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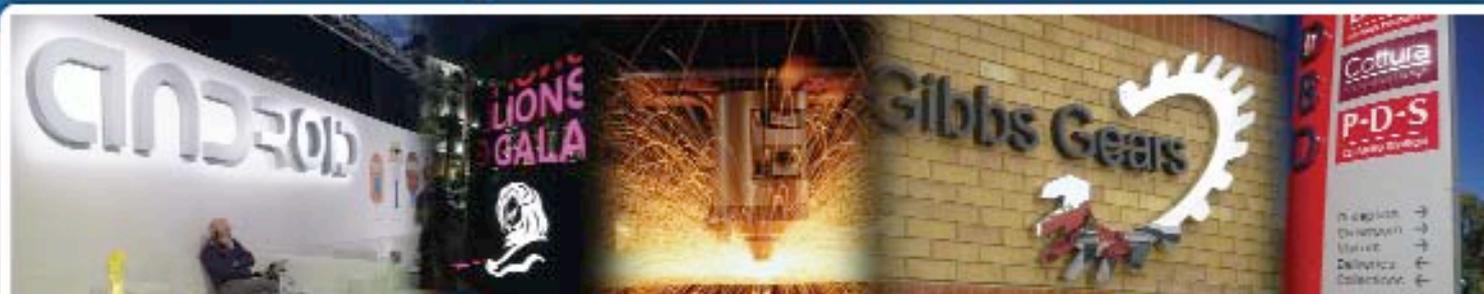
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250mm	£11.71	£14.85	£14.38	£18.10	£2.68
300mm	£14.75	£18.87	£18.85	£21.20	£2.88
350mm	£17.00	£22.13	£21.07	£28.31	£2.88
400mm	£19.68	£25.77	£24.31	£33.84	£2.68
450mm	£23.43	£31.82	£30.07	£42.13	£3.68
500mm	£28.37	£38.88	£34.58	£49.48	£3.68
550mm	£29.78	£42.45	£39.69	£57.70	£3.68
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# WELCOME *Page*

## Feels like it's the blind leading the blind

The good lady wife and myself had a long weekend away at the start of December and very enjoyable it was too.

We didn't go anywhere special, but what made it so enjoyable was the fact we never bothered with a newspaper or took the trouble to watch the television or listen to the radio, leaving both of us not knowing what was going on with the rest of the world. We were in that little make-believe world of "everything is going along OK".

Each morning we had the full cooked English breakfast, (well I did), followed by a brisk walk before lunch. Another walk to make room for a very large dinner, (again, it was me who had the large dinner). Then we spent the rest of each evening drinking. (Well I did).

What spoilt it was coming back home to our routine of reading the newspaper in the morning and then watching the news in the evening. And before I knew it we were back in the dumps. Over those four days, nothing had changed; it's just as depressing now as it was before we went away.

I didn't really expect anything different. The last news we heard before leaving was that we are days away from the euro going belly-up. Five days later we came back and now we're two weeks away from going belly-up. Bankers are still getting massive bonuses on top of their enormous wage, the country's bursting with people, and recession will be with us for the next eight years.

Why I'm telling you this, I really don't know, which probably won't surprise you. It just makes me feel a little better moaning about it. Moaning is something I know I'm good at.

*Roger Hinchliffe*

P.S. I wrote the above four days ago (at the beginning of December). Reading the papers this morning, I find things have taken another turn for the worse as it now looks like we really are out on our own. There are 26 other countries in the EU and not a friend for us to turn to.

But, looking on the bright side, we still have the Olympics to look forward to. I just hope the rest of Europe does not boycott the games and that it all runs smoothly. If the Olympics don't bankrupt the country, then we're home and dry.



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## Mimaki launches TS34-1800A production dye sub printer

Mimaki is set to launch a new 1.8m wide, production dye sublimation printer. The TS34-1800A has been designed specifically for the sublimation printing market with high speed and quality in mind. Sublimation transfer printing is widely utilised for sportswear applications due to the elasticity and quick-drying capability of polyester material as well as in the growing market of soft signage applications, such as flags, retail point of sale and exhibition graphics.

With a staggered array of two newly developed print heads, the Mimaki TS34-1800A is capable of printing up to 32sqm/hr at 540 x 720 dpi. In addition to this significant production speed, the machine

can achieve a printing speed of 17.7sqm/hr in six colour mode at the same resolution, where customers have a requirement for superior quality prints, with smooth gradations of tone and colour. These features make the TS34-1800A suitable for both large-sized soft signs and apparel applications, which respectively require a quick response and fine image quality.

In addition to this increased print speed and quality, various practical functions also contribute to the improved productivity of the machine by enabling automated continuous operation. Mimaki's UISS function enables the setting of two ink cartridges per colour in four colour mode. When an ink cartridge is depleted, the system switches automatically to the second cartridge of the same colour, preventing the printing process from stopping.

The optional Mimaki Bulk Ink System (MBIS) provides large volume continuous ink supply with two litre ink sacks. As a result, overall ink costs along with users' environmental footprint are substantially reduced. Mimaki also offers an optional drying fan which increases the ink drying speed significantly, enabling continuous media take-up even during high speed printing.

Commenting on the launch of the machine, Hybrid's marketing manager, Duncan Jefferies said: "The new Mimaki TS34-1800A delivers a competitively priced solution at a popular width and with powerful production capabilities. The response from our specialist textile resellers suggests they're already confident the dye sub market will very quickly adopt this machine for volume output."

Using aqueous ink to print to polyester ensures the Mimaki printing solution has excellent green credentials and the TS34-1800A, packaged with Mimaki's RasterLink Pro RIP software, will be available from early 2012 through Hybrid's authorised reseller network.

For further information telephone Hybrid on 01270 501900 or visit [www.hybridservices.co.uk](http://www.hybridservices.co.uk)



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## New addition to William Smith's range of HP Latex printers

A new inkjet printer has been introduced to the impressive range of HP Latex printing solutions supplied by HP channel partner William Smith to the sign and graphics and digital printing industries. Called the HP Designjet L26500, it is a replacement for the earlier L25500 machine, but shares all of the now familiar environmental and performance/cost benefits of other printers in the HP Latex family. In addition, it offers more application possibilities through upgraded design features.

Significantly, these include a larger print area of 61 inches (1550mm) to make the new printer better suited to applications involving flexible media used, for example, in soft signage and textile printing, a new 40kg take-up system with dancer bar that keeps the media under tension for unattended printing, an ability to carry out double-sided printing and the availability of new inks that provide deeper and glossier colours and an enriched black finish.

Like all HP Latex printers, this latest offering uses the unique and patented HP Latex Ink Technology that has only a minimal VOC (volatile organic compound) content, contains no HAP (hazardous air pollutants) and does not generate ozone emissions during printing. As a consequence, no expensive fume extraction and ventilation equipment is required, thus fuelling the growing popularity of this environmentally friendly and more cost-effective

printing technology as a viable alternative to hazardous solvent-based systems.

The six-colour HP L26500 has a print resolution of 1200dpi and a variable print speed of up to 22.8 square metres/hour. It will handle a wide range of roll-fed media, including vinyl, backlit polyester film, textiles, thin banner-grade and lined mesh for porous media. In addition, for a broader range of applications and in particular vehicle wrapping, use of the printer using HP Latex inks will, it is claimed, outperform solvent- and eco-solvent-based systems and thus appeal to a much wider end user customer base with complementary 'green' objectives.

As part of the HP Latex printing technology culture, the HP Designjet L26500 is fully compliant with all relevant EU safety and environmental standards, achieving EU (LVD and EN 60950-1) and Class A EU (EMC Directive) accreditation for the former and ENERGY STAR, WEE, EU RoHS, EuP and FEMP approval for the latter. The system, which is compatible with both MAC and PC systems, comes with a one-year warranty and is supported by the comprehensive HP Care Pack Services support package. Furthermore, the printer has Green Guard certification that enables output for the more sensitive environmental applications such as those used for hospitals and educational establishments.

For further information, visit [www.williamsmith.co.uk](http://www.williamsmith.co.uk) or telephone 01833 694707.



The new HP Designjet L26500 is now available from William Smith.

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# PRODUCT News

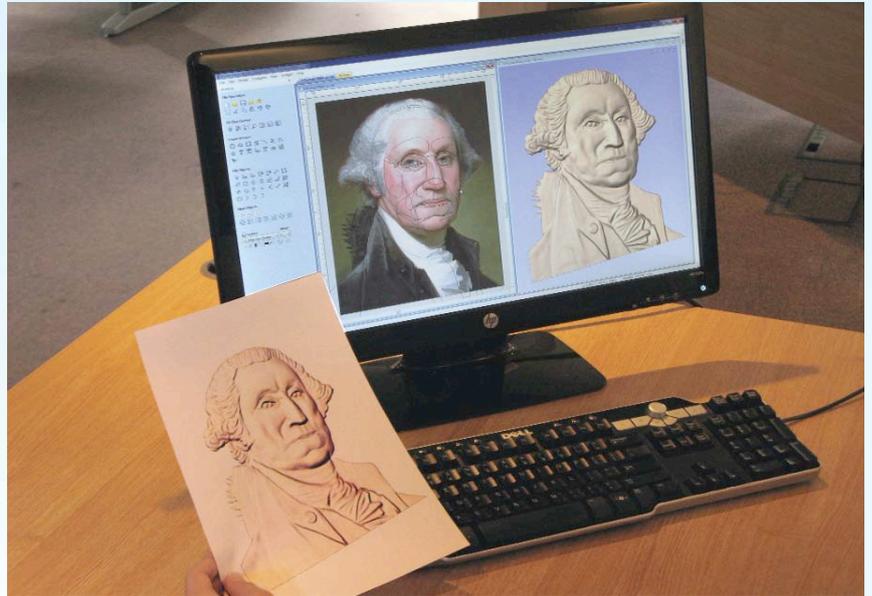
## Vectric launches Aspire 3.5 and VCarve Pro6.5

Vectric Ltd has announced new point releases for their Aspire and VCarve Pro software packages. These new versions add significant features as well as expanding existing functions to improve work flow and design flexibility for CNC signmakers. There are more than 15 specific areas of enhancement covering aspects of 2D design, 3D modeling, toolpath creation and part visualization. For Vectric customers who are currently running Aspire 3 or VCarve Pro 6 this is a free upgrade.

Users of both Aspire and VCarve Pro will benefit from a number of new tools common to both packages such as a specific Arc Drawing function, enhanced Pass Depth Control on profile toolpaths and an option to directly Print 2D and 3D images. The pass depth function allows the user to specify the individual cut depths when profiling. This can improve edge quality on parts using laminated materials and helps to better control techniques like "onion skinning", where a thin layer of material is left to hold the part in place when cutting it out. The printing option can be used to create images for customer approval or to make reference sheets for checking details at the machine, helping to optimize setup time. The arc drawing tool makes it easier to layout curved shapes common to many designs.

Aspire's new 3D Clipart Browser will speed up the creation of parts as well as increasing the choices available for "real-time" 3D design. The browser allows the user to see previews of files created with Aspire, making it easier and faster to select components for new layouts. Images of the parts can easily be browsed from within the program and magnified when required to ensure you are loading the correct piece. Once located the user can just drag and drop the image to import the model into the current job setup. An extension to the browser also allows the extensive Vector Art 3D clipart library to be searched from within Aspire to find appropriate files to purchase.

A new tool to extract a cross section from the 3D model along with enhancements to the smoothing and sculpting tools make creating finished 3D components in Aspire even simpler. The cross section tool makes it possible to extract data from the model so new



Users will be able to directly print 2D and 3D pictures.

shapes can be seamlessly combined with the existing design. This can be particularly beneficial for customers who work with 3D digitized data or import models from other CAD systems. Enhancements to the sensitivity of the smoothing and sculpting provide added control during the important stage of finalizing the 3D model. The Sculpting also benefits from more "short-cut" commands to control the operation, making the use of this important tool quicker and more dynamic.

Aspire 3.5 offers a new Top/Bottom Split Import Option for creating parts from existing 3D models, this allows a full 3D part (STL file) to be automatically split into two components which represent the "top" and "bottom" of the object based on a flat splitting plane. When coupled with the existing function to divide components into multiple Z layers, this makes it even easier to generate toolpaths to machine the individual pieces to assemble the full 3D finished part.

For further information telephone Vectric on 01527 850 323 or visit [www.vectric.com](http://www.vectric.com)



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## 3M introduces value-priced film for vehicle wraps

A new film developed specifically for less demanding applications but where cost is a deciding factor has been introduced by 3M Commercial Graphics. Called Controltac Graphic Film with Comply Version 3 Adhesive IJ170Cv3-10, the white film has excellent hiding power capabilities, is extremely versatile, stable and easy to apply without bubbles or creasing, making it an ideal choice for applications such as vehicle wraps and outdoor and indoor signs and displays.

A key component of the film is the Comply Version 3 Adhesive that incorporates air release channels to enable fast and precise positioning of the film. Visually stunning graphics with no show through can be achieved, as the grey, pigmented adhesive has a superb concealing quality. The film also offers excellent adhesion to flat or moderately curved surfaces without edge lifting, shrinking or cracking.

As the film has no curing time, vehicle downtime is kept to a minimum and a fast turnaround on graphics can be achieved. Controltac Graphic Film with Comply Version 3 Adhesive IJ170Cv3 offers a high level of resistance to water, mild acids and alkalis and salt and can be purposely removed quickly without any residue by the simple application of heat. The film is compatible with the 3M Scotchcal 8580 over laminate film.



*The Controltac Graphic Film with Comply Version 3 Adhesive is ideal for vehicle wraps.*

Both products are available from 3M primary stockists William Smith and Spandex.

For further information visit [www.3M.co.uk/graphicsolutions](http://www.3M.co.uk/graphicsolutions)

## First borderless option for Epson's 64-inch inkjet printer

**An adaptation kit for the Epson Stylus Pro GS6000 roll-fed inkjet printer is now available, enabling users to produce borderless prints.**

The kit, available both as an on-site upgrade for existing GS6000 customers and offered as an option on new purchases, allows users to take advantage of new business opportunities, in line with the growing demand for signage and POS applications for interior decoration such as customised wallpapers and window graphics.

The kit enhances the GS6000's capabilities, enabling printing without borders at widths from 11.8 inches (300mm) up to 62.5 inches (1,590mm). The on-site upgrade can be performed in about an hour by an Epson service engineer, or comes pre-fitted on a new GS6000. Once upgraded the printer can still print with borders and retains the same high print speeds, print longevity and quality as before. Customers simply need to add on suitable RIP software from their reseller.

In addition to new business opportunities the kit also reduces finishing time, media wastage and the need for dedicated cutting or trimming equipment.

Martin Johns, business development manager – pro-graphics at Epson UK, said: "The adaptation involves fitting a new platen to the GS6000. This allows variable positioning of recessed porous pads to catch the overprinted ink on either side of the media roll. A set of spacers for these pads accommodates popular media widths, including standard wallpaper sizes. An adjustable pressure roller allows for the use of both textured and smooth media types without causing edge curling. In addition, the kit includes a user guide that explains how to set the spacers and pressure rollers and adjust image sizing and other print software parameters to use the borderless option correctly."

The Epson Stylus Pro GS6000 borderless kit is available immediately priced at £1799.

Further information can be found by visiting [www.epson-europe.com](http://www.epson-europe.com)



*The adaption kit is available to existing GS6000 customers.*

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## Unbeatable value from new Kala Starter laminators

Colourgen has announced the exclusive UK distribution of the new range of Kala Starter laminators. These new cold laminators provide simultaneous single sided lamination and adhesive mounting onto substrates up to 50mm thick and are available at an extremely competitive price.

This entry-level range of wide format laminators comes in 108cm, 140cm and 160cm widths and are all capable of handling rolls up to 100m in length. The Kala Starter range supercedes the existing range of Kala Bunny laminators, by providing more capabilities and better ease of use.

Melanie Enser, Product Marketing Manager for Colourgen, says: "The new laminators are targeted at photographers, signmakers and printers looking for a first laminator or an additional machine at a low price for special requirements. The quality and reliability of the French manufactured Kala laminators makes the Kala Starter the perfect entry-level laminator."

The Kala Starter laminators are manufactured to a very high standard and are designed to be easy to use and versatile. The pressure can be adjusted with a high level of control and visual gauge, unlike many other laminators at this price level, which often only have a pre-set lever to control pressure.

The new laminators simultaneously apply lamination film to one side and an adhesive layer to the other for easy finishing onto a broad range of substrates up to 50mm. Forward and reverse motion is controlled by hand or with a foot pedal and for safety purposes there is an emergency stop button.

The Kala Starter laminators are available immediately from



*The Kala Starter is a perfect entry-level laminator.*

Colourgen authorised resellers, with prices starting at £2,670 (ex VAT) for the 108mm version.

For further information telephone Colourgen on 01628 588700.

## New illuminated letter range from Applelec

**Delivering a powerful and attractive presence designed to tempt and appeal, Applelec's new letter range combines a luxury finish with manufacturing excellence in an illuminated letter.**

Recently selected in projects for MAC cosmetics and the Bank of India, the luxury letter range employs comparable innovation to Applelec's flat lighting unit, LED Light Sheet. In similar construction techniques to those used in the manufacture of the lighting unit, each letter is created by embedding an acrylic with thermally managed LEDs to deliver an evenly illuminated letter which runs cool to the touch.



*The new luxury letter range features a choice of illumination styles featuring distinct effects.*

Ian Drinkwater, Applelec Managing Director explains: "The new luxury letter range builds on techniques we have perfected with LED Light Sheet to create a robust and superior letter choice with a range of bespoke construction and illumination options. The range, which provides exceptional performance in an elegantly constructed letter and ensures a unique choice for a luxury letter, is now available from Applelec."

The letter range features a choice of illumination styles featuring distinct effects. These options include face, halo, side and key line illumination and a variety of combinations of these illumination styles. The embedded LEDs are available in cool or warm white, red, green, yellow, orange, blue and RGB (colour changing) options.

Standard or bespoke fonts and unique logo shapes can all be created using the construction process of the range, whilst optional finishes to the letters include vinyl coating, painting and the application of flat cut metal letter faces. The acrylic depth is in incremental measurements of 10, 20 and 30mm (23 and 33mm depths are available in some profiles), dependent on the chosen illumination effect. The luxury letter range is available to purchase individually or may be mounted onto full fascia signage by Applelec.

For brands which demand sustainable options, the range is constructed with provision to renew the embedded LEDs which may be replaced once the LED lifecycle is completed. Suitable for interior and exterior applications, the embedded LEDs create a uniquely sealed letter with a durable construction.

Perfect for the hotel and leisure industries or for luxury retail brands, the new luxury range offers sophisticated construction and an elegant finish.

For further information telephone Applelec on 01274 768343 or visit [www.applelecsign.co.uk](http://www.applelecsign.co.uk)



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### Mini Chain LED



### Flexi - Strip



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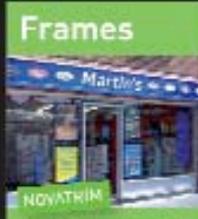
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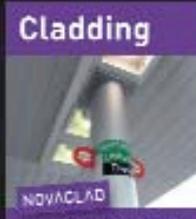
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Keep an eye out for more of these 'soft-signage' products in the coming months as we look to increase our product range.



Teardrop Flag Feather Flag



Our Dedicated Trade Website [venturetrade.co.uk](http://venturetrade.co.uk)



# venture banners

0845 604 5470 email: [trade@venturebanners.co.uk](mailto:trade@venturebanners.co.uk)

## Xpres adds Roland BN-20 to its catalogue

Midlands based Xpres has added the amazing Roland BN-20 to its catalogue giving customers even more choice. This small footprint, table top machine complements the VersaCMM which is already a well-established Xpres product.

What the BN-20 offers is a lower cost entry into this market with a machine that still carries the quality and authority of the Roland name. In fact it comes in at about £3000 lower making it a very attractive proposition. As you would expect with a smaller, more competitively priced machine, its productivity is lower than the larger VersaCMM but its operation could not be easier with a single print/cut button. Quality is also upheld with it producing the same excellent print quality as the larger machine. In fact it would be fair to say that the overall dimensions and productivity of the machine are the only real differences. Even the running costs are the same with both printers using the 220ml sealed cartridges of eco-friendly, eco-solvent ink. This is great for those who already have the VersaCMM but are looking to add a smaller footprint machine. One stock of ink feeds both machines.

All colour of garments can be decorated using the film supplied for these machines with a white media available for non-white garments. This does the same job as the white ink used in direct to garment printing and screen printing and ensures that the machine is as flexible as possible. Naturally, washability is a key consideration with any garment decoration and Xpres takes this very seriously. In fact they can boast a 60°C standard which takes it into



the sportswear market as well as the standard corporate and fashion markets. There is even a 'stretchy' film so performance-wear can also be decorated.

