in the UK.

For further info tel. (0)1594 825825.



Jonathan Bentley.



Phil Lee.

New sales team heads up ambitious business plan

The Leeds based, large format printers, Digital Plus Ltd, has a new sales team, strengthening ambitious plans to double the firm's turnover in three years.

Consultant, Phil Lee, has been appointed to act as Sales Director with a full remit to lead the

new team and spearhead the strategy for growth.

Recently employed Mark Lazenby, is one of the new Regional Sales Managers, and joins Ian Thomas, also Regional Sales Manager, who has been with the Company over six years.

For further information visit www.digitalplus.co.uk

New Avery Graphics Direct Sales Manager for UK and Ireland

Avery Dennison Graphics and Reflective Solutions Europe have appointed Jimmy Nicholls as new Direct Sales Manager for their Avery Graphics-brand product range in the UK and Ireland. Based in the UK, Jimmy will report directly to Peter Koomen, General Sales Manager Europe, Direct Channel, at divisional headquarters in Hazerswoude, The Netherlands.

"Jimmy is a highly-experienced sales professional," says Peter Koomen, "who has built an enormous knowledge bank working with other international companies in the self-adhesive graphics sphere. He has a great track record, and we are pleased to welcome him to our team."

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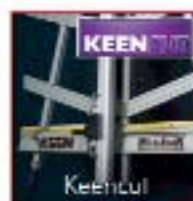
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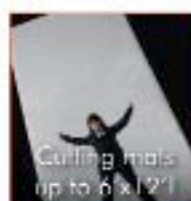
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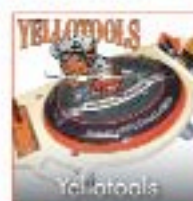
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WEBSITE News

Roland DG launches new website

Roland DG has launched a newly designed web site. The site, www.rolanddg.co.uk, has been designed in direct response to feedback from customers, partners and staff, with the content now being more up-to-date, engaging and informative, as well as being optimised to be search-engine friendly.

Gillian Montanaro, Head of Marketing for Roland DG UK comments: "Considerable thought has gone into the design of our web presence, such that visitors will always find fresh and exciting content, can navigate intuitively around the site and can easily get in contact. In particular, we've made changes that make our site more search-engine friendly, so that when anyone wants to find us, they can."

As well as a new cutting-edge, colourful site design, Roland DG has transformed its home page to include its Twitter feed, latest news and Academy training course dates, plus has added a deeper set of product information on two flagship product ranges: the VersaCAMM VS-series and VersaUV LEC-series, to enable visitors to make informed decisions easily.

Montanaro continues: "We've made changes that make it easy for customers to contact Roland DG directly, and simple to locate the details of our Authorised Partners who sell our products. Plus we've now added prices to our site and introduced a new set of case studies and news pages. Overall, our changes are all about making Roland the easiest company to deal with in the industry and are a part of an ongoing programme of online developments that Roland will be launching in the coming months."

For further information visit www.rolanddg.co.uk or telephone 0845 230 90 60.



New-look website for Sign & Digital UK 2012

Faversham House Group, organisers of Sign & Digital UK show have launched a brand-new website for visitors and exhibitors. Celebrating its 25th year serving the sign making industry, the show has grown and expanded with the evolving printing industry to encompass wide format digital printing, imaging and finishing and continues to be the only show of its kind in the UK.

The new website boasts a wealth of new features including scrolling imagery on the home page with direct links through to the latest show news and features. There are also useful 'information panels' designed to facilitate the site visitors' access to the most up-to-date information, where site users will be able to find information 'at a glance', including a press and PR section, 2011 show highlights and the 2012 Awards & Networking event. 'Quick link' panels, clearly defined for visitor and exhibitors, allow users to navigate quickly to relevant information.

There will be advertising opportunities on the website for

exhibitors to increase their profile and there is a stronger focus on social media to reach all audiences and to help connect industry and businesses better.

With the new website featuring social media links quite prominently the organisers are encouraging all signmakers and print service providers to follow them on Twitter™ (@signanddigitaluk), LinkedIn (Sign & Digital) and Facebook™ (Sign & Digital UK 2012) as followers will be able to get the inside scoop on what's happening at the show – and even during the show.