An important question of course with lower cost hardware is "what about reliability?" No worries here though as both Roland and Xpres have a reputation to think of and the BN-20 has been built to the same testing standards as anything else that comes out of the Roland stable. The name says it all.

The BN-20 is packaged with the VersaWorks software and comes in at an attractive £5,500 and is available now.

For further information on the BN-20 or any other Xpres product telephone 01332 855 050.

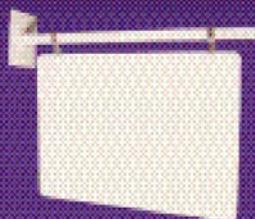
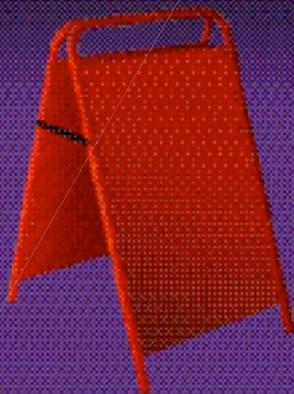
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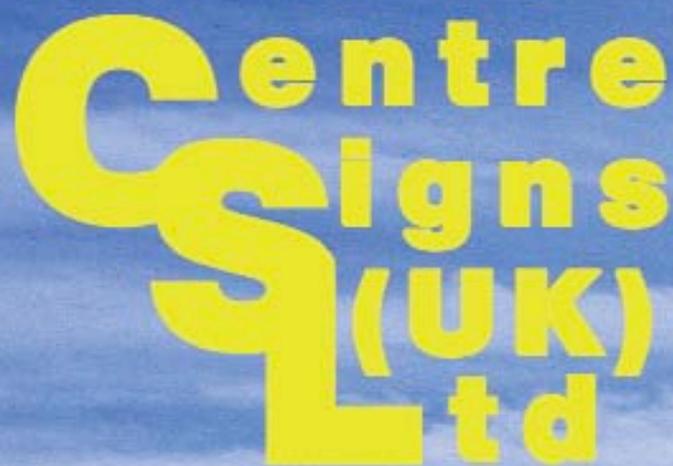
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## Mimaki introduces new UV LED flatbed inkjet printer, primer and inks

Following on from the success of the award winning UJF-3042 flatbed A3 printer, Mimaki has added new functionalities to its popular UV LED curing machine. The new Mimaki UJF-3042FX features a special jettable primer that allows users to automatically prime their media if needed. Priming may be required on some surfaces for better adhesion of the UV curing inks, so this delivers the possibility to print directly with UV curable ink on many different substrates, ranging from glass to metals.

As a result, the new UJF-3042FX allows for more efficient use of printing to untreated stock. While the application of primer is usually executed manually, the UJF-3042FX incorporates an automatic primer feature whereby primer is applied as part of the printing process. The new inkjet primer cartridges (available in 220 and 600ml sizes) are simply inserted into the corresponding slot of the printer. The UJF-3042FX will only use the primer where needed, saving money and time, as well as reducing waste.

Materials that are unsuitable even for UV inkjet printing can be printed upon by applying a primer. This foundation layer enables better ink adhesion, making UV inkjet printing on those materials possible. The primer is simultaneously applied with the process colours during printing, thus streamlining print companies' workflows significantly without compromising speed.

Mimaki's exclusive UK & Irish distributor, Hybrid Services Ltd also announces the new LF-140 ink and availability of the proven LF-200 flexible ink for the UJF-3042FX printer. With the added benefit of the new flexible ink and primer solution, this printer is unique in its market and opens up the possibility to use more substrates without manual pre-priming.

The new LF-140 stretchable ink has an extended colour gamut compared with the current LH-100 inks that have been available since the introduction of the original model. The LF-140 inks also give excellent adhesion results with the added ink flexibility. The LF-200 ink is stretchable up to 200% in four colour mode and with the addition of a white ink layer it delivers spectacular results. With the addition of flexible inks, it is possible to use more diverse substrates, fulfilling different applications with the printer, such as printing flexible labels and on to formable media.

The Mimaki UJF-3042FX prints to substrates up to A3 in size (300 x 420 mm) and up to 50mm thickness. Using UV LED technology means that after curing, the ink is instantly bonded to the substrate and as LED does not generate high temperatures, it enables full colour printing on almost every material including heat-sensitive substrates such as resin, wood and leather.



*Enhanced Mimaki A3 flatbed UV LED printer adds new capabilities.*

Mimaki's white under- and overprinting capabilities produce more vivid colours, especially on coloured or transparent substrates, adding value to printed products. Spot colour printing with clear ink, as well as layered printing and clear ink varnishes add stunning embossing results to printed products allowing highly creative, potentially time consuming and complex jobs to be easily produced on the Mimaki UJF-3042FX.

Original images, photographs and text incorporated into goods, nameplates, and personal accessories facilitate a degree of personalisation which can enthuse print customers and gift recipients. Printing on paper, film and a vast array of branded goods adds the individual touch that is required to make a lasting impression.

In addition, printing on film and carton board enables the production of flexible and hard based prototype packaging projects; significantly streamlining workflows for packaging designers. Rigid labels are also ideal for production on the new UJF-3042FX printer.

Mimaki has also included a revolutionary nozzle recovery function in the latest version of the printer which enables operators to temporarily resolve any nozzle related issues prior to a technician attending the machine. This allows the printer to continue running, with little or no effect on production capacity.

The Mimaki UJF-3042FX takes the pioneering features of its award winning predecessor, and further automates the production of customised output in a package that includes powerful RIP software, ink and a fully comprehensive warranty.

Available through Hybrid's authorised reseller network, further information can be found by visiting [www.hybridservices.co.uk](http://www.hybridservices.co.uk)

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it with MD5 . Make it with S  
with Carbon Fibre . Make it  
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# Applelec introduces Totem profile range

**Exclusive to Applelec, TOTEM is a new extruded aluminium profile range designed to deliver straightforward totem construction for indoor and outdoor use. The aluminium profiles are available individually or in bulk linear lengths or can be used to create a finished, cost effective sign constructed by Applelec.**

The range is ideal for use in the creation of eye catching identity and directional signage for retail and leisure parks, vehicle show-rooms, corporate identity signage and site maps or information signage. Featuring a durable construction which can withstand severe weather conditions, the Totem profile range can be used to produce totem signage up to an impressive height of six metres.

Ian Drinkwater, Applelec Managing Director explains: "The Totem range offers maximum flexibility to our customers. Linear profile lengths can be purchased, enabling sign makers to create signage in-house, or a cost effective modular totem can be constructed by Applelec. The modular construction of Totem significantly reduces the cost of a bespoke fabricated totem and provides durability without compromising on style."

Totem consists of a simple range of profiles, which includes one basic profile and three decorative cover profiles allowing for a rectangular, elliptical or rounded design to be constructed.

The distinctive feature of the intelligent Totem system concerns the way in which each totem is constructed. A set of two

basic profiles are mounted around the aluminium or steel interior frame of the totem, then two cover profiles are mounted to the base sections. By using square or rectangular box sections with different outside dimensions and wall thicknesses, it is possible to create totems with a variable depth in standard increments of 10, 15 or 20cm and a height of up to 6m with the same basic profile.

A number of flexible features ensure stylish and distinctive elements may be added to each totem. Face illumination is achieved using fluorescent tubes, LED modules or Applelec's LED Light Sheet, whilst side illumination can be added in the space created between the end profiles. Face panels are fitted into the extrusion profiles in any required material up to a maximum material thickness of 3mm. Longevity of the completed totem sign is maintained as the face panels can be lifted out in order to update the panels or graphics and to facilitate replacement of any damaged electrical components.

Gemma Patel of nationwide sign company NSI Limited, commented: "The modular Totem supplied by Applelec was well manufactured and by using this system, we were able to able to create a stylish totem sign that our customer was very happy with."

The Totem extrusion range from Applelec delivers construction flexibility within a cost effective modular system to produce stylish and durable identity signage.

For further information telephone 01274 768343 or visit [www.applelecsign.co.uk](http://www.applelecsign.co.uk)



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# PRODUCT *News*

## It routs, it cuts, it creases, it's the new Tekcel Gfx

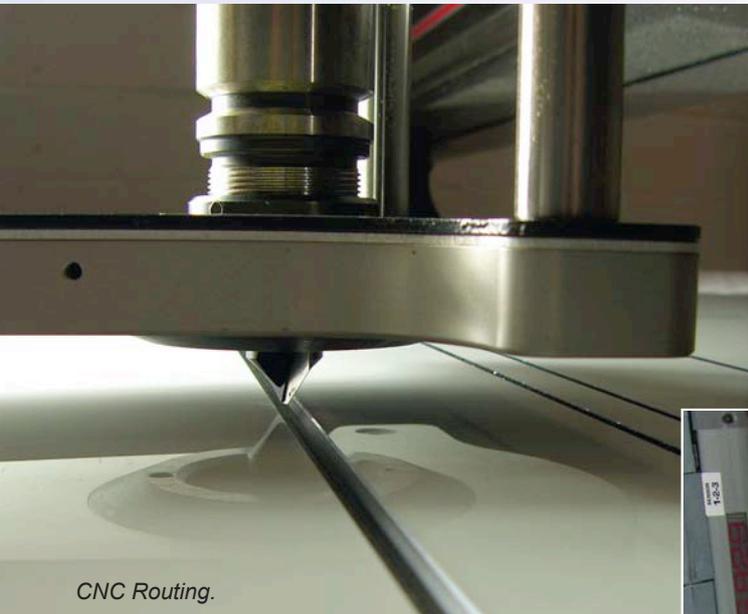
Tekcel CNC Solutions has recently announced the availability of a ground breaking new addition to its range of class leading CNC routers. The new Tekcel GFX model provides a comprehensive solution to the so far unanswered demand for a heavy duty CNC router that also has the capability to deliver cutting and creasing across a wide range of digitally printed sheet and roll materials.

The new Tekcel GFX system combines the uncompromising CNC routing capabilities necessary to machine all manner of metals, plastics, woods and composites used daily by sign, display and exhibition companies, with the cut/print registration, knife-cutting and creasing tools required to cut the materials popularly fed through



*Tekcel GFX.*

Providing the cutting power for the Tekcel GFX is an equally impressive, 8kw spindle fitted with ceramic bearings and electric fan cooling to ensure a long service life. This versatile motor provides exceptional performance throughout its 6-24000 rpm range. The Tekcel GFX also benefits from automatic tool indexing that can accurately measure the length of each and every cutter, knife blade or tool for precise cutting and creasing depths, particularly essential for dealing with Point of Sale print work, inlays and folding aluminium composite trays.



*CNC Routing.*

large format digital printers. Unlike other systems on the market, where either the routing or knife-cutting utility is a bolt-on component often requiring manual removal and replacement, the Tekcel GFX fully integrates routing, registration and cutting tools into a comprehensive, Auto Tool Change, high production system. In addition to the ability to switch between the routing, bevelling or folding tools traditionally associated with CNC routers, the Tekcel GFX also enables the operator to choose between oscillating knife-cutting, tangential knife-cutting and steered wheel cutting or creasing – all at the touch of a button and all with the benefit of an easy-to-use, 'cut to print' digital camera system on board.

As with all the models in the Tekcel router range, the Tekcel GFX has been designed to deliver the precision, productivity and reliability long associated with the Tekcel name and offers it to a much broader audience. In keeping with the Tekcel manufacturing ethos of 'only the best will do', the new Tekcel GFX features advanced ballscrew drives on every axis, complete with digital encoded servo motors that deliver smooth, accurate, motion control at speed.

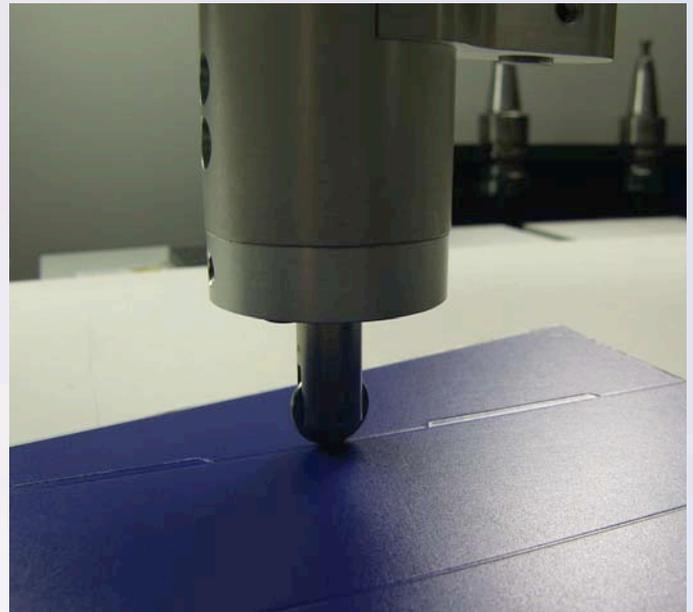


*Cut to Print Registration.*



Oscillating Knife Cutting.

According to Huw Davies, Marketing Director at Tekcel CNC Solutions, the introduction of the new Tekcel GFX is a direct response to market research and industry feedback. "The convergence of the sign, display, exhibition, shopfitting and print industries through the widespread adoption of large format digital printing has given rise to the need for a comprehensive CNC routing and cutting system that's capable of machining anything from stainless steel to self-adhesive vinyl ... and just about everything in between. The new Tekcel GFX is that system."



Creasing Wheel.

A high pressure dust foot ably assists vacuum extraction systems to remove swarf efficiently when routing and can be easily removed when not required. The Tekcel router range is available in a range of popular bed sizes all the way up to 4m x 2m as standard. Tekcel CNC Solutions is also capable of delivering custom solutions for companies with specific requirements that fall outside its current model range.

Tekcel CNC routers are highly regarded across a broad range of industries and have become a common sight in hundreds of sign, display and exhibition companies throughout the UK over the past 10 years. The ranks of this ever increasing 'Owners Club' have recently expanded with the addition of a second Tekcel 3m x 2m ATC (Auto Tool Change) router for Blaze Neon; this time at its factory in Broadstairs, Kent. Following the completion of its move to substantial new premises in Gateshead, Tyne & Wear, Jon Signs also installed its second Tekcel 3m x 2m ATC router. Meanwhile, Hampshire-based manufacturer, Camberley Signs has recently replaced two old Gerber models with one high production Tekcel 3m x 2m ATC router.

For further information, call Tekcel CNC Solutions on 01275 342 668. Alternatively, visit [www.tekcelcnc.co.uk](http://www.tekcelcnc.co.uk)



Tangential Knife Cutting.

Other features of the new Tekcel GFX include fully automated vacuum bed and dust extraction systems. The 'hole and pocket' vacuum bed design effectively provides hundreds of suction cups to hold material in place and can be skimmed to provide an absolutely level surface for accurate routing, cutting and creasing. The underlying aluminium slat profile and manifold system delivers exceptional hold down suction across all areas of the bed.



## Sabur Ink Systems to distribute Gunsjet R4 printers

**Sabur Ink Systems is to become the exclusive UK and Ireland distributor for the Gunsjet R4 range of printers which features the new RICOH GEN4 print head technology.**

The Gunsjet R4 printer is available in three print widths (1900, 2600 & 3300mm) and comes as standard with eight printheads staggered in two lines. The Gunsjet R4 printer is fully upgradeable to 12 printheads which allows the Gunsjet to reach a maximum speed of 96sqm/hr and a true production speed of 72sqm/hr at 1200x600dpi 4pass. All three printer widths are capable of printing multiple rolls of paper at the same time, so enabling the customer to achieve maximum productivity from the machine.



Every R4 printer comes equipped with an intelligent two stage heating ink supply system which ensures the ink is at the optimum operational temperature and viscosity during printing. The printer also comes equipped with an active negative pressure ink system which ensures high stability of ink supply to the heads. The operator can easily monitor the system through digital display gauges easily visible. Additionally, the bulk ink tanks are installed with level sensors to warn the operator of low ink levels to minimise operator problems during use.

Sabur Ink Systems will be primarily selling the sublimation model which has been developed alongside Manoukian sublimation inks. However with the Ricoh Gen4 printheads being extremely versatile the Gunsjet printers are also available in Solvent and UV models coming in both roll to roll format and flatbed models.

"We feel the Gunsjet range of printers will fit into our portfolio perfectly as the printer enables us to offer our growing customer base a wider and faster printer and enables the customer to print multiple rolls at the same time. We are aiming this printer at the sportswear, flags, retail point of sale and exhibition graphics markets."

The new Gunsjet printer is available immediately and Sabur Ink Systems has a 3.3m wide model available for demonstrations at its South Yorkshire premises from this month (January).

For further information on the Gunsjet range of printers visit [www.saburink.com](http://www.saburink.com) or telephone 01226 280 999.

## New Arlon graphic film available from William Smith

**Now available from William Smith are the new Arlon 6000RP and 6000XRP graphic films for complex curves.**

These gloss white cast vinyl films have been specifically designed for large format graphics. Arlon 6000 films are ideal for fleet and vehicle graphics and can be applied to flat, riveted, contoured and complex curved surfaces where good conformability is required. However they are not suitable for surfaces with deep recesses.

A special lay-flat liner and permanent pressure-sensitive adhesive make Arlon 6000RP easy to apply and give excellent opacity. 6000XRP features x-scape air-release adhesive, which ensures a bubble-free finish.

The Arlon 6000 range comes with up to seven years outdoor durability; and a clear version is also available for window and second surface signage.

For further information visit [www.williamsmith.co.uk](http://www.williamsmith.co.uk) or telephone 01833 694707.



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## Bring your ideas to life with Victory's new peelable wallpaper

Victory Design has just released an exciting new product, described as a revolutionary self adhesive fabric for use as an alternative to wallpaper for indoor applications.

The bespoke, peelable wallpaper will stick to walls, doors, windows, any non-porous flat surface (in all weather and room temperature changes). It's easy to use and is both easily removable and repositionable. It is compatible with pigment, water based/aqueous, eco-solvent and UV curable inks; and also has a special inkjet coating to provide vivid, sharp print results with brilliant colours. All these characteristics separate it from any other digital wallpaper or self adhesive vinyl on the market, says Victory.

Due to its water resistant adhesive and front film, this new wallpaper can be used in areas of high moisture indoors such as bathrooms, spa rooms and swimming pools. Normal indoor applications are as a commercial or domestic wall covering as, and for other retail designs.

This product is designed to give customers something completely different. Almost any image of any size for any non-porous flat surfaces even breezeblock can be specified, to completely change the mood of any room or space. From posters to wallpaper, printed in strips for easy application, digital images are printed on self-adhesive, tear free and wrinkle free fabric based media. Completely paste free, the low tack adhesive means that images can be easily repositioned or re-used and it doesn't leave any residue.



*Peelable wallpaper can greatly enhance the working environment.*

For any business designing spaces for its clients, temporary or permanent, peelable wallpaper is a simple and cost effective solution to bring ideas to life – again and again. From corporate buildings and pubs to hotels to fitted kitchens, shops to shopping malls, the quality of material, the linen like surface and the print definition gives a durable yet flexible wall covering that will carry any image effectively. This product can also be used at exhibitions to create an exciting and bespoke back drop.

Find out more at [www.victorydesign.co.uk](http://www.victorydesign.co.uk) or tel. 0844 811 8777.

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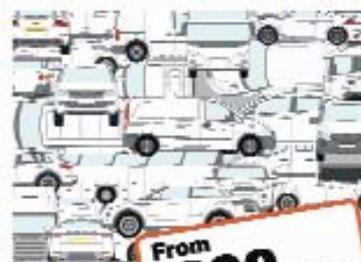
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# PRODUCT *News*

## New bracket style available from Iron Design



Due to an increase in demand, Iron Design has released two new variations of its best selling range of projecting brackets.

'The Original' and 'The Deco', both projecting 750mm, are now available in a post-mounted version and with a mounting plate of 100mm (4") wide they will fit to any standard wooden or metal post.

The brackets will take any standard Iron Design supplied panels; Moulded Rectangle (graphics area 590 x 380), Moulded Ellipse (graphics area 555 x 340) and a 19mm foam board (600 x 600). Other sizes can also be made if requested.

The advantage of a post-mounted sign is that it can be placed in the view of passing traffic where there might not be a suitable wall, for example, at the end of a roadside garden or field. Hotels and B&Bs often prefer this option.

For further information tel Iron Design on 01202 463573, email [enquiries@ironsigns.com](mailto:enquiries@ironsigns.com) or visit [www.ironsigns.com](http://www.ironsigns.com)



## Shiraz Software unveils next generation RIP suite

Innovative software manufacturer Shiraz Software has announced a new generation of its RIP Server, Signature and Focus solutions which will allow users easier management of an unparalleled range of functions designed to streamline production and improve revenue. Fronted by a sleek, accessible Dashboard, the Shiraz V8 release has placed customer feedback at the heart of redevelopment and focused on creating an unbeatable, accessible user experience for wide-format printers.

A full-scale rebuild of the underlying architecture sees the entire Shiraz range updated with faster and smarter RIP functionality, as well as an enhanced customer service module with sophisticated remote access and extended support for machines from several manufacturers. With native support for the latest Windows 7 and Mac OS X Lion operating systems, Shiraz V8 includes a Live Update facility which checks automatically for software upgrades, new media profiles and performance-enhancing tweaks, installing them with minimal interferences to the software's operation.

The new Dashboard facility in Shiraz V8 makes switching between frequently-used-components a matter of seconds, not minutes spent loading different modules. This extremely intuitive interface enables novice users to learn control of their print environment quickly without compromising on the extended functionality expected of Shiraz by advanced operators. Meanwhile, across all versions of the new Shiraz programs, the powerful new RIP Buffering and Hyper RIP features deliver multi-threading in the print queue, allowing multiple jobs to RIP and print while others RIP ahead ready for immediate print, thereby increasing production efficiency.

Shiraz Server V8, Shiraz's complete solution for RIP workflow management for environments with multiple users and devices, sets new standards in speed, stability and ease-of-use, reducing management and processing times and improving throughput and accuracy. Server V8 now includes a HPGL/2 engine to support rendering and printing of vector and raster files. Developed especially for use in design, graphic arts, engineering, architecture and GIS mapping environments, the new HPGL/2 engine allows for large-format printing without the need for costly specialist solutions for individual applications.

For smaller wide-format facilities which nevertheless require a top-flight RIP solution, Shiraz Signature V8 promises a number of significant improvements, whilst retaining the powerful RIP capabilities that have made it Shiraz's leading production option. Alongside the redesigned user interface, it incorporates new developments in image management for smarter printing. Signature V8 is now available in single-user Solo or multi-user Server editions.

Also included in V8 release are the latest printer drivers for all the leading manufacturers such as HP Latex L26500 and L28500, Epson R3000, Seiko H2 series, Mutoh ValueJet 1324/1624 and Mimaki UJF3042, as well as many others.

The next generation of Shiraz's RIP solution suite is commercially available this month (January).

For further information telephone Shiraz Software on +44 (0)845 680 2484 email [ramin@shiraz-software.com](mailto:ramin@shiraz-software.com) or visit [www.shiraz-software.com](http://www.shiraz-software.com)



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# PRODUCT *Choice*

## RMC Digital Print set for success



*The Vutek GS5000r will enable RMC to produce all wide format requirements for print and sign and display.*

**Launched in 2010, RMC Digital Print has progressed rapidly and is now going through an exciting expansion phase. Already the business boasts purpose built premises of some 8,000 square metres and is set to grow into a 16,000 square metre plant by early 2012. Robert Horne the materials expert has been on hand throughout this time offering sound advice and facilitating the business with equipment, to help increase output and add to the bottom line.**

RMC Digital Print has an impressive range of hardware including a Mimaki, a Roland AJ and a Vutek QS3220 purchased from Robert Horne. Two new additions, a Vutek GS5000r and a Zund G3 cutter also from Robert Horne will represent a total investment of over £750,000.

Rod Barratt, General Manager, RMC Digital Print says: "Although the investment made in equipment seems to be a lot of money, for us it was a no brainer really. Prior to buying the hardware from Robert Horne we were outsourcing a significant amount of print business and it made perfect sense for us to invest further in our own operation.

"The Vutek GS5000r will certainly give us a competitive edge and with incredible print speed and quality, we can now comfortably produce 100 square metres per hour, up to 5 metres wide, at production speed. One of the main benefits is the ability to print double sided and following this purchase RMC will be the only company in Europe offering this service, which will revolutionise the way backlit flexible signs are produced.

"Robert Horne has been brilliant in guiding us through the whole project. The delivery and installation has been seamless.

Taking two weeks to install and with a week of intensive training it's also reassuring to know that they are at the end of the phone with advice at anytime."

David Filer, Account Manager, Robert Horne says: "The purchases made have ensured that RMC can do everything in house. The machines have increased efficiency in terms of speed and quality. They offer print resolutions of up to 1080 dpi, colour matching as well as printing direct to substrate. This combined with advanced Series 2 ink technology means that curing is instant. It keys to substrates immediately and eliminates the need for lamination which means that labour costs are also reduced, adding to the bottom line. This in turn increases productivity and with 24 hour production means that RMC can offer same day turnaround which is vital in this fast paced marketplace."

Rod talks about the future: "Purchasing the Vutek GS5000r means we can now expand our offering to the sign trade as well as moving into the exhibition and building wrap markets, with the acquisition of the Zund G3 opening up new business opportunities in retail and point of sale. The investment in the best machinery available now means we are capable of producing all wide format requirements for print and sign and display. This has been achieved through our strong working relationship with Robert Horne. The quality of the machines, products, service, advice, support, training and aftercare has been superb. Project management from the Robert Horne team has made us feel confident throughout the whole process."

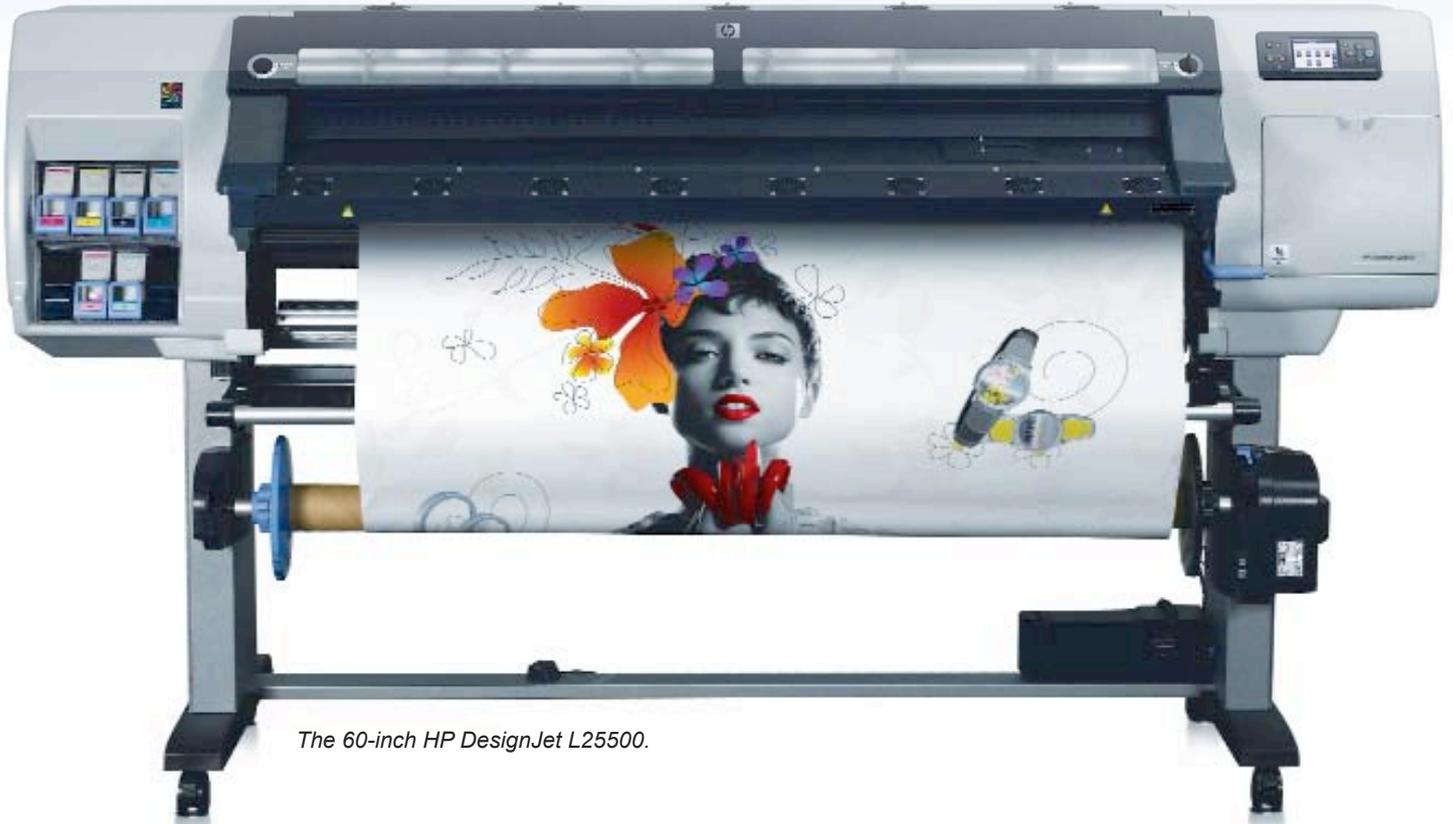
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# PRODUCT *Choice*

## HP Latex printer proves its worth at AD Bell Sign Systems



*The 60-inch HP DesignJet L25500.*

**An increasing number of sign and graphics producers are making the transition from solvent-based to more environmentally aware water-based Latex printing via the range of HP Latex printers supplied by HP channel partner William Smith. The 60-inch HP DesignJet L25500 is proving a particularly popular option, providing not only a system that emits only a minimal VOC (volatile organic compound) content by comparison with solvent-based systems but also one that has enabled significant increases in productivity to be achieved following the transition.**

Such has been the experience of Harrogate-based AD Bell Sign Systems, a family-run business that has spent the past 15 years staking its claim to being one of the premier suppliers of sign and display graphics in North Yorkshire. The company offers a comprehensive service, from initial planning to installation, covering vehicle graphics and decals, shop signs and fascias and digital printing using the latest Latex inks.

AD Bell Sign Systems has used wide-format printers for a number of years but in recent times customers have requested increasingly shorter lead times. The fact that Latex inks have the ability to print and be fully dry almost immediately means that last-minute requests for signs or displays are not the headache they once were. According to Simon Bell, this is best demonstrated when producing prints for vehicle wraps where in the past it would have been necessary to leave the prints for up to 48 hours in order to vent before application.

He commented: "With the HP L25500 Latex printer we can now

print and apply the wraps immediately. There has also been a marked improvement in the quality of printed output and the speed with which this is achieved by comparison with other printers."

The printer is used primarily for vehicle graphics, signs and displays and associated digitally printed output. The perceived benefits included a higher volume of work processed, no drying period, a minimal maintenance requirement since the printer is self-cleaning, a more consistent print quality and a huge reduction in print wastage. Since the HP L25500 emits no hazardous air pollutants and no ozone emissions during printing, the need for expensive fume extraction and ventilating equipment has been eliminated, thus adding to the attraction of migration to this more environmentally friendly form of printing.

Simon Bell added: "We have found that the volume of print that we can process has far exceeded our expectations and there has also been a marked reduction in the amount of print wastage due to head strikes and the coming together of two printed services when the ink was not fully dry. Furthermore, we are able to set very long print runs with the printer and the quality simply does not drop. Whereas with solvent-based machines the worry on long runs was that the print nozzles could become blocked and require lengthy cleaning this does not happen with the L25500 Latex printer."

The printer was supplied and installed by specialist engineers from William Smith, with on-site training provided as part of the package.

For further information on the HP L25500 and other HP printing solutions, visit [www.williamsmith.co.uk](http://www.williamsmith.co.uk)

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# PRODUCT *Choice*

## The Image Group gives printed fabric a new twist

When Madhouse Associates – one of the North West's leading integrated marketing communications agencies – recently moved to new headquarters in the heart of Manchester, they called in FBI (Flexible Business Interiors) and Image Group UK to transform their new offices into a modern and exciting place to work.

Coming up with the concept, FBI asked Image Group to provide, amongst other things, some fabric banners, but with a twist. Image Group subsequently printed a collage of images from Madhouse's portfolio, direct to flagmesh using their Mimaki Tx400-1800D. This high end production, wide format textile printer features Mimaki's latest Sb210 disperse inks, recently upgraded by technicians from Mimaki's exclusive UK & Irish distributor, Hybrid Services. Working alongside the team from authorised Mimaki reseller, R A Smart, the technicians installed the latest ink set which Image Group has already seen deliver deeper colours and brighter hues in the many fabric prints they produce.

With an increasing demand for printed fabric graphics, The Image Group has invested significantly in state of the art printers and dye sublimation processes. It offers a rapid turnaround on fabric graphics for exhibitions and displays, point of sale applications and retail environments. Its creatively driven team has produced flying banners, feather flags, even custom tablecloths and marquees. The Image Group combines corporate art sourcing and in house creative services with print production and custom installation where required, ensuring customers benefit from its ability to truly deliver a 'full service'.

Discussing the job for Madhouse Associates, Image Group's Dan Fleming commented, "The new ink upgrade really helped us to get the best out of our Mimaki. It delivers amazingly sharp



Mimaki printed flagmesh fabric produced by The Image Group.

detail and vivid colours direct to flagmesh. Without these stunning pieces of print, the concept behind the twisted graphic would have been wasted."

Further information on The Image Group's complete range of services can be found by visiting [www.imagegroupuk.com](http://www.imagegroupuk.com). For customers interested in investing in their own wide format textile and dye sublimation printing solution, R A Smart's website is [www.rasmart.co.uk](http://www.rasmart.co.uk). Mimaki's exclusive distributor for the UK & Ireland is Hybrid Services Ltd and their website is [www.hybridservices.co.uk](http://www.hybridservices.co.uk).

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## McKenzie Clark install five-metre UV-curable Virtu RR50

McKenzie Clark has become the first UK company to install a five-metre UV-curable Virtu RR50 wide-format digital printer from Swiss manufacturer Polytype in a bid to increase its throughput and expand its product range. The award-winning platform will be instrumental in satisfying a range of anticipated projects in 2012 thanks to its excellent performance across several media, including the non-PVC alternatives the company provides.

The 24/7 set-up at McKenzie Clark will take advantage of the Virtu RR50's ability to produce 2,160sq m of print per day in high-quality mode, or double in billboard mode, increasing the company's actual capacity to a potential 6,500sq m/day. The company's sophisticated online workflow system incorporates Dalim ES, Dalim Twist, Xinet and Caldera, which will drive the machine, allowing file and colour management and pre-press demands to be managed efficiently. This integration offers clients a fast and efficient way of uploading files and providing approval, meaning that their high standards of reproduction can be accurately matched with the output from the Virtu RR50 and McKenzie Clark's other machines.

Also important during the selection process was the ability of the Virtu to output on non-PVC materials with the same excellent quality. Environmental concern is enshrined within the company's operation, with McKenzie Clark offering a non-PVC alternative for almost every substrate, as well as a collection service to ensure that obsolete displays are reused or recycled. Adopting Polytype's Virtu technology allows the company



*Consistent high quality over massive print volumes at formidable speeds was the main reason McKenzie Clark selected the Virtu RR50.*

to fulfil its commitment to reducing landfill and working with more sustainable materials.

The machine will be installed, serviced and maintained by exclusive UK Virtu distributor Digital Print Innovations (DPI).

"McKenzie Clark is one of the biggest names in large-format digital printing and display production and was an early adopter of direct-to-print technology," comments Stewart Bell, managing director of DPI. "They knew the kind of quality, adhesion and speed they were looking for in a new machine and the Virtu RR50 meets these needs head on. We're very excited about the high profile projects that the machine will be printing, especially with the glut of opportunities coming in 2012, and DPI is committed to helping McKenzie Clark get the best possible results from the Virtu for their customers."

The Virtu RR50 has won both the EDP Award for best machine over 3.2m wide and the International Forum Product Design Award, acknowledging the five-metre UV-curable engine's ability to print exceptional quality onto almost every substrate imaginable. Available with four- and six-colour ink sets, the machine can output to three 1.2m rolls simultaneously or a single flexible roll weighing up to 750kg. Unique to the system is the linear drive motor, which improves stability and helps the Virtu achieve its renowned accuracy of reproduction.

For further information about Polytype's technology, products and services telephone Digital Print Innovations (DPI) on +44 (0)1332 856355.



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5mm	1.27	2.00	3.00	4.59	5.10	7.42	8.40	9.80	12.40	13.85	14.60	22.50	24.50	32.35	44.50	52.00
10mm	2.53	4.00	6.05	9.30	10.30	14.95	16.85	19.80	24.50	27.50	29.00	45.50	48.00	56.25	82.50	102.00

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10mm	1.45	2.95	4.38	6.40	8.35	9.95	11.85	13.30	15.30	16.50	19.62	28.20	34.00	40.50	46.00	51.50
19mm	3.20	4.45	7.71	10.00	13.65	15.26	17.95	19.95	21.35	29.95	25.75	39.50	46.00	53.50	60.00	70.00

**3mm Aluminium Composite (Dibond, Alupanel) no minimum order**

Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	700mm	750mm	800mm	900mm	1200mm
Colours	1.75	2.62	4.35	6.05	6.45	7.80	9.50	11.62	14.75	15.95	18.25	20.95	24.10	28.10	36.00	55.50
Chrome	2.50	5.35	7.40	10.40	14.20	15.98	17.85	22.40	23.85	24.90	28.80	31.59	36.10	41.50	51.00	89.75
Brushed	1.85	3.35	4.75	6.65	9.10	10.50	12.40	13.40	15.75	16.98	19.15	22.15	26.10	31.50	39.00	58.50

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

Height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	700mm
2mm	2.80	3.50	4.25	5.40	6.00	6.75	7.50	8.75	9.75	10.75	11.75	14.75	17.75	22.75	29.75	40.75
3mm	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	55.00
5mm	3.80	4.70	5.80	7.10	7.90	9.00	10.10	11.70	12.40	14.10	16.00	21.00	25.40	32.20	45.50	62.00

**Exterior MDF**

Height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
6mm	0.45	0.90	1.25	1.65	2.40	2.55	2.95	3.80	4.40	5.25	6.60	9.30	10.70	12.10	14.20	44.50
12mm	0.95	1.60	2.00	2.85	3.85	4.50	5.85	6.70	7.80	9.40	10.30	11.60	13.70	16.80	18.80	59.00
18mm	1.55	2.40	3.00	4.00	4.95	6.05	7.45	8.40	10.60	12.10	14.50	16.60	19.30	21.50	28.50	88.00

**Options** Add 10% for locators and layout  
Add 25% for clad facia layout

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

**Moulded Acrylic Letters (Including locators and paper templates)**

Height	152mm	203mm	254mm	305mm	380mm	457mm	610mm
coloured*	4.25	6.30	9.75	10.55	14.40	17.80	31.50

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

Quotes for logos and non standard typestyle

\*Including gold and silver

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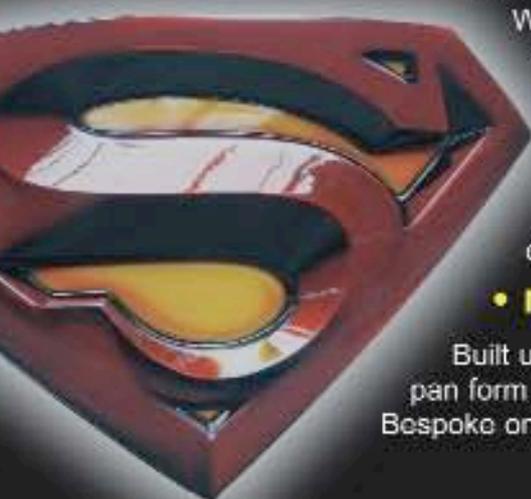
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# PRODUCT *Choice*

## Flexibility is solution for church that doubles as an art space

**Suspended rods from Fairfield have just been installed at the Norwegian Church founded in 1868 located at the entrance of the Bute West Dock in Cardiff.**

The client wanted to be able to display artwork of any size in the upstairs art gallery which is used as a function room. The challenge was to come up with a design that worked well for the artwork and was also easy to move when the room was being used for weddings.

Fernleigh Design Ltd specified the Fairfield 6 mm rod system. To give maximum flexibility, an aluminium channel was fixed to the mobile structure and the rod system just clips into the channel. The distance between the rods can easily be changed to fit small or large exhibits and special picture hooks were fitted to the rods to enable positioning at any height, meaning the system is totally flexible to display artwork of almost any size.

"Since we renovated the Norwegian Church Arts Centre the building has gained a new lease of life. The display systems allow for flexibility and we already have many exhibitions booked well into 2012," says Michelle Edwards, Norwegian Church Manager, Cardiff Harbour Authority.