Alan Caddick, Marketing Manager for the show explains; "Last year some exhibitors really took social media by the horns and were offering special show offers via twitter on the day and within the hour... so if you're following us, that's the best way of ensuring you get the most up to date information about what's happening, as its happening."

For all the up to date information visit www.signanddigitaluk.com

Bigger, bolder and better website from Josero

With Josero's strategic expansion into the printer market, its improved website www.josero.com has been developed to incorporate their full range of products.

The site now contains more graphics and imagery of the products available, so potential customers can see what they want to purchase, be it a superwide printer or a damper. These products are stocked at Josero's head office in Cambridge.

Josero's core offering of technical expertise and sales support is also reflected on the site. The team at Josero pride themselves on their technical knowledge and experience and are always on hand

to offer advice and support to customers and potential customers. This is demonstrated in the case studies, which show the customer service Josero offer.

The site is easy to navigate and customers can search for Triangle inks and spare parts by selecting their printer. The communication section includes the exhibitions Josero attends, articles published across a range of media and some of the adverts it has run in the trade press.

For further information telephone Josero on +44 (0) 1954 232564.



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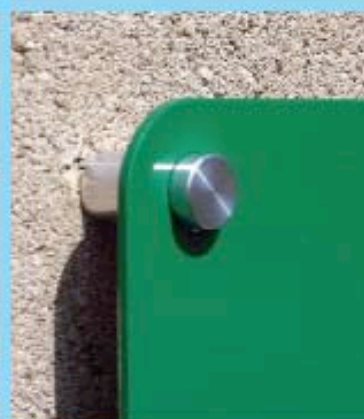
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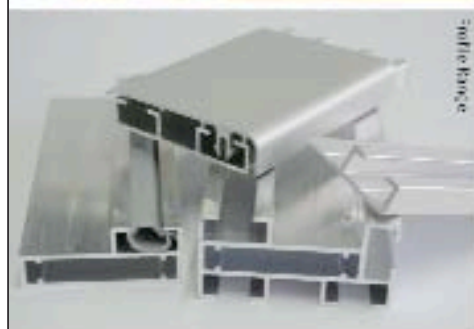
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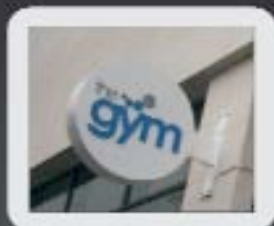
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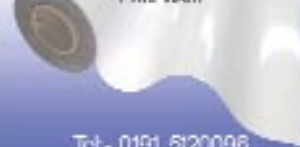
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Fax: 01909 773038

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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	£4.98	£5.76	£6.51	£7.88	£9.70	£10.92	£13.91	£16.98	£66.71
10mm	£1.83	£2.32	£2.91	£3.64	£4.61	£5.57	£7.26	£9.98	£11.53	£12.81	£15.77	£19.40	£21.83	£27.90	£33.96	£133.40

FOAM PVC (all available colours - 10mm & 19mm available in white only)

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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	£0.95	£1.33	£1.70	£2.55	£3.52	£4.37	£4.98	£6.07	£7.28	£8.52	£9.31	£11.52	£13.31	£16.98	£21.59	£58.21
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NO MINIMUM ORDER

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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	£14.35	£43.66
12mm	£0.91	£1.57	£1.91	£2.81	£3.88	£4.66	£5.46	£6.37	£7.52	£9.22	£10.31	£11.70	£13.91	£17.16	£19.10	£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	£20.81	£23.83	£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	£8.21	£9.70	£11.28	£15.77	£19.10	£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	£3.68	£4.67	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.91	£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	£2.91	£3.67	£4.51	£5.63	£6.26	£7.18	£8.10	£9.38	£10.59	£12.08	£13.67	£17.88	£21.41	£27.22	£36.11
5mm	£3.46	£4.33	£5.36	£6.64	£7.30	£8.47	£9.55	£11.07	£12.49	£14.25	£16.13	£21.10	£25.76	£32.12	£42.64

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

MINIMUM ORDER £95

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

ADDITIONAL OPTIONS

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

Add 10% for VHB tape to rear

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

Add 20% to price list if the typeface is extended

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

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

Add 25% to price list for Gloss Finish Foam PVC

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

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

Additional Glue 500ml of Adhesive £23*

*no discount available

PLEASE NOTE: All the above prices are subject to VAT at the prevailing rate. Prices are based on the capital letter height, even on lower case orders.

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