To see more about this project visit the website [www.fairfielddisplays.co.uk](http://www.fairfielddisplays.co.uk) or ring 0845 619 9880.



*The Fairfield rod system allowed for flexibility within the church function room.*

## Simply a perfect solution

**Simply Be, the catalogue brand that specialises in larger size women's wear recently opened two brand new stores and wanted large format light boxes to enhance the surroundings. When they saw W&Co's LED Fabric Face light box systems they knew they had the perfect solution.**

Utilising the Frameless Fabric Face LED light boxes in both 40mm and 100mm depths, the store was designed to have a range of light boxes installed from the entrance all the way through to the

state of the art changing rooms at the back. The Fabric Face system is so versatile that the same profile can be used in a variety of locations and sizes without compromising the look and functionality of the display.

A large majority of the 40mm deep LED light boxes, the 'Fabric Face 40' were manufactured at 2.7m high x 750mm wide, a size not realistically possible for snap frame light boxes, and these were cleverly mounted to a sliding rail system which revealed shelving for extra stock of clothing behind.

The 100mm deep 'Fabric Face 100' light box was reserved for even bigger light boxes with the largest being 2043mm x 1865mm installed at the end of the cash desk. These units can be fully recessed which allowed them to be used not only flush and surface mounted but also within a custom built desk.

Another advantage of using W&Co's Frameless Fabric Face system is that when the store comes to change the artwork it can be printed onto the special backlit material and simply posted to the store for the shop staff to fit themselves within minutes, without having to rely on a team of specialist shop-fitters to update their image. This will make a big saving over the coming years. The energy efficient LEDs will also make a big saving on the stores electricity costs which they claim will be up to 80% less than if they had installed fluorescent tube illuminated displays.

In addition to the graphic light boxes, W&Co were also given the opportunity to supply some more architectural feature lighting in the form of the LED Illuminated Ceiling Discs which were hung from the ceiling in the Bury store in Greater Manchester. They custom built the 2300mm diameter ceiling discs using the same principle of the Fabric Face graphic light boxes but just leaving the tensioned fabric unprinted and plain white. Normally ceiling lighting like this can be extremely expensive but the fabric face system offers a high quality alternative at a fraction of the cost.

For further information on W&Co's products visit the website [www.w-co.co.uk](http://www.w-co.co.uk) or telephone 08456 25 35 45.



*The deep Fabric Face 100 light box installed at the end of the cash desk.*

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# PRODUCT Choice

## Lighthouse screens provide the perfect solution for Euston Underpass

The Euston Underpass is one of the UK's busiest thoroughfares, with an estimated 100,000 people travelling its length on a daily basis. The perfect location then for the latest digital advertising installation from turnkey solutions provider Solutions In Steel (SIS), which has installed two stunning Lighthouse Technologies LED screens, located on either side of the bridge spanning the underpass and visible to traffic travelling in either direction.

Solutions in Steel has considerable experience with Lighthouse screens, having worked with them on a number of projects. It is the proven quality, reliability and durability of Lighthouse LED screens that continues to make them the number one choice for SIS, with Lighthouse's Impact 12 12mm LED panels gracing this latest project.

The screens measure 12 metres in length by 3.5 metres high (16 x 3 panels) and, including their housing structure, weigh in at around 10.5 ton each. The majority of any build is handled off-site, with both screen and content management system tested before the fit, which makes the final installation quick and efficient, an important factor for site owner Transport for London, which naturally wants to keep traffic disruption on London's busy roads to a minimum.

The screens features Lighthouse's new M5 technology, which allows for faster processing speed, improved colour rendition and remote diagnostics/control, providing the clean, bright images



One of the stunning LED screens located on the bridge spanning the Euston Underpass.

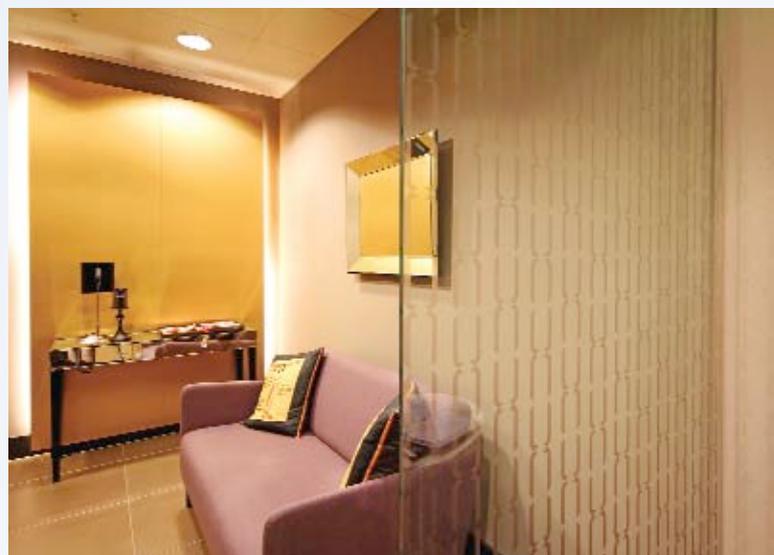
associated with Lighthouse panels and constant monitoring to ensure that every part of the screen is working perfectly.

The overall project, which included removing existing cladding from the walls of the tunnel and replacing them with 316 precision bent patterned stainless steel panels, took five weeks and involved night closures of single lanes over a three week period, with the screen itself being lifted into place within a remarkable hour and a half of a six and a half hour road closure.

For further information visit [www.lighthouse-tech.com](http://www.lighthouse-tech.com)

## John Lewis buys into Vitrocolour benefits from Lintec Graphic Films

**A combination of exceptional optical clarity, ease of installation and impressive environmental credentials prompted John Lewis to specify Lintec's Vitrocolour UV films for new graphics at the Womens' Fashion Advice Suite in five of its branches.**



Vitrocolour UV film met the high standards required by John Lewis.

UV-printed with a subtle chain-link pattern, the graphics enhance half-width floor-to-ceiling glass screens at the entrances to the Womens' Fashion Advice Suite at each branch.

A spokesperson for John Lewis said: "Vitrocolour's near-perfect optical clarity makes it the ideal vehicle for the high standard of graphics we demand, while the film's high scratch-resistance means there's no compromise on the graphics' longevity. And because Vitrocolour is a non-PVC film, it conforms to our environmental guidelines."

Andy Voss, Managing Director at Lintec Graphic Films, comments: "Vitrocolour has the edge over competitive products because it has been specifically developed for the task – it isn't a rebranded security film, for example. This hard-coated product delivers significant benefits, including reduced film thickness and superior ink adhesion. The combination of its optimum glass-like clarity, as well as scratch resistance to prevent haze from cleaning gives designers enormous scope for transforming glazed environments."

The Vitrocolour range includes films to comply with a range of performance requirements in flat-glass applications, from short-term point-of-sale to long-term architectural applications.

The graphics were printed and installed by specialist supplier Window Film Solutions (WFS), Chesham.

For further information visit [www.lintecgraphicfilms.com](http://www.lintecgraphicfilms.com) or [www.glazingenhancement.com](http://www.glazingenhancement.com)

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# EXHIBITION Systems

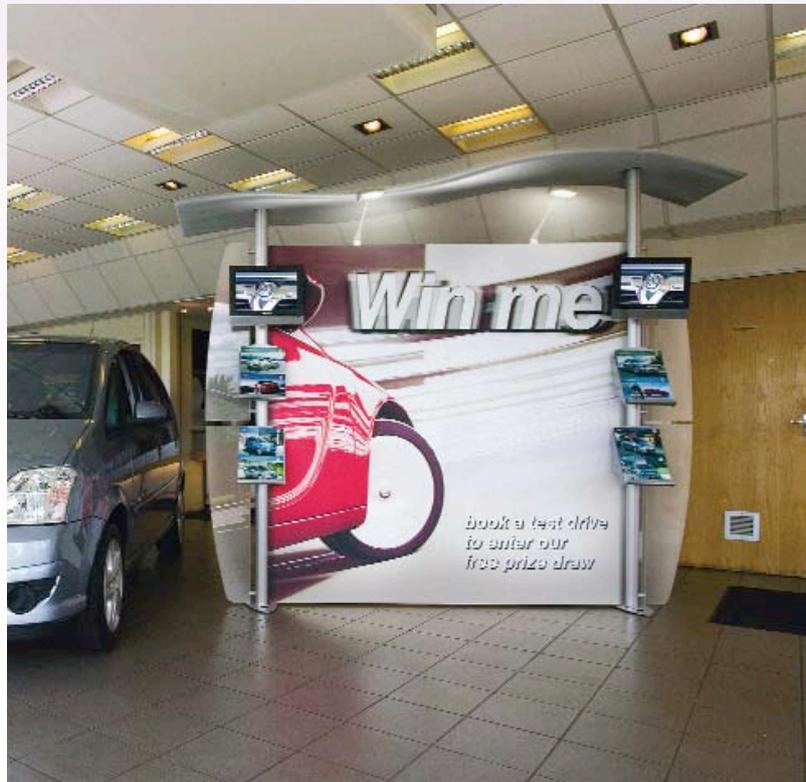
## Could you be signmaker turned exhibition provider?

*Paul Turner, who has spent the whole of his working life in the display graphics world and now runs Paul Turner Displays, explains how signmakers can use existing equipment to boost their business by offering exhibition systems.*

It's an ill wind that blows nobody any good. Well, that's how the saying goes; can we apply it to the sign industry? Probably. The economic climate is certainly making things difficult for sign businesses, but could it also be creating some opportunities? As usual, it's a case of those that just sit there will struggle whilst those that are determined to do something about it will turn the situation to their advantage.

Nearly all sign shops now have wide format inkjet printing facilities, along with the associated mounting and laminating capabilities. A large industry sector that also uses exactly this equipment to manufacture its products is the exhibition and display graphics market. Traditionally, this area was supplied by professional display photographic laboratories, and in fact this was one industry that adapted early digital printing technology right at the very beginning. Whilst today a very large proportion of these graphics are printed on wide format inkjet machines using water based inks, the majority of today's solvent based printers are just as capable of printing these same panels. And just about every sign maker has a solvent ink jet printer.

So, you've got the kit to produce exhibition work; and a few of you will already have ventured into the smaller end of the market with pop-up stands, but where do you find the work and where do you learn about exhibition products such as banner stands and complete modular exhibition systems?



*Offering the right solution is easier with expert advice on hand.*



With regard to finding the work, a very good place to start would be talking to your current sign customers. There is an exceptionally high probability that they also have the need for exhibition work to be produced but aren't aware that their signmaker has the equipment and knowledge to produce such things. It's up to you to put them right.

Of course, once you've convinced them you have the equipment to produce their exhibition panels, you need to tear them away from their current supplier, if they have one. By definition, this current supplier will already know all about exhibition display products and without that knowledge you are going to be on the back foot. Not only will you need to demonstrate an equivalent level of knowledge, you will really need to bring something extra to the party. You could just offer the same products cheaper, but why cut your margins? Surely a much better way would be to offer them more innovative and exciting display products. Not only will these exciting products make you stand out from your competition, you'll be able to convince your customer that they will help him stand out from his competition.

So, you need to be able to offer the very best, cutting edge exhibition products. You need products that do something a competitor's products can't or won't do. Are your products lighter, more versatile? Can they be used in a variety of situations such as a small display in your clients reception but then be added to for a large exhibition? Will the display system make best use of the expensive exhibition floor space your client will be buying? Is the system easily transportable? You need to be able to answer yes to all these questions because, if you do, you'll be offering your client the best value for money and be giving them the best return on their investment. You'll also have moved away from selling on price and you'll now be showing them products that are solutions to problems your customer did not realise they had.

Easy isn't it? Well, yes, apart from the fact that you still don't actually know about all these clever display products. A quick look at the internet will show that there are a plethora of modular display systems available. But which ones will make you stand out? You have a wealth of knowledge of signage but this was built up with years of experience. How do you get to that level of knowledge in display graphics overnight? Actually, it's impossible without help.

You could employ a new sales person already in the industry but obviously that's very expensive. A far better way might be to use the services of a specialist display consultant who has all the industry's new product offerings at their fingertips. It's these types of new, innovative products that will make you stand out from the crowd. For instance, how would you like to be able to offer an animated, illuminated stand that was no thicker than a normal panel and that would also roll up and pack away along with the rest of the panels? Can you imagine how that would make the stand you'd produced for your client be the talking point of their exhibition? Just think of how many other exhibitors would want to know where the display was produced. Could be, you'll



Paul Turner of Paul Turner Displays.



*Much of the equipment used in wide format inkjet printing and laminating is the same as needed to manufacture products for the exhibition and display graphics market.*

start getting quite a reputation for your exhibition work. Remember to tell people you also do signs. Interested? You should be if you want that ill wind to blow you some good.

For further information, email [paul@paulturnerdisplays.co.uk](mailto:paul@paulturnerdisplays.co.uk) or by telephoning 01253 891853.

*Paul's background is classic 'graphic display'. He comes from the age of photographic printing using enlargers and photographic chemicals and, in fact, owned one of the country's larger display photographic companies based in Manchester. His company was one of the first to install electrostatic printing machines to produce exhibition graphics in the early 90s. Paul Turner Displays, which finds the right display product for the job in hand, isn't tied to any specific manufacturer, meaning Paul can use his wealth of experience to offer unbiased advice. Not only that, his advice comes free to signmakers because he earns his income from the display equipment manufacturers.*



PAUL TURNER DISPLAYS  
INDEPENDENT DISPLAY SOLUTIONS

## Freestanding flexibility is perfect solution for new marketing suite

Providing the right display solution was vital to Fairfield Displays & Lighting's success in creating a new marketing suite for the Energy Management Division of ENER-G plc in Studley, Warwickshire.

The project was headed up by Tracey Baker, Marketing Executive at ENER-G, which designs, develops and finances energy efficient, sustainable and renewable solutions on a business-to-business basis globally.

Tracey says: "When I started the project I had a very vague idea of what we wanted. The brief was to create a visually appealing marketing suite. I knew I did not want a pop up or roller banner system as this would have been bland and uninteresting. We needed to be able to change the graphics on a regular basis, plus our graphics

were in different sizes and the display had to look co-ordinated."

The marketing suite is a fairly large room and ENER-G did not want high level displays in the middle that would 'take over' and block views of other displays. There were also small control products that had to be displayed in a way that they would not get lost in the display area. Colour was another key factor as the display had to co-ordinate with the company's strict branding guidelines and the room's décor. To top it all, the solution also had to be affordable.

"Fairfield listened to what I wanted and came up with a range of ideas. After our initial enquiry a number of other projects then took priority and it was not until I was given a date for an event that the marketing suite was given a completion deadline. Then like many companies we decided that we wanted it instantly. Fairfield were great and turned around the visuals and delivered the equipment within an incredibly tight deadline. I was delighted with the visuals I received, they certainly helped us to visualise the project and were really inspiring," says Tracey.



*This eye catching display was created by Fairfield Displays & Lighting.*

*... visitors walk across to the stand and just want to touch the displays ...*

The design provides excellent flexibility with wall mounted cables with acrylic pockets around the walls, and a range of display stands in the central area. The display stand created for the control products is a real eye catcher. Fairfield designed acrylic cubes that each use one of ENER-G's three brand colours, which contrasts with the white top on the cubes and complements the logo panel on the stand.

Tracey says: "The products are so well displayed that visitors walk across to the stand and just want to touch the displays, which was our original objective."

The cubes are suspended from a freestyle unit on almost invisible cables. The silver aluminium stand creates an elegant backdrop to the colourful cubes and the ENER-G logo at full stand height looks stunning.

The end result is a bright attractive marketing suite with a range of different size poster holders and a display system that's simple to use and quick and easy to clean.

"Fairfield carried out the installation for us and it went up in the flash. We are so pleased with the service and quality of the equipment that I am now planning to use the system in our new offices in Horsham," adds Tracey.

Fairfield's Flexi-frame enables signmakers to customise the graphics, fixing them to the upright as well as on the suspended cables. Aluminium profiles can be supplied cut to size and custom design structures in kit form, with all elements packed together and assembly instructions included, for units going to multiple sites.

For further information go to the website [www.fairfielddisplays.co.uk](http://www.fairfielddisplays.co.uk) or telephone 0845 619 9880.

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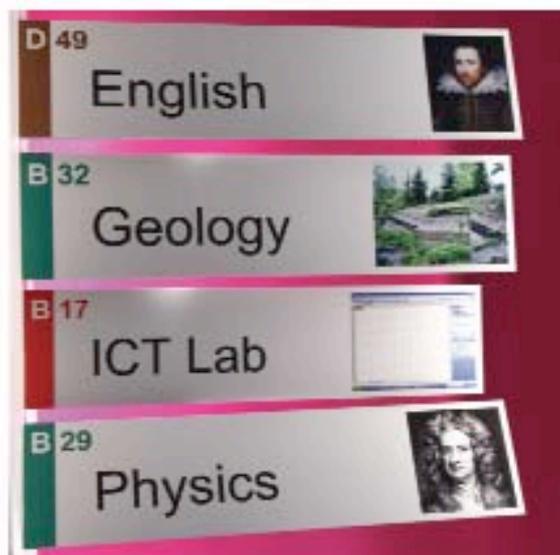
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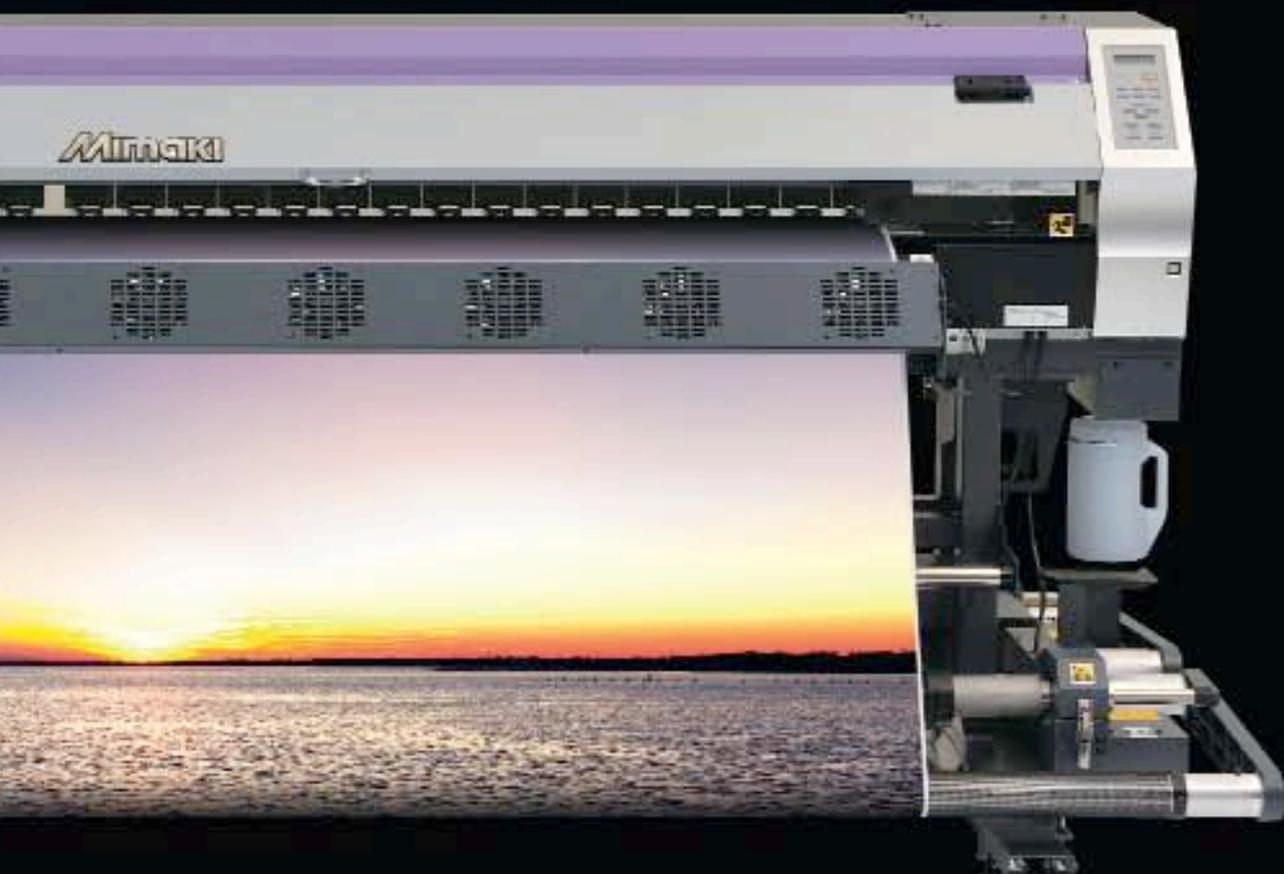
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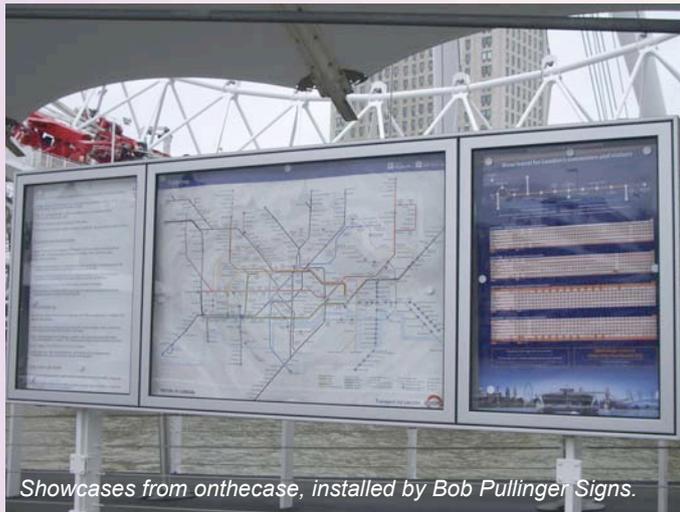


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# PROJECT *News*

## Showcases, notice boards and more from onthecase

Onthecase supplies a range of aluminium showcases and notice boards for internal and external use to the sign trade throughout the UK, as well as the street furniture industry and leading design and architectural companies.



Showcases from onthecase, installed by Bob Pullinger Signs.

Bob Pullinger Signs ([www.pullingersigns.co.uk](http://www.pullingersigns.co.uk)) used triple sash showcases supplied by onthecase for an installation on the banks of the River Thames in London. The showcases feature an A1 portrait case either side of an A0 landscape and display travel information for the 3.5 million visitors that flock to the London Eye every year.

All the cases are finished in a silver anodised aluminium. These TN models are all top hinged with gas cylinders for easy opening and have 4mm toughened glass covers.

## Great day at the races for Bright Green Technology

**When a fast turnaround was needed to illuminate bar and drinks shelving for the new Tanqueray Bar at Goodwood Racecourse it was Bright Green Technology who got the call.**

Once under starter's orders, Bright Green had only 10 days to produce the LED backlit panels and deliver them to site. The installation was a great success and the bar was completed in time for the week long festival.

The bar top and front were illuminated along its entire 14 metre length. In addition, a 10 metre drinks display shelf was lit at the back of the bar. Bright Green Light Panel was supplied as 30 panels, which were then overlaid with frosted glass. All panels were installed using the Bright Green Control dimming system, allowing 0-100% brightness adjustment from a single point.

Bright Green Light Panel uses LED edge lighting technology to evenly illuminate acrylic sheet. The low energy panels are slim, easy to install and ideal for incorporation into graphic displays, light walls and architectural features. Bright Green Light Panel is just one of a range of LED backlighting solutions designed for signs, displays and billboards.

Bright Green Technology offers a fast manufacturing and delivery service for custom sizes and specifications.

For more information visit [www.brightgreentechnology.com](http://www.brightgreentechnology.com)



Wall mounted poster cases in Bath, supplied by onthecase and installed by Edmonds UK.

Edmonds UK ([www.edmonds.co.uk](http://www.edmonds.co.uk)) installed wall and railing mounted poster cases from onthecase at the Holburne Museum in Bath during September.

The cases used here are of aluminium construction and powder coated. They are also top hinged with gas cylinders and have 4mm toughened glass covers for durability.

Solar powered, post mounted illuminated showcases supplied by onthecase were installed by DMA Signs ([www.dmasigns.co.uk](http://www.dmasigns.co.uk)) throughout the campus at Queen Mary University, London.

The double sided cases operate on a sensor system where they only illuminate when approached by people, bikes or cars, thereby conserving energy.

The solar units are designed to be part of the products, giving a contemporary look, and are protected within the post by polycarbonate covers to make them resistant to vandalism.

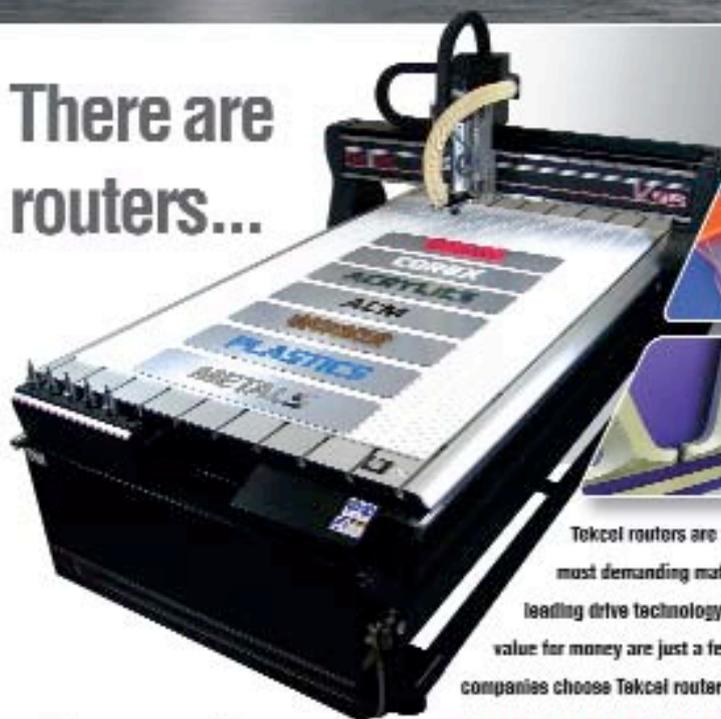
In addition to the environmental benefits from using solar powered lighting, significant savings can be made on installation as there is no need for any feeds, cables or connections to services.

onthecase also supplies solar lighting as a post light, in heights of 1000mm, 2000mm, 3000mm and 4000mm and finished in silver anodised aluminium as standard. Other finishes and special colours are available on request.

View onthecase's product range at [www.onthecase.co](http://www.onthecase.co) or find out more by telephoning 01392 247577.



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## Making an entrance with William Smith's flexible Stylos system

William Smith's flexible Stylos system formed the basis of updated signage created for the prestigious Prospect Business Park in Consett, Co. Durham, which provides office, workshop and storage accommodation. The new sign was part of a refurbishment to the entrance of the business park that included new gates, side fences and landscaping.

An online search led to William Smith being selected for this project.

"Having viewed William Smith's website we were confident in their capabilities to carry out a good job," says Derek McVickers, director of contractor D & V McVickers.

The sign produced by William Smith was created using components of the Stylos Fingerpost system, with posts, caps and fillets stove enamelled in blue semi-gloss, a white semi-gloss sign plate with curved pacer cut top, and 24 removable and interchangeable slats featuring the names of businesses located on the site.

"We required a professional and polished sign with clean and easy to read text," continues McVickers. "The finished product met our expectations; it looked good and was very satisfactory."

"We had a good working relationship with William Smith, with immediate response and good outcomes to the few minor issues we encountered during the project."

"The flexibility of William Smith's Stylos fingerpost system means that bespoke solutions can be easily created to meet a wide range of signage requirements," comments William Smith's marketing manager, Chris Bradley. "Whether it's to complement or colour match other street furniture, to reflect the ambiance of its environment or for more specialist bespoke features, Stylos can be adapted to a whole variety of applications and because of its unique concealed internal fixing system, other signage, such as boundary and information signs can be created using Stylos posts to support graphic panels."



For further information telephone 01833 694707 or visit the website [www.williamsmith.co.uk](http://www.williamsmith.co.uk)

## Premier sporting contract for Worcester-based signage firm

Family signage and display firm CitySigns, reaffirmed their sporting pedigree by signing a new deal with Worcester Warriors.

The 51-year-old company, based at Ball Mill Top Business Park, Hallow, near Worcester, have been named the Warriors' official signage suppliers for a further two years.



Worcester Warriors Matt Kvesic, Jonny Arr and Marcel Garvey.

Joint partner Darren Wilkins said: "Our thriving relationship with Warriors goes back over nine years and we're delighted to be handling all of their signage requirements once again.

"All of our staff looked forward to a busy few weeks preparing the signage and advertising hoardings at Sixways before the Aviva Premiership season began and as dedicated Warriors supporters, wished Richard Hill and his team all the best for their well deserved return to the top flight."

Charlie Little, Warriors managing director, said: "The signage requirements at Sixways Stadium are an important part of any event. The communication channels and safety requirements for over 12,000 people on an Aviva Premiership match day are vital.

"We are fortunate to work with a local company such as CitySigns and a supporter of the club. We have a great working relationship with Darren and it was a simple decision to reaffirm our position and continue our partnership for a further and exciting two years."

CitySigns, who are also official signage suppliers to Worcestershire County Cricket Club, will be producing high quality items for Sixways Stadium using their £85,000 Gerber CAT UV flatbed printer.

The firm's other Worcestershire-based clients include Webbs Garden Centre, Andrew Grant Estate Agents and the King's School Worcester.

For further information telephone CitySigns on 01905 640007 or visit [www.citysigns.co.uk](http://www.citysigns.co.uk)

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# PROJECT *News*

## DeSigns delivers biggest ever Christmas present

A Hull sign services company has Christmas all wrapped up after covering a city car park with a 150ft mesh banner to make it look like an enormous festive present.

DeSigns, of Sutton Fields Industrial Estate, has wrapped Princes Quay shopping centre car park with a 150ft mesh banner to bring festive cheer to 55,000 motorists and many more pedestrians who use Castle Street every day.

The banner, which measures 150ft wide by 19ft high, was printed in sections and fitted by the same specialist abseiling team that recently helped rename an Old Trafford stand in honour of Sir Alex Ferguson.

Gary Vieten, DeSigns Operations Director, said: "We are able to produce and fit mesh banners of any size, however with this particular one measuring 150ft wide we were certainly tackling our biggest challenge yet.

"The fitting of the banner was made no easier by extremely high winds on the day, however it was completely in position within



Andy Sykes, Print Manager and Gary Vieten, Operations Director, both of DeSigns.

just three hours. We are delighted to have worked on such a high-profile project that is seen by tens of thousands of people every day."

For further information telephone 01482 787713 or visit [www.designs.uk.net](http://www.designs.uk.net)

## Argos stores refurbishment



As part of Argos's store refurbishment programme to enhance the in-store experience for customers, arken POP has been awarded part of the signage contract.

This includes producing exterior signage in the form of poster cases placed outside the stores. Customised poster frames are used in the collection bay area, housing interchangeable promotional graphics above the product shelving in this high footfall area.

To date arken have supplied over 3000 components to approximately 300 Argos stores. During 2012/13 they are scheduled to supply the remainder of Argos's estate, with completion of a further 450 stores nationwide.

For further information telephone 01638 565680.

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# WINDOW Graphics

## Offer your customers more by adding window graphics to your portfolio

The market for window graphics and manifestation, or markings, is well developed and still growing. This market represents a potentially profitable opportunity for any signmaker or printer, however modestly equipped, and it weathers all states of the economic tide robustly. When new construction is the victim of pressure on speculative investment in business growth, refurbishment programmes are elevated in significance and so window graphics are still on the wish-list. When long-term installations are not needed, shorter term promotional, or temporary applications still play well.

The potential market readily advertises itself. Anywhere there's an expanse of unadorned glass, an opportunity to sell graphics and markings exists. Where businesses are looking for signing, they're often receptive to the idea of tasteful identity continuations on the glazing close by. Window graphics attract solid prices and are relatively inexpensive to produce. Even where there's no statutory directive, there's still often a need or desire for glass to advertise its presence and consequently opportunities for some manifestation or marking on the glass.

The materials company, Metamark has spent considerable time and resources developing a line of cut and applied materials targeted at the production of attractive etched window graphics and markings. The company has an informed perspective on the technical underpinnings that make a good material for such

applications and says there's more to the material science behind applied window films than might appear to be the case.

Contrary to intuition and commonly held perceptions, windows represent one of the most hostile application environments in the popular graphics arena. They experience rapid fluctuations between temperature extremes, and humidity can vary from absolutely parched to totally drenched in minutes. According to Metamark, these conditions are very similar to those artificially created by laboratory equipment that the company uses to prematurely age materials for testing purposes. So called weatherometers typically exert a year of weather exposure in a month or less. Encountering these brutal conditions in real-world applications outside the laboratory, really does exercise materials and the companies that make them.

*... window graphics can make the biggest impact by being the most subtle ...*

Etch effect films simulate the physical condition of glass resulting from the attack of etching agents such as chemicals or high speed blasts of abrasives. The disruption to the plane surface of the glass impairs through-vision and so creates the appearance of

the etched mark. A microscopic emboss on the surface of an etch effect film accomplishes the same thing once the film is applied to glass. Without this embossed surface, the applied material would look just like everyday vinyl.

The effect also relies on the quality of the bond that's achieved between the film and the glass. This margin of almost glass-like clarity ensures that the adhesive doesn't betray its presence and so spoil the otherwise convincing effect. Metamark's Apex adhesive for its etch effect films is said to be expressly developed with the quality target in mind. Metamark also points out that the adhesive resolutely refuses to emulsify in the presence of water and so will not fail by turning milky or losing its bonding power.

Another aspect of adhesive performance that's critically important in applications to glazed surfaces involves removal. Metamark says its Apex system is fully cross-linked and removes readily when the time comes without leaving any residue on the glass. Clean removal saves a lot of time that would otherwise be



Metamark has developed a range of high performance materials specifically for window graphics.

spent returning glass to the pre-application state, and is even more important where access is difficult or expensive.

Etch effect materials give signmakers the ability to quickly and inexpensively decorate glazed surfaces and are used just like any ordinary vinyl, being cut, weeded and applied. According to Metamark though, a rapidly growing number of installations are being made now with the etch effect film also being printed.

Etch effect films are substantially transparent and so, printing them with the transparent inks used in typical wide format printers is going to produce nothing less than unpredictable results – and that, says Metamark, is the point.

Printed etch effect films yield very soft looking, attractive results with even quite strong deposits of colour being washed out to some degree, the degree depending on prevailing lighting conditions. These results make a surprisingly good job of enhancing ambience and providing a resonance of the surrounding architecture and design. The effect still permits the passage of some light and works brilliantly, whether energised by ambient natural light or deliberately positioned artificial sources. It also contributes to privacy making printed etch films ideal for partition screening or obscuring glazing.

Window graphics tend to put an emphasis on the quality of design as generally they are not primary communicators. Often used as an add-on, window graphics can make the biggest

impact by being the most subtle. With that in mind, some of the materials Metamark offers for the purpose have delicate inclusions within the body of the film itself that add a little sparkle or highlight as prevailing lighting changes. It's an effect that's easy for any signmaker to demonstrate to a prospective client and Metamark offers both swatches and selector cards for just that purpose.

In terms of making a commercial contribution to the fortunes of sign companies large and small, window graphics can be classed as low hanging fruit only. They're easily introduced into any conversation that's led by a demand for signing and, from the end-users' points of view, they have a very compelling, cherry-topping-the-cake feel that makes it easy to say yes.

Easy to produce with basic equipment, easy to sell in good times and not so good times, inexpensive to create using readily available materials; shouldn't applied window graphics feature in your portfolio?

Further information on the Metamark range of materials for window graphics and lots more applications can be found by visiting the website [www.metamark.co.uk](http://www.metamark.co.uk)



*Offering window graphics can be an profitable addition to a signmaker's portfolio.*

*... quickly and inexpensively  
decorate glazed surfaces ...*



*Selector cards from Metamark help signmakers promote window graphics.*



# WINDOW Graphics

## Choose from an expanding range and innovative products for a growing market

*The popularity of window graphics has been on the increase for years but how and why has this growth accelerated, and how are tastes changing? Sign Update got the views from a few of the country's leading manufacturers and suppliers to the sign trade.*

**Kevin Wallace, Managing Director at All Print Supplies (APS), agrees that window graphics is definitely a growing market.**

"In our current Etched Glass Effect Films swatch book we feature 28 different window decoration films," says Kevin. "These have life cycles from three to seven years, various effects and price points and are all printed and presented on clear backing material so customers can easily see the different effects on offer from APS. Window graphics is a relatively low cost way to offer a stunning looking image to the public in a retail environment. It can also dramatically improve the aesthetic look of a company for its employees and visiting clients when used creatively on internal offices, partitions, and other ways."

**Peter McCann, Sales Manager at Amari Digital Supplies (ADS), explains why he believes the growth has accelerated.**

"Window graphics have always been a popular application but during the past two years there has been a significant increase linked to a corresponding growth in the interior décor market, driven by the creative input of architects and interior designers responsible for bespoke window displays in the retail, office, hotel and leisure sectors. Whilst standard cast vinyl materials are still used extensively, there is now a marked increase in the use of speciality films such as frosted/etched-effect and transparent options and these are now being applied with greater creativity than ever before," says Peter.



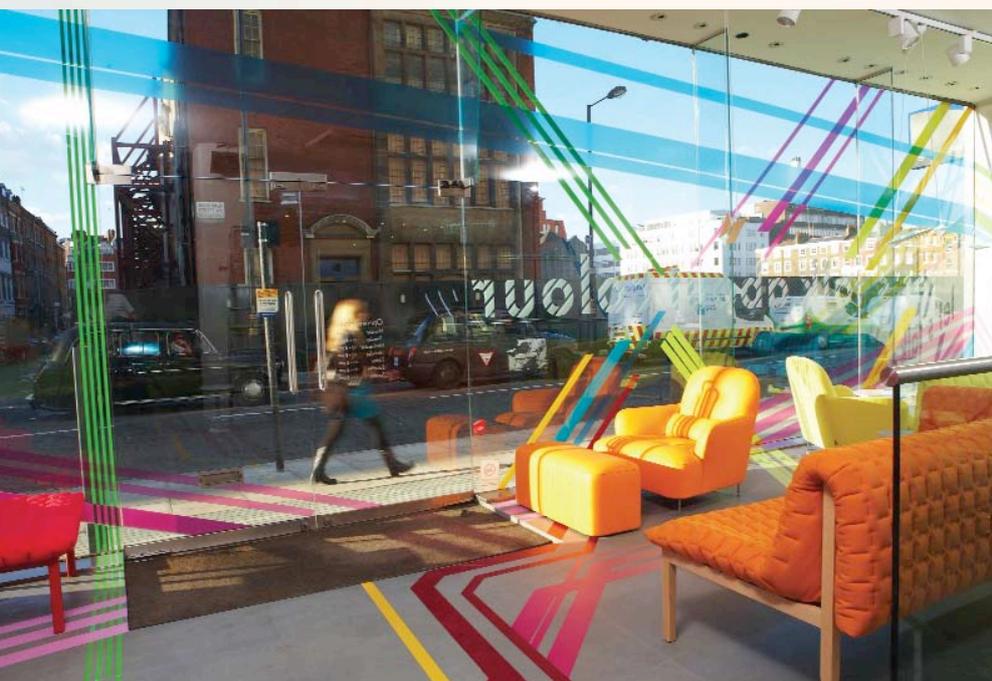
*All Print Supplies stocks a wide range of media and more for next day delivery to anywhere in the UK mainland.*

Window graphics have become an art form in a number of different ways, he says, from secrecy and advertising to permanent window designs that have replaced old and familiar methods such as sandblasting and etched-effect that is a particular favourite of architects.

Peter continued: "Printed window graphics have been around for more than 10 years but as printing technology has evolved converters now have access to a much wider range of printable media and in particular optically clear polyester films that have moved the market forward. This has evolved due to the need for total clarity and the introduction of white ink that has enabled printers to give greater scope to their clients' requirements and remove the need to back up the graphics with white vinyl."

Scott McLachlan, National Sales Executive at 3M Window Film/Renewable Energy Division, says the two primary reasons why the market for window graphics has expanded are the need for increased security and the requirement to reduce rising energy bills and meet carbon footprint targets.

Scott explains: "The large corporate and financial sector business is particularly active for these reasons but clients in the public, private and retail sectors similarly need to lower utility bills and improve thermal performance and window films can make a contribution to these objectives."



*Amari Digital Supplies reports an increase in bespoke window graphics in the retail, office, hotel and leisure sectors.*



*Dramatic graphics to grab attention. Photo courtesy 3M.*

Scott added: "There are distinct differences between the application of graphic films (vinyl) and window films (polyester) but many signage/branding companies inevitably see an advantage in adding value for their customers. To this end, 3M trading partners William Smith and Spandex can act as a distribution point and offer support for both. In addition to the application technique differences, the expertise required when using solar control films relies on an acute understanding of glass types and potential thermal stress issues and these are not typically handled by sign and graphics businesses."

So, what are signmakers looking for from window graphic substrates?

Kevin Wallace of APS says: "A major trend is a shift to clearer self-adhesive substrates for better looking graphics and growing interest PVC-free alternatives."



*A tempting glimpse into another world. Photo courtesy Amari Digital Supplies.*



*Brand promotion remains a major application for corporate customers. Photo courtesy 3M.*

"At the moment there is a lot of interest in ultra-clear printable window graphics, generally printed UV on polyester. For solvent and eco-solvent printers we are launching an ultra-clear self adhesive PVC called DigiSOL DS3052 with clarity close to that only achieved on polyester but at polymeric PVC type pricing in both 1371mm and 1524mm widths. We have also introduced a PVC free etch film for plotter cut graphics called ASP90 which is a silver polypropylene film with a five year life and an air-free channelled adhesive for dry quick and easy application."

"The DigiSOL DS3052 ultra-clear PVC for eco-solvent has already created interest as it allows customers with Roland and Mimaki type printers to create graphics that could only be achieved by UV printing onto clear polyester," says Kevin.

"We also have a double-sided gloss white block-out vinyl, DS3047, that can be used where customers want an image printed on one side but with no show-through onto the reverse side even under strong natural or artificial light. Double-sided images can be created by printing on our clear vinyl and laminating to DS3047."

APS has recently introduced JT5817PUV from Mactac which is a 55/45 ration perforated one way vision film, on a filmic release liner, that can be printed by eco-solvent, latex or UV printers. It is ideal for customers with multiple print technologies who want to move work around different printers internally.

According to Peter McCann of ADS the latest innovations for window graphics applications include all of the new optically clear films, following improvements to UV printing technology and the ability to print white and apply non-abrasive coatings to the face of the films.

Peter says: "Bubble-free adhesives have also greatly enhanced the ease with which window graphics can now be applied and these adhesives have largely resolved problems that hitherto increased the possibility of graphics failure. There has also been a marked improvement in the level of film clarity now possible as demonstrated, for example, by the transparent films in the MACtac 8400 range supplied by ADS as a leading stockist and distributor of MACTac products to the sign and graphics and digital printing industries."

A particularly noteworthy innovation from ADS has been the MACTac GlassMovie rear projection film. This 135-micron polymeric film can be applied to natural or synthetic glass surfaces to provide a high-contrast, high-resolution colourful image that is visible through a 100 per cent viewing angle. Ideal for both indoor and outdoor visual communications on windows and other glass surfaces, GlassMovie features a high-performance durable solvent-based acrylic adhesive and a white Kraft Paper release liner. The film has an effective performance life of five years, based on accelerated ageing and outdoor exposure tests and will resist the effects of most oils, solvents, weak acids, salts and alkalis and has a flammability rating to comply with BS 3795.

# WINDOW Graphics



3M has seen a marked increase in the use of speciality films such as frosted/etched-effect and transparent options.

One of 3M's latest innovations is its Prestige External films that maximise visual clarity but also repel excessive heat and/or glare. These films have a special use where glass is thick, double-glazed or where short-term internal graphic films are being used. Such window films can dramatically cut heat loss and reduce glare whilst also helping to reduce the effects of fading.

In addition, the 3M Commercial Graphics business division has introduced 3M Scotchcal ClearView Graphic Film 8150. This can be used both internally and externally and maximises visual clarity as well as providing the option to print on the film and increase creative communications possibilities.

Providing a more cost-effective solution to the creation of vibrant and eye-catching window graphics and/or internally illuminated displays applied to flat, clear glass surfaces, 3M Scotchcal 5525SE-Haze and 3M Scotchcal 5525SE-324 Sandblast from 3M Commercial Graphics can be used respectively to create the uniform appearance of either etched or sandblasted glass. The 0.5mm-thick medium-term films feature an easily removed acrylic-based adhesive and Kraft Paper release liner and they offer excellent resistance to the ingress of water and the effects of mild detergents.

The effective performance life of both films is based on field experience and exposure tests conducted throughout Europe.

When graphics using these films are produced in accordance with the recommendations/application guidelines of 3M, they will provide a life span of up to five years. Both films can be removed with no residual adhesive using little or no heat in the process. Typical applications include the creation of window graphics used in tactical marketing campaigns in, for example, the retail sector as well as for the decoration of any glass surface found in most public buildings such as those in the corporate, hotel, restaurant, leisure and public house sectors.

3M FASARA Glass Decorative Films include a choice of visual effects (including acid-etched, sandblasted and rice paper) and are capable of blocking up to 99 per cent of UV light to enhance their capabilities in, for example, retail window displays. 3M Scotchcal Translucent Mirror Film 7755SE-520 is ideal for flat glass surfaces as well as other transparent surfaces like acrylic. The film has a dual-purpose capability by providing a chrome effect by day and a translucent effect when back-illuminated at night. It also presents the same appearance on both sides of the transparent surface.

These films, along with a host of other products, are available from 3M primary distributors William Smith and Spandex.

So, to round up, we asked Kevin Wallace of APS, what would be his three top tips for signmakers wanting to get into supplying and installing window graphics?

Kevin says: "Make sure that you pick the correct adhesive. Emulsion acrylics can whiten when applied in cold and wet conditions, which can lead to instant client rejection and costly reworking. Also ensure the product you pick has been evaluated for adhesive transfer, as your client will not appreciate having to manually remove remnant adhesive off the window when the graphic is eventually removed.

"If printing on to a material, ensure you use a printable version rather than a cutting vinyl product to guarantee a consistent image.

"Care has to be taken in selecting and designing the image as typically no there is white substrate to add punch. Without the white, images can look washed out and not everyone can, or wants to, print the white element. Most RIPs allow an overprint or double-strike mode, which while slowing the printer down, will lay more ink down and improve the image impact. Care should also be taken with the image as it will be viewed from both sides," explains Kevin.

For further information, contact the following.

**3M** - visit [www.3M.com/uk/windowfilm](http://www.3M.com/uk/windowfilm) and/or [www.3M.co.uk/graphicsolutions](http://www.3M.co.uk/graphicsolutions)

**All Print Supplies (APS)** - telephone 01753 696 977 or go to [www.allprint.co.uk](http://www.allprint.co.uk)

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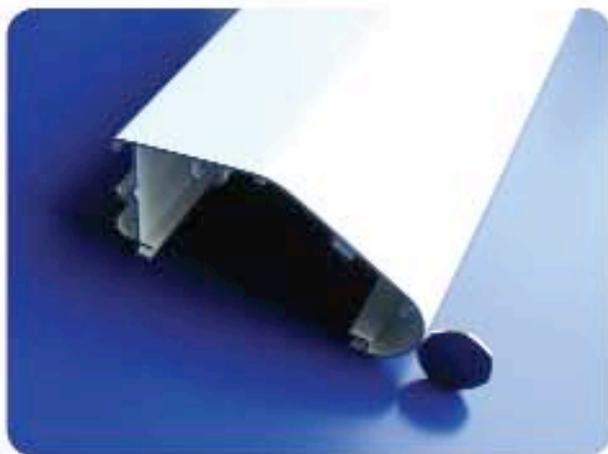


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## Sign & Digital UK to launch Green Trail

Exhibition organisers Faversham House Group have announced they will launch a "Green Trail" at the Sign & Digital UK exhibition in 2012. The Green Trail will highlight products that display either an eco-friendly, environmental or ethical element.

Alan Caddick, marketing manager of Sign & Digital UK explains: "We thought of a Green trail two years ago but through the recession we've seen businesses review the importance they placed on environmental issues and concentrated more on survival tactics with pricing and customer service on the top of their list of priorities. We've seen renewed interest this year and the Green issue is well and truly back on the agenda. In response to this, we've decided to implement the Green Trail at Sign & Digital UK 2012 and are inviting our exhibitors to make us aware of any products being shown at the event that will fit this new initiative."

The organisers say that they've had a positive response from those they've spoken to already.

"There will be a good mix of products on the Green Trail list

including ink and media manufacturers, printers, and recyclable display products," adds Caddick, "not to mention sustainable solutions from the digital signage sector."

The Green Trail will be heavily promoted prior to the show and highlighted on the exhibition floor plan so visitors can easily identify which stands are taking part. Exhibitors can register their products now for the inclusion with the show organisers directly by emailing [signanddigitaluk@fav-house.com](mailto:signanddigitaluk@fav-house.com) and include "Green Trail" in the subject.

"All applications for the Green Trail will be vetted to ensure that they actually do display either an eco-friendly, environmentally aware or ethical element to the product, so it's important that exhibitors wishing to partake can demonstrate this side of their product to us," Caddick concludes.

For more information on Sign & Digital UK 2012, visit [www.signanddigitaluk.com](http://www.signanddigitaluk.com) or call 0208 6517 100. Follow on Twitter @signanddigitaluk

## Registration is now live for Sign & Digital UK 2012



Following the recent launch of the new and improved website, the Sign & Digital UK show team has announced that visitor registration is live. You can now register to attend the 2012 show for free at [www.signanddigitaluk.com](http://www.signanddigitaluk.com). Registering is easy and only takes a minute. Once you've registered, you can receive the latest updates from the show team about new exhibitors, show features (including workshops, seminars, competitions), demos and product launches.

The exhibitor list has also gone live on the Sign & Digital UK website, so you can start to plan your visit in advance. Exhibitors will start to upload their product and press information in the next few weeks so it's worth checking the website to keep up to date with what's happening and who's exhibiting.

With over 6,000 visitors in 2011 and a buzz surrounding the show, Sign & Digital UK 2012 is set to be a great year yet again with really strong exhibitor numbers already confirmed, including a number of new suppliers. Sign & Digital UK is an ideal place to meet all your suppliers under one roof over the space of three days and is the annual highlight of the industry.

2012 is a special year for the show – reaching an impressive 25 years serving the industry.

Once registered, you can also receive the latest updates about the Sign & Digital UK Awards & Networking Event 2012.

Last year's inaugural event, held at the National Motorcycle Museum, was a great success with signmakers, digital printers and suppliers all networking in style. The awards ceremony is the perfect place to round off your day at the show, tickets include; pre-dinner drinks, three course meal, entertainment and awards presentation with the opportunity to spend time socialising with other business contacts and colleagues. Also at the awards ceremony, there will be the chance to entertain customers, progress business opportunities and celebrate the high level of skills and innovation of those working in this vibrant market. And with it being the 25th anniversary of the show, there are plans afoot to make it an extra special night.

To follow the latest from the show, follow Sign & Digital UK on Twitter @signanddigital

For more information, visit [www.signanddigitaluk.com](http://www.signanddigitaluk.com)

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## Graphics grab students' attention at Kings College London

NSI has brightened up the interior of the students' union at Kings College London with a series of eye-catching and informative graphics.



The nationwide signage company used its experience of working with students' unions to design, manufacture and install signage for the Macadam Building on the Strand Campus of the university. Having worked with other educational institutions, NSI understands the importance of creating both a strong brand that the students can relate to, as well as bold, eye-catching signage, not only for aesthetic appeal, but also for wayfinding.

For KCLSU, NSI produced informational/directional signage for the outside of the lift on each floor, informative and decorative wall and window graphics, an honours board detailing the past student officers of KCLSU and photo frames with graphics to display the current student officers.

Donna Powell, Marketing & Communications Manager for KCLSU said, "The signage and graphics that have been produced and installed by NSI are a great addition to our students' union building. The team have been a pleasure to work with and we hope to work with them again very soon on signage for another campus."

For further information telephone NSI on 0845 643 4065 or visit [www.nsi-limited.co.uk](http://www.nsi-limited.co.uk)

## ArtSystems appoints new Operations Director

ArtSystems has appointed Simon Cooksey as its new Operations Director. Simon has been General Manager at the Nottingham-based company since 2009 and held senior sales and marketing roles during his 11 years with the company.

The new position will see Simon taking forward the ISO 14001 quality programme, widening the scope of Art System's ISO9001:2008 Quality Management System. He will also be initiating a series of companywide programmes that embrace all aspects of the company's business processes, with the aim of extending its competitive advantage.

For further information visit [www.artsystems.co.uk](http://www.artsystems.co.uk)



## New brochure from Nova Aluminium

Following the launch of new products throughout 2011, Nova Aluminium has just released a brochure that compiles details of all systems and products available exclusively to the trade.

The new brochure features all the necessary specification details, photos of how the finished product will look, all the product codes and technical jargon needed to make ordering easy. Nova Aluminium says its latest publication is a "must have addition" to any signmaker's site survey folder as it will enable them to correctly identify the best product for the job, meaning all they have to do then is to contact the sales team for a quote by return.

For a copy of Nova Aluminium's new sign brochure, tel. 0117 955 6463 or email [sales@nova-aluminium.com](mailto:sales@nova-aluminium.com)



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# Boris Johnson gets a taste of vehicle wrapping at WorldSkills 2011

**Walsall College, in conjunction with Roland DG's Academy and Metamark, recently showcased their vehicle wrapping skills expertise to a global audience, when the UK hosted the world's greatest skills competition, WorldSkills London 2011.**

The WorldSkills London 2011 Competition took place over four days in October. It is one of the biggest events ever to be held at ExCeL London, and saw over 1,000 of the most skilled young people from all corners of the globe battling it out in 46 different skills, competing to be crowned the best of the best in their chosen skill. Showcase colleges and training providers were present to inspire the audience and help them to look at the endless possibilities for their future jobs and careers. So popular and high profile is the event that David Cameron, Boris Johnson and Vince Cable all took time to come along and visit.

During the event, Metamark MD-7 was used to wrap a Honda Accord car, using the skills of students trained within the Roland DG Academy at Walsall College who are on the level 2 and 3 sign making apprenticeship programme.

The Roland DG Academy offers a wide range of hands-on, practical training courses and workshops for the sign and graphic arts industries, with the courses on offer ranging from vehicle wrap, to software training such as PhotoShop and SignLab, plus hands-on application skills workshops.

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



*Honda Accord, wrapped with Metamark MD-7, using the skills of Walsall College students at the Roland DG Academy.*



*Boris Johnson, pictured with Rhys Leyshon (Trainer Assessor for Sign Making at Walsall College), Brendan Valentine (Redbox Sign makers, Walsall) and John Richards (Wrights Plastics, West Bromwich).*



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## Broaden your horizons and make a good profit, with banners from Venture

**Diversifying can be one of the best ways to grow a business, or to just survive a recession or two, by the opportunities it gives to target new markets and offer existing clients a greater spectrum of services.**

Of course, diversification is much easier and more likely to be successful if it's a natural progression of existing services and maintains core company values. For example, a shirt maker might find it difficult to branch out into large format print or vehicle wrapping.

But an awful lot of companies that make signs are missing out on the potential profits that could be made from offering banners, products that fit in perfectly with their current ranges, says Scott Conway of Venture Display Trade.

A successful supplier of banners to sign makers and related trades for years, Venture has just expanded the service with a trade pack. The addition of the trade pack gives anyone in the print industry the tools to integrate a very profitable large format banner printing service into their existing portfolio, whether it's small format, digital or litho printing, by using Venture's expertise and equipment.

"The trade pack now includes marketing materials and advice, along with images for the trade to use on their own marketing material and unbranded spec sheets to show their clients," explains Scott.

"To further help the trade promote banners and more, we've also launched an amazing website service where they can have a fully customisable website from us, either as a standalone large format division of their company or as their main website where they advertise all their products and services."

Scott says that upon the launch of this pack and because Venture's pricing policy is so keen, they had more than one sign or display company running mid-sized machines literally divert all their digitally printed banner work to Venture, enabling the sign and display companies to concentrate their machines on more profitable work.

An added bonus is that there is absolutely no capital outlay for trade customers using the trade pack, beyond printing a few brochures to show customers, because Venture is able to deliver the banners direct to their clients under plain wrap.

Details of the trade pack are available at [www.venturetrade.co.uk](http://www.venturetrade.co.uk) or telephone 0845 604 1030.



*Signmakers have the potential to increase profits by offering a banner service to existing clients.*

## Try before you buy - new HP sample roll programme

**ArtSystems has launched a new support programme to help resellers show their customers the benefits of HP Large Format Media. The new programme offers a selected range of free HP sample rolls, with free delivery to the reseller's customer.**

In times where marketing and sales budgets are tight, this simple and easy to use programme provides promotional opportunities to resellers, large and small, in an extremely cost effective manner.

Paul Tarry, Divisional Manager, Consumables Art System comments: "As a distributor it is imperative for us to help our resellers

grow their business as much as we can. Our new programme will ship the free media samples direct to their customers at no charge and they will have a selection of over 30 media types from the HP range to choose from. We will also invite feedback from resellers to ensure we are holding the right media types for them and then look to expand the range based on this information."

To sign up to the programme resellers simply have to register and then speak to the ArtSystems sales team to process their order.

For further information telephone John Draycott on 0115 9380 333 or visit [www.artsystems.co.uk](http://www.artsystems.co.uk)

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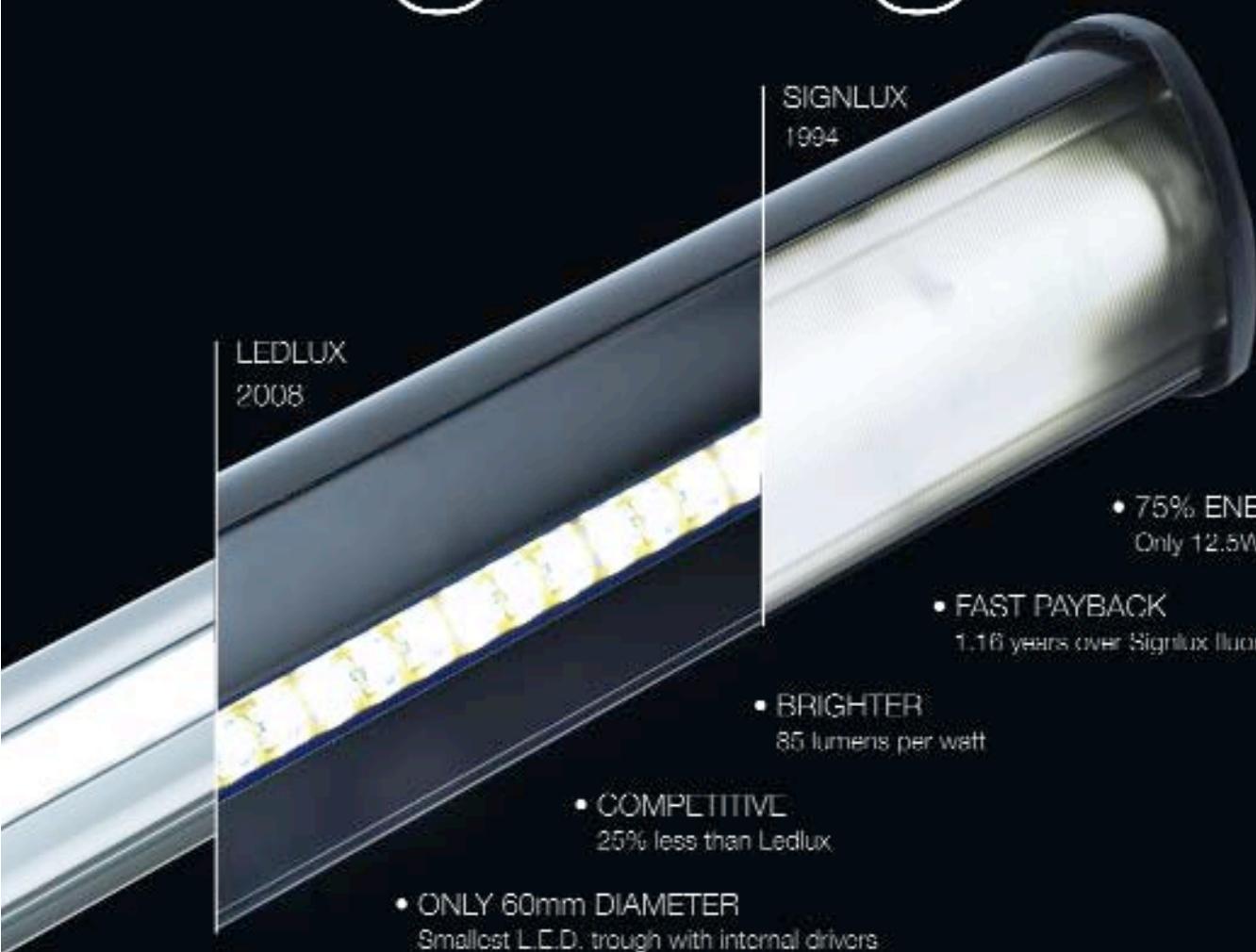
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## Market leaders join forces

Bury based notice board manufacturer Signconex Ltd has merged with Bristol based sign manufacturer Signscape Systems Ltd, as part of an exciting new venture for the sign and visual communications market.

Following discussions earlier in the year, it soon became clear that both companies shared many similarities when it came to their approach to manufacturing and business. Both companies come from long established backgrounds in the sign and visual communications industry, with Signscape emerging from the original Signfix business established in the 1970s and Signconex growing from the original Signco Ltd company, also formed in the 1970s. Both companies are respected for their customer focus, offering standard and bespoke products, and specialising in tailoring products to suit different images, locations and applications.

By merging operations into one site near Bristol, Signconex and Signscape will be able to pass on the benefits of improved economies of scale and a wider range of in-house expertise. They will also be able to invest in new plant and equipment for faster production times for both standard products and bespoke fabrications.

Signscape and Signconex will continue to use their own brands for 12 months for continuity purposes. However, customers of both companies will soon be able to benefit from a comprehensive combined product range to include signs, way-finding systems, banner systems, poster cases, notice boards, menu cases, solar powered displays, bespoke fabrications and other information displays.

Further information on the company merger can be found by visiting [www.signscape.co.uk](http://www.signscape.co.uk) or [www.signconex.co.uk](http://www.signconex.co.uk)



*Hamish Paterson (left) with Arthur Moore following the merger of their two companies, Signscape and Signconex.*

## Mimaki JV34-260 wins Best of 2011 award at Viscom

Honouring the most innovative digital printer hardware shown by exhibitors at the recent Viscom show in Dusseldorf, Germany; an international judging panel handed Mimaki a coveted Best of 2011 award for the JV34-260 baby grand format inkjet printer.



*Mimaki JV34-260 scoops 'Best of 2011' award at Viscom.*

The JV34-260 featured as a winner in the Large Format Print category and one of the main reasons for the award was its price to performance ratio. The jury felt that the printer's ability to deliver a high volume of work for customers operating in the digital printing and advertising sectors at a market leading quality made it "a real workhorse".

Capable of printing outdoor durable work as well as textiles (via transfer paper and sublimation inks) at widths up to 2.6m its versatility enables companies of all sizes to operate with just one printer.

Appreciating the importance of an award from the highly regarded international exhibition, John de la Roche, national sales manager for Mimaki's exclusive UK & Irish distributor, Hybrid Services Ltd said: "We are delighted that the Mimaki JV34-260 has been recognised by Viscom's judging panel and the award confirms our belief that the machine is a true printing thoroughbred."

The Mimaki JV34-260 sports a multiple of array of the latest printheads arranged in an offset configuration, delivering an impressive combination of speed and quality. Supplied in the UK & Ireland with a two year warranty, Mimaki's RasterLink Pro RIP software and with optional bulk ink system, it is a popular choice for companies wishing to move their print output to the next level.

Currently available with a lucrative £5,000 trade-in against any 1m or wider outdoor printer, further details can be found by visiting the website [www.hybridservices.co.uk](http://www.hybridservices.co.uk) or calling Hybrid on 01270 501900.

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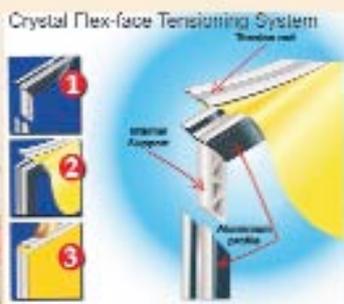
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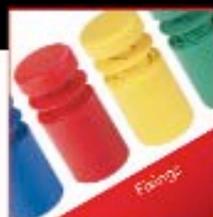


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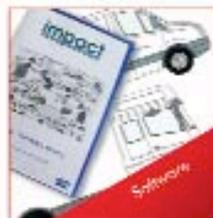
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## Applelec helps Mulberry win major award

**Mulberry has won the Retailer of the Year category at the inaugural LUX Awards in recognition of their commitment to minimising lighting energy. The winning lighting design scheme was created by DPA Lighting and featured Applelec's LED Light Sheet within its store display systems.**

Applelec nominated Mulberry in the Retailer of the Year category for the lighting scheme at its flagship London boutique on New Bond Street.

Ian Drinkwater, Applelec Managing Director comments: 'It was a true honour to have a project which uses our LED Light Sheet recognised by the LUX Awards. DPA's lighting design maximises energy efficiency from all light fixtures, creating a unique and beautiful lit environment which demonstrates true innovation.'

Applelec's LED Light Sheet was chosen to provide a lighting solution in the oak folly display systems.

The unit delivers an LED lifespan of over 50,000 hours, achieved in part by the patented thermal management of the LEDs embedded within the sheet. LED Light Sheet runs cool to the touch, ensuring heat sensitive products can be displayed on the units without risk of depreciation and that units do not interfere with the boutique's temperature systems, and in particular do not contribute to the overheating of the store in summer months.

Each of the LED Light Sheet units used within the store have been fitted with warm white LEDs and supplied with EldoLED Lineardrive 720s, acting as 0-10v dimming slaves, allowing the brightness of the units to be programmed and set through the store's master control system.

Referencing an art gallery's reorganisation with each coming exhibition, the Mulberry store's display areas, including the oak follies, have been designed to be modular in order to continually redefine the space. The slim profile of LED Light Sheet ensures it is discreetly integrated into the exposed oak shelves and can be placed at different positions, depending on the orientation of these rotatable display units. Allowing the space to change and reconfigure without waste, LED Light Sheet's lightweight construction ensures this system is incredibly flexible and easily changed.

For further information please telephone 01274 768343 or visit [www.applecsign.co.uk](http://www.applecsign.co.uk)



*Applelec's Carl Eastwood, Marketing Director and Ian Drinkwater, Managing Director, with the LUX Award.*

## Drytac Europe appointed exclusive supplier of Inglet cutters

**Drytac Europe Ltd has been named the exclusive supplier of Inglet vertical saws and cutters in the UK and Ireland.**

The cutters have the ability to cut substrates up to 22mm thick and 305cm high and are renowned for their superior cutting capability, allowing the user to cut a variety of substrates to a professional standard.

"I'm delighted that Inglet has chosen Drytac Europe as their sole supplier in the UK and Ireland" says Sales Director, Steve Broad. "Offering a wide range of top-quality products is integral to our strategy and we look forward to a fruitful relationship with Inglet. The Inglet cutters allow the user to execute projects accurately and professionally

and are a perfect addition to our current range of finishing solutions."

This new range of cutters is designed to make easy work of MDF, hardboard, acrylic, rigid PVCs, aluminium composite boards such as Dibond and many other types of substrates. With the addition of the pneumatic cutter, foam board and card stock can also be easily trimmed down. The machine is available in four sizes, all of which use the same circular saw design, making it easy to handle and giving a smooth clean cut for even the toughest of substrates.

Demonstrations can be booked at Drytac's Bristol office.

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



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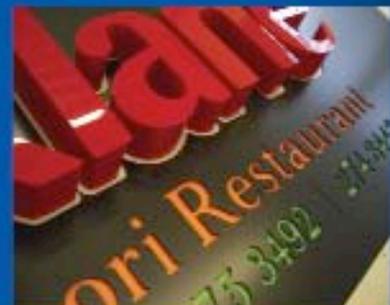
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DEDICATED SERVICE DIVISION

## Grafityp Open Days declared a success

**“Thanks for a great day” and similar comments were what long standing and new customers said as they left Grafityp’s October Open Days at the company’s premises in Tamworth, Staffordshire.**

Grafityp reports two magnificent days with a steady stream of customers coming through the doors, some from as far away as Cornwall. Each visitor received a £25 gift voucher and a goody bag containing vinyl colour card samples, product literature and handy tools including weeding knife, squeegee and a spirit level ruler.

The aim of the two days was for Grafityp to get to know its customers better and for customers to have the opportunity to learn about the vast range of products the company offers. Grafityp avoided pushy sales tactics, instead concentrating on an informative and relaxed atmosphere with demonstrations, tips and tricks where attendees could get information on how to diversify into other markets to embellish their business. New and innovative products on show like the GrafikPod series of display systems received a great response from all who attended.

There was a full complement of excellent equipment from market leader Roland DG, along with expert advice from Roland DG UK’s Rob Goleniowski and Adam Wyles. The attractive price and



*Plenty of practical information, useful tips and expert advice was provided over the two days.*

excellent output quality of the Mutoh range of printers received plenty of attention. And due to Grafityp’s long established partnership with GCC, the market leading LaserPro range of laser engravers and cutters, as well as the full range of SignPal Jaguar, Puma and Sable cutting plotters were on display.

Software was well represented with CADlink’s Bernhard Nitsche demonstrating Signlab 9’s capability and the latest offers available.

Customers flocked to Siser’s display of new heat transfer materials and the comprehensive range of garment and textile materials, complemented by demonstrations of heat presses from SEFA and Siser that showed just how easy it can be to apply textile vinyl.

This being Grafityp, there were materials everywhere, such as vinyl for just about every signmaking application including the new Grafitack GEF series of environmentally friendly materials, Grafiprint printing media including the innovative Glow-Print phosphorescent media, and the exceptional new Graficast Deco and Automotive range.

As always, the GrafiWrap Vehicle Wrapping film demonstrations were extremely popular and demonstrated with ease by one of the best wrap trainers around, James Deacon.

To register your interest in attending a Grafityp Open Day in the future, email [sales@grafityp.co.uk](mailto:sales@grafityp.co.uk) or telephone 01827 300500.



*Lots of visitors to Grafityp’s Open Days took the opportunity to have a go at vehicle wrapping.*



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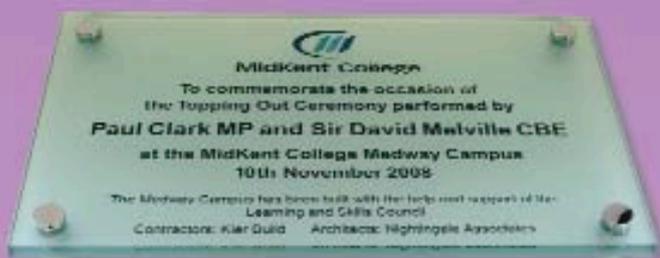


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## Roland DG (UK) announces first Creative Awards competition winner

Selim Halulu, student at The AA School of Architecture, London has won the October's People Choice prize in Roland DG's Creative Awards competition. Winning a feature-packed Canon Powershot SX 230 HS digital camera, this intriguing entry received a staggering 3,599 votes from all over the globe.

'Interference\_Thick 2D' was produced on a Roland MDX-540 milling machine, beating over 40 other UK entries. Halulu's innovative entry involved a fascinating experiment using a large transparent acrylic block, and was the outcome of a series of explorative tests, using the Roland MDX-540 as part of a second year project.

"In these experiments, I was producing prototypes that sought to blur the boundaries between 2D and 3D," explains Halulu. "What's unique about this piece is that although the MDX-540 milling machine is a subtractive process, due to the transparency, the milled drawings look additive when viewed from any side and any angle. Interference\_Thick 2D not only creates an in-between dimension but also creates a solid/void effect through the reflection of light within the piece.

"The acrylic block was very dense and earlier prototypes had started to lose their transparency due to the amount of heat being generated during the milling process, causing milled out bits to stick back to the block. So, over the 50 hours it took to make this piece, we constantly sprayed water onto the acrylic block as a lubricant to remove the carved out debris. Doing this also meant that it did not need polishing post milling.

"The Roland Creative Awards competition is a great platform to showcase academic experiments in materials and processes, providing essential experience for designers and students just like me, but also in helping to inspire others to get experimenting with their Roland machines. I would like to take this opportunity to thank

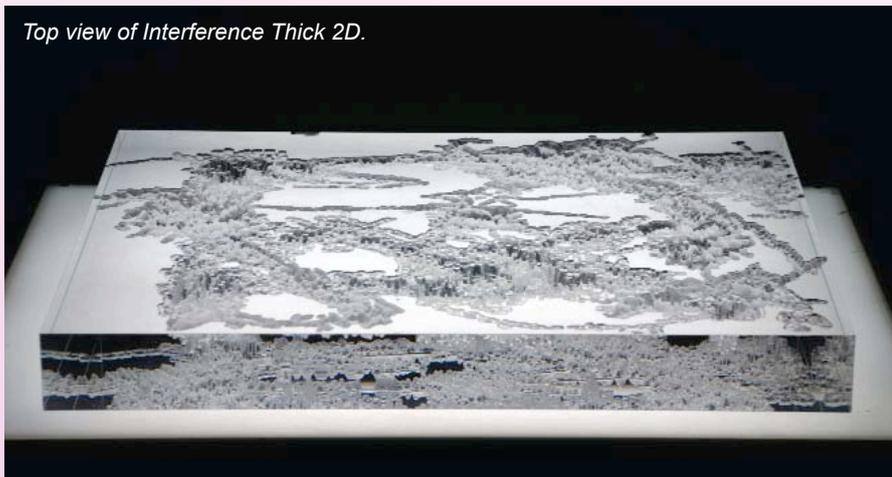


*Interference Thick 2D October's winning entry.*



*Selim Halulu presents Interference.*

*Top view of Interference Thick 2D.*



Daniel Christiansen, Jeroen Van Ameijde, Chris Matthews and Chris Pierce who were part of this project, along, of course with all the voters," concludes Halulu.

If you've created anything creative, unusual or interesting using a Roland printer, cutter, engraver or milling machine, visit [www.rolandcreativeawards.com](http://www.rolandcreativeawards.com) and enter. You'll get worldwide exposure, plus you could win a Canon Powershot camera, an Apple iPad2, a fabulous trip for two to Japan and even a new Roland machine of your choice.

Within the first month, the Roland Creative Awards competition has received almost 400 entries from Roland customers across the globe. Be inspired by Roland customers and visit the dedicated competition website [www.rolandcreativeawards.com](http://www.rolandcreativeawards.com)

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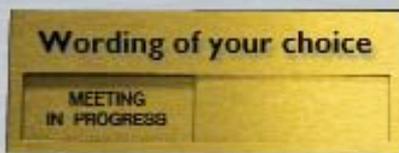
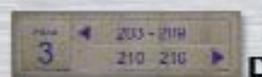
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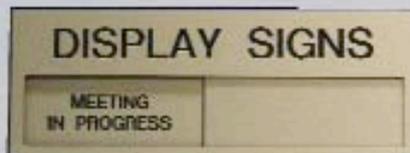
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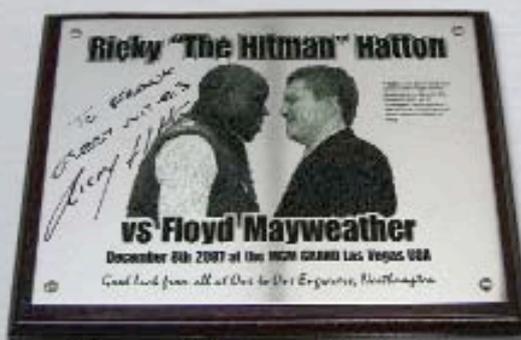


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## Wrap your curves

Over the past few years, the concept of vehicle wrapping has grown in popularity as a promotional tool and with it has come the introduction of new technology to meet the demands of end users.

As with all new technology, it is sometimes difficult to distinguish between what is a potentially good or bad vehicle wrapping solution when there is often insufficient time to evaluate the huge volume of manufacturers' technical data in order to arrive at the right decision. The good news, however, is that 3M has come up with a web resource for vehicle wrapping that will provide all of the right answers.

The new online facility has been configured to ensure the right 3M vehicle wrapping solution can be found quickly and easily. It now includes clearer and more precise search tools to locate authorised 3M vehicle wrapping specialists at both a national and local level as well as offering upgraded web-marketing tools for members, opportunities for vehicle wrapping specialists to showcase their work to customers and an improved user experience inviting customer enquiries.

Marketing Manager at 3M Commercial Graphics, Kim Brewer explained: "The new site uses the latest online marketing techniques to maximise sales opportunities for our network members. They will now be able to upload images of their work, present success stories to appeal to target customer profiles and use the dedicated YouTube page to motivate customers to take the next step and make contact."

The web link [www.wrapyourcurves.co.uk](http://www.wrapyourcurves.co.uk) supports 3M'S Local Vehicle Wrapper (LVW) network of specialists throughout the UK. Established in 2009, the LVW network has grown significantly and now connects vehicle owners and businesses with more than 70 trusted specialists.

The site aims to become the definitive source of information on vehicle wrapping technology and the ultimate information hub for this sector of the sign and graphics industry. This services-oriented web site provides all of the necessary information for all kinds of vehicle owners, from large commercial



fleet operators to self-employed tradespersons and private vehicle owners. Through an enhanced end user journey and experience, visitors to the site can browse an image gallery, watch videos, read case studies, post queries and locate vehicle wrapping outlets via a postcode search facility.

All members of the 3M Local Vehicle Wrapper network deliver assurance to customers that all of the components used to produce the vehicle graphics have been designed and tested for optimal performance, durability and functionality.

Kim Brewer added: "Vehicle wrapping has become an increasingly popular alternative solution to expensive and labour-intensive paint systems. By adding highly skilled and extensively trained specialists to the network, 3M is ensuring that access to the company's high-performance and warranted vehicle wrapping products is readily available at a local and national level, with zero failure and a fast turnaround on graphics installation."

For further information on all 3M vehicle wrapping and general signage and graphics solutions, visit [www.3M.co.uk/graphicsolutions](http://www.3M.co.uk/graphicsolutions)

## New online service from Ashby Trade

Ashby Trade Services has enhanced its service to the trade by launching an Instant Access Online Messenger facility on its website.

The new service, as with all Ashby's products and services, is available to the trade only. It gives signmakers and other professionals instant access to a trained Ashby technician who knows their products inside out and back to front. Whether it's information about systems, advice on product selection or product combinations, whatever that burning question is, trained personnel are only clicks away.

Ashby representatives are ready and waiting online to answer questions between 8am and 7pm Monday to Friday. Thought to be the sign trade's first, free, no-site-membership-required Instant Access On-line Messenger resource, it complements Ashby's comprehensive telephone support service.

To access Instant Access On-line Messenger, go to the website [www.ashbytrade.net](http://www.ashbytrade.net) and click under Ashby LiveHelp top right of page. Telephone support is available by calling 0118 981 5343.

## Victory announces new look site



Victory has announced the launch of its new look website which has a sleek and more contemporary look.

Products have been reorganised for easier location and less clicks are now required when buying, allowing customers to add quantities as they go along.

Victory has also added more quantity discounts giving you more savings online. You can save up to 10% on products by ordering online.

Other benefits include free delivery on all orders over £125 (excluding VAT and delivery); receive your goods with no delivery charge to all UK mainland addresses. If you have a credit account with Victory Design this can also be made available online. You can then order your goods online without paying by credit or debit card.

Victory's website has no minimum order so you can order as little or as much as you like. The site is quick and convenient; you can view past orders, add products to favourites and set up a quick pick list making ordering a doddle. If you are located close by you can also pick up your goods from their customer collection point.

Visit the Victory webshop regularly to keep up to date with new products and web only offers or simply sign up to Victory's email offer alerts.

To find out more visit the Victory Design website [www.victorydesign.co.uk](http://www.victorydesign.co.uk) or telephone 01246 570570.

## ATC launches buy online website

ATC has launched a new buy online website displaying all the current products in stock. This includes a large range of reflective materials available in various grades, a comprehensive range of speciality films and a complete range of standard signmaking vinyls, digital media, Lyson inks and accessories.

ATC also offers a new service to supply chevron kits for various makes and models of vehicles as specified in Chapter 8 legislation.

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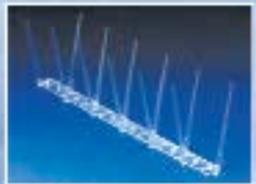
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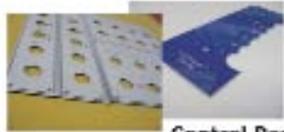
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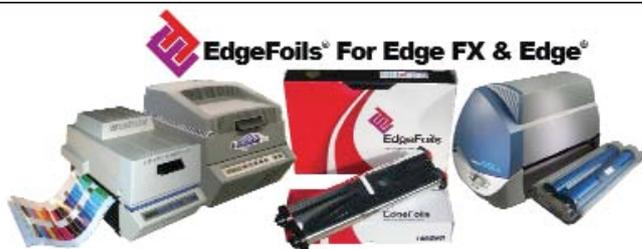
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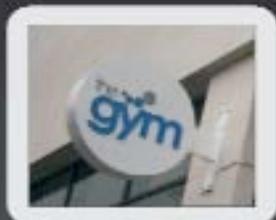
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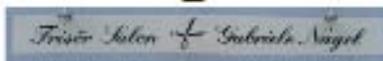
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GESS Ltd has experience of installing and changing flexible faced signs at all heights, across the Country and health and safety is paramount in all the work we do. All our staff are fully trained and highly experienced, particularly in working at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

## INSIGHT SIGN SYSTEMS

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**Tel: 0141 774 5990**

**Fax: 0141 774 6653**

sales@insightsignsystems.com

www.insightsignsystems.com

Insight is a trade only manufacturer, offering a made to measure service, with in-house powder coating. A range of cases are available to accept flexible substrates, covering most applications. Tensioning mechanism is fast and simple to operate, and can be accessed via hinged cover plates fitted around perimeter of case. Large hinged cases can be fitted with gas struts or mechanical arms to assist opening.

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**Fax: 0161 8 300 601**

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www.midasignservices.co.uk

Specialised installers of all flexible faced systems. Nationwide service. Illuminated or non-illuminated. We can supply and install. Call for details.

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For all types of sign. Individual letters in acrylic, vinyl and PVC. Illuminated signs, modular sign systems and frames, engraving on plastics, aluminium and brass, labels and stencils. Also material supplies cut to size. A complete service to the trade.

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**Fax: 0121 770 6512**

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Trade suppliers of proven LED lighting solutions and manufacturers of the flat lighting unit, LED Light Sheet. Energy efficient, award winning LED lighting modules in a variety of colours including RGB (colour changing) are available for both indoor and outdoor applications. Applelec offer unrivalled service and after sale technical support for our LED solutions to ensure customers receive continued assistance.

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Digitally printable wide format mag. sheet (1200mm wide) and Ferro sheet at (1270mm wide), ideal for point of sale displays. Maxmag vehicle grade magnetic materials available in white, plain or adhesive backed - by the metre or cut to your specific requirements. Neo magnets, vehicle roof magnets, neo grippers, labels and a full range of pop-up magnetic tape to suit every budget and application.

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sales@signscape.co.uk

www.signscape.co.uk  
Trade supplier of modular sign systems including Post & Panel, Infocurve, Infocurve Lite, Papyrus, Finger Posts, Bannerfix, Tam Torques, Column Plates, Posterloc, Clip frames, Infotex and Mini-slats. Other products include Lynester security notice boards, including solar powered option (EcoVision). From our special fabrication department, we produce bespoke signage to your specification.

### SIMPLEX LTD

Unit C, Peter Road, Lancing Business Park, Lancing, West Sussex. BN15 8TH

**Tel: 01903 750333**  
**Fax: 01903 750444**  
sales@simplex ltd.com  
www.simplex ltd.com

Simplex are a trade only supplier of sign systems and metal fabrications. We offer a range of Pole & Plank products for post and wall mounted signs, fingerposts and mini monoliths. For versatile curved interior or directories our System 4 is unbeatable whilst as an approved convertor for the Accord 15 "slat" type system and a recognised supplier of MSS we really hope we can help with all your needs.

## MOULDED & FABRICATED PLASTICS

### MERCURY & PHILLIPS SIGNS

51-59 Waterworks Road, Norwich NR2 4DA

**Tel: 01603 666699**  
**Fax: 01603 616781**  
mercphil@globalnet.co.uk

www.mercuryphillipsigns.co.uk  
Suppliers of moulded acrylic pans and logos up to 2800mm x 1500mm and other types of press and vacuum forming in PVC and HIPS. Specialists in fabricated plastics for POS displays with full screen print, graphics and CNC routing capabilities.

## PROJECT PLASTICS LTD

7 Grange Way Business Park, Whitehill Industrial Estate, Colchester CO2 8HF  
**Tel: 01206 868696**  
**Fax: 01206 793737**  
project.plastics@btinternet.com  
www.projectplastics.co.uk  
Manufacturers of acrylic domes and shapes, tubes, point of sale displays and showcases. Bespoke plastic fabrication. CNC routing, diamond edge polishing, 3m x 2m moulding oven for oven forming, vacuum forming and screen printing. Plastic cut to size service.

## MOULDED LETTERS

### ACCENT SIGNS LTD

Units 1&2, Broadcott Ind. Est., Station Rd., Cradley Heath B64 6NT  
**Tel: 0121 561 4600**  
**Fax: 0121 561 5458**  
accsign1@aol.com  
www.accent-signs.co.uk  
Largest range of moulded acrylic letters in the UK. Mirror effect moulded letters, LED illumination, logos, panels, complete fascia panels, blow moulding, aluminium, composite trays and more! Samples on request.

### MERCURY & PHILLIPS SIGNS

51/59 Waterworks Rd. Norwich NR2 4DA  
**Tel: 01603 666699**  
**Fax: 01603 616781**  
mercphil@globalnet.co.uk  
www.mercuryphillipsigns.co.uk  
Moulded letters and logos in all standard Perspex colours and UV stabilised gold and silver acrylics, in 8 standard sizes, bespoke sizes available on application. Press, vacuum and blow moulded pans, in acrylic and petg also available.

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225 Long Lane, Finchley London N3 2RL  
**Tel: 020 8346 8515**  
**Fax: 020 8349 0294**  
sales@signtrade.co.uk  
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Moulded letters are our speciality with stock of 20 fonts 8 letter heights in coloured Perspex and 1000's of flat cut letters as well. Your own font or logo is made by our own toolmakers. With over 60 years of experience to call on.

## NAMEPLATES

### ALAN ROBERTS ENGRAVERS LTD

39a Knight Street, Liverpool, L1 9DT  
**Tel: 0151 709 3404**  
**Fax: 0151 707 8081**  
mail@alanrobertsengravers.co.uk  
www.alanrobertsengravers.co.uk  
Fast confidential service to the trade. Nameplates in ALL materials (see our web site), Labels, Nameplates, Plaques, Control Panels, Rating and ID Plates etc. Also Vinyl Signs and Stickers, Banners, Vehicle Livery, Window Graphics and more... Always top quality - Always on time!

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Unit A5 Bounds Green Ind Est, Ring Way, London N11 2UD  
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**Fax: 020 8368 9018**  
info@aspectsigns.com  
www.aspectsigns.com  
Over 40 Years experience in etching and engraving nameplates and plaques. All Metal. Normal turn around 5-7 working days. Express service available from 1 day turn around. For a Reliable Trade Service, contact us.

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sales@lexicraft.co.uk  
www.lexicraft.co.uk  
Sign panels, plaques, company registration plates. Panels and industrial name and data plates. Chemically etched stainless steel, brass and aluminium. Press work and fabrication. High volume production for end user and trade customers.

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Specialists in chemically etched nameplates. Brass, Stainless Steel and Anodised Aluminium. Any size up to 2400 x 1200mm (8ft x 4ft). One-offs up to 5000+. Trade work is totally confidential.

## SIGN INDUSTRIES

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**Tel: 01241 828 694**  
**Fax: 01241 828 331**  
info@signindustries.com  
www.signindustries.com  
SIGN INDUSTRIES are specialist TRADE MANUFACTURERS of etched Stainless Steel, Brass, and Bronze. We also Laser Engrave Plastics and Wood as stand alone products as well as moulds for castings. SIGN INDUSTRIES normally work with 3 mm thick material, and can etch bend and weld Stainless Steel up to 3 metres x 1.5 metres, and down to small sequential tags for wiring looms.

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A1DESIGNS  
Unit 9a, Wandle Technology Park, Mill Green Road, Mitcham CR4 4HZ  
**Tel: 020 8646 9886**  
**Fax: 020 8646 9478**  
enquiry@a1designs.co.uk  
www.a1designs.co.uk  
Neon & Cold Cathode Manufacturers to the Trade. Fast turnaround & Delivery, Quick repair service. Installation, Fault diagnosis, Repairs & Maintenance. Confidential Service. All neon accessories, Transformers, Cable, Tube supports etc.

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**Fax: 01634 841420**  
info@avenuesigns.co.uk  
www.avenuesigns.co.uk  
Full computerised design service neon and cold cathode lighting. Fully qualified installation engineers, fault diagnosis, fast repair service. Complete sign service from vinyl through to acrylic to polished stainless steel to transformer and neon accessory supplies.

## LOGOTECH DISPLAY SOLUTIONS LTD

Unit 6, Atley Business Pk, North Nelson Ind Est, Cramlington, Newcastle Upon Tyne NE23 1WP  
**Tel: 01670 737 225**  
**Fax: 01670 707 365**  
sales@logotech-ltd.co.uk  
www.logo-tech.co.uk  
Specialists in neon manufacture to the trade, all types of neon work undertaken. Quick repair service. Very competitive prices. Over 25 years experience in the sign trade.

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### JANSEN DISPLAY LTD

Knowledge Centre, Wyboston Lakes, Great North Road, Wyboston, Bedfordshire, MK44 3BY  
**Tel: 01480 479231**  
**Fax: 01480 404951**  
info@jansen-display.co.uk  
www.jansen-display.co.uk  
We are a supplier of Snap Frames, A Boards, Lockable Notice Boards, Light Boxes and other Retail & Office communication products. We manufacture in The Czech Republic with our UK sales and distribution centre located near Cambridge. We offer products straight from stock with no minimum order. Please request a copy of our 200 page brochure if you want to see more.

## NOTICE BOARDS - LOCKABLE/EXTERIOR

### ASHBY TRADE SIGN SUPPLIES LTD

Youngs Ind Est, Aldermaston, Reading, RG7 4PW  
**Tel: 0118 981 5343**  
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Sales@ashbytrade.co.uk  
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Quality product available next day from stock in silver anodised A4-A0 sizes. Coloured and bespoke sizes available to order. Can be fitted to an aluminium plate and post system, with or without a canopy, for an attractive and practical solution to your customers needs. Come with two keys as standard. Poster cases or magnetic backs available, also LED illuminated.

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**Fax: 01480 404951**  
info@jansen-display.co.uk  
www.jansen-display.co.uk  
We are a supplier of Snap Frames, A Boards, Lockable Notice Boards, Light Boxes and other Retail & Office communication products. We manufacture in The Czech Republic with our UK sales and distribution centre located near Cambridge. We offer products straight from stock with no minimum order. Please request a copy of our 200 page brochure if you want to see more.

## ONTHECASE

Queensgate house, 48 Queen Street, Exeter, Devon, EX4 3SR  
**Tel: 01392 247577**  
sales@onthecase.co  
www.onthecase.co  
onthecase are providers of a high quality range of showcases, noticeboards and posterboards for both internal and external use. A wide selection of models, sizes and finishes are available. New developments include vitrum, an outdoor back illuminated case for post mounted or wall applications using LED technology, and solar powered cases and light posts.

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**Tel: 01484 847753 / 841362**  
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sales@romacstainless.co.uk  
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Leading manufacturer and supplier of lockable notice boards/poster cases/menu cases. High quality, low prices. Powder coated, stainless steel & brass. Internal & external use. Vandal & weather resistant. A4 to A0, D/Royal & 6040. Bespoke sizes on request. Wall or post mount & lectern style. With felt pin board or high powered magnets for fixing posters/menus. LED illuminated options.

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One of the country's largest distributors of number plate components and suppliers of the 'Print Pro' system - The UK's best selling colour number plate printer. This 'Business in a Box' comes complete with software to print Legal Plates and 'Showplates' allowing for fancy side badges and fonts to be added. This Multi-Function printer will also print full colour Health & Safety Signs direct onto self-adhesive vinyl, Business Cards, Banners, Coasters and Key Fobs!

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**Tel: 01902 404008**

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sales@rotosigns.com

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We are renowned for our superior range of advertising boards. No matter what your requirements, we will use quality materials to supply a product to suit your needs that can withstand most weather conditions. Most of our products are manufactured in the UK and spare parts are available on request.

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Wales Bar, Sheffield, S26 5NU

**Tel: 01909 773037**

**Fax: 01909 773038**

sales@centuryplastics.co.uk

www.centuryplastics.co.uk

Century Plastics are stockists of a large range of materials including; Palram Products, Palsun Polycarbonates, Palight Foam PVC, Palclad Hygienic Cladding and Palopaque PVC's, all manufactured in England. We also stock Alcom, Aluminium Composite and Hoarding Panel along with Cast and Extruded acrylics and many more products.

### EAGLE PLASTICS LIMITED

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**Tel: 0116 276 6363**

**Fax: 0116 276 6366**

amber@eagleplastics.co.uk

www.eagleplastics.co.uk

Eagle Plastics Limited offers a comprehensive range of thermoplastic sheet materials which can be precision cut - to 0.25mm accuracy - and delivered quickly via our own transport. High Impact Polystyrene (print friendly / food grade) / High Impact ABS / Styrolux / PETG / APET / PVC / PP / HDPE all of which are available in a large range of colours and finishes.

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**Tel: 020 8308 9990**

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sales@neplastics.co.uk

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

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**Tel: 01245 232800**

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sales.chelmsford@perspex.co.uk  
www.perspex.co.uk

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

## POINT OF SALE FITTINGS

### UK POINT OF SALE GROUP LTD

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**Tel: 0161 4314400 /**

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UK Point of Sale leading manufacturers of display products Acrylic & PVC poster holders, Sign Supports, Aluminium Snap Frames, A Boards, Poster cases & Point of sale fittings.

## POLYSTYRENE SIGN SERVICE

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Unit 3, 181 Verulam Road, St Albans,  
Herts AL3 4DR

**Tel: 01727 832146**

**Fax: 01727 898828**

studio@fonteynesigns.co.uk

www.fonteynesigns.co.uk

Manufacturers of all types of polystyrene cut letters, graphics & 3-dimensional models. Virtually any logo, graphic or shape can be cut in polystyrene. Especially useful for short term exhibition, conference or promotional use (All polystyrene has a fire retardant additive). Polystyrene can be faced with vinyl or inkjet prints. Fitting service nationwide. Established 1976.

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RG7 4PW

**Tel: 0118 981 5343**

**Fax: 0118 981 5335**

Sales@ashbytrade.co.uk

www.ashbytrade.net

Silver anodised clipframes from stock for next day despatch, or bespoke sizes and colours available to order. Discounts for quantity. Also available in lockable, illuminated and lockable outdoor poster & pinboard cases. For curved insert poster holders in all varieties ask our Sales staff for options: wall mounted, projecting, suspended, monolith and directories.

### BROWNING'S LTD

5 Williamson Street, Hull, HU9 1ER

**Tel: 01482 380900**

**Fax: 01482 380901**

sales@browningstld.co.uk

www.browningstld.co.uk

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

### GREEN MAGIC CO.

Waltham Business Park, Brickyard Road,  
Swanmore, Southampton SO32 2SA

**Tel: 01489 896999**

**Fax: 01489 895899**

info@green-magic.co.uk

www.sign-holders.co.uk

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

### INSIGHT SIGN SYSTEMS

61 Dykehead Street, Queenslie Industrial  
Estate, Glasgow G33 4AQ

**Tel: 0141 774 5990**

**Fax: 0141 774 6653**

sales@insightsignsystems.com

www.insightsignsystems.com

Insight is a trade only manufacturer, offering a made to measure service, with in-house powder coating. A wide range of options is available for displaying posters and transparencies (panels not included), including back-lit or non-illuminated, wall mounted or free standing etc. Hinged opening front provides access for maintenance. Rubber gaskets and slam locks provide security. Suitable for outdoor use.

### ONTHECASE

Queensgate House, 48 Queen Street,  
Exeter, Devon, EX4 3SR

**Tel: 01392 247577**

sales@onthecase.co

www.onthecase.co

onthecase are providers of a high quality range of showcases, noticeboards and poster cases for both internal and external use. A wide selection of models, sizes and finishes are available. New developments include vitrum, an outdoor back illuminated case for post mounted or wall applications using LED technology, and solar powered cases and light posts.

### ROMAC DISPLAY SOLUTIONS

Unit 1B, Spa Fields Industrial Estate,  
New Street, Slaithwaite, Huddersfield,  
HD7 5BB

**Tel: 01484 847753 /**

**841362**

**Fax: 01484 846085**

sales@romacstainless.co.uk

www.romacstainless.co.uk

Lockable notice boards/poster cases/menu cases/snapframes/exhibition displays. High quality, low prices. In aluminium, powder coated steel, stainless steel & brass. Internal & external use. Products to suit all applications and budgets. Lockable cases for wall or post mount and lectern style. With felt pin board or high powered magnets for fixing posters/menus. LED illuminated options.

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Unit 10, Cannon Business Park, Gough  
Road, Coaseley, West Midlands,  
WV14 8XR

**Tel: 01902 404008**

**Fax: 01902 404006**

sales@rotosigns.com

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We are renowned for our superior range of advertising boards. No matter what your requirements, we will use quality materials to supply a product to suit your needs that can withstand most weather conditions. Most of our products are manufactured in the UK and spare parts are available on request.

### SIGN MAKERS PRODUCTS LTD

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**Tel: 01508 531183**

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www.signmakersproducts.ltd.uk

Manufacturers of trough lights, frames and sign boxes to the trade. Fast delivery.

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**Fax: 01934 852816**

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www.signscape.co.uk

Trade supplier of modular sign systems including Post & Panel, Infocurve, Infocurve Lite, Papyrus, Finger Posts, Bannerfix, Tam Torques, Column Plates, Posterloc, Clip frames, Infotex and Mini-slats. Other products include Lynester security notice boards, including solar powered option (EcoVision). From our special fabrication department, we produce bespoke signage to your specification.

### UK POINT OF SALE GROUP LTD

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Mersey, Greater Manchester, SK4 3GL.

**Tel: 0161 4314400 /**

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UK Point of Sale leading manufacturers of display products Acrylic & PVC poster holders, Sign Supports, Aluminium Snap Frames, A Boards, Poster cases & Point of sale fittings.

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5 Williamson Street, Hull, HU9 1ER

**Tel: 01482 380900**

**Fax: 01482 380901**

sales@browningstld.co.uk

www.browningstld.co.uk

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

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Swanmore, Southampton SO32 2SA  
**Tel: 01489 896999**  
**Fax: 01489 895899**  
info@green-magic.co.uk  
www.sign-holders.co.uk

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

## JANSEN DISPLAY LTD

Knowledge Centre, Wyboston Lakes,  
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**Fax: 01480 404951**  
info@jansen-display.co.uk  
www.jansen-display.co.uk

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

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Ask for any of our wide variety of aluminium projecting signs to suit your signage needs. Budget projecting, Bordeaux, Modular, Curved insert, Trays, Hanging brackets with flat plate. Styled to your measurements, colours to suit. Bespoke manufacture, for next day despatch on many styles.

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Illuminated projecting signs in powder coated aluminium or stainless steel. Faces can be in opal acrylic or fret cut. We can install illumination as LEDs or fluorescent tubes. The signs can be any shape or size.

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Suppliers of Micro prismatic reflective tapes and glass bead reflective vinyl for use on emergency vehicles (police cars & chapter 8 legislation etc) also HGV markings as per EC 104. We stock Conspicuity tape manufactured by Reflexite and Nikkalite and are most reflective materials available on the market.

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As the UK's Master Distributor of Oralite Reflective and affiliate member to L.A.S.M.A. a full range of reflective vinyls are available conforming to BS EN 12899-1. Our stock range includes Class Ref 1. 3 Year Economy and 7 year Engineering grade reflectives, through to 10 year reflectives for Permanent Road Signs and Micro-Prismatic for Emergency and Highways vehicles. Overlay Films, inks, vinyl and application tape for road signs are also available ex-stock.

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Tennants are now one of the UK's largest manufacturers of Temporary Road Signs and distribute Economy Grade Zintec Road Signs through to BS EN 12899-1 Specified Permanent Signs. Many years have been spent working closely with leading Traffic Management and Construction companies enabling Tennants to supply anything from one road sign to a complete Chapter 8 traffic management layout, including Metal Frames, Cones, Barriers and Lamps!

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www.signmaster.co.uk

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Extensive range of high quality solid carbide, PCD, carbide tipped and HSS cutters manufactured by ONSRUD CUTTER offer routing solutions for most types of material.

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Based on 20 years of CNC manufacturing, CNC routing and CNC cutting, we can offer you a unique range of cost effective cutters, tooling and accessories developed specifically to deliver optimum routing results across a wide range of materials used in the sign, display, exhibition and shopfitting industries. Product guides and toolpath software feed/speed databases available upon request.

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height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
3mm	£0.61	£0.80	£0.93	£1.22	£1.46	£1.82	£2.42	£3.03	£3.28	£3.76	£4.61	£6.96	£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	£13.94	£16.98	£66.71
10mm	£1.83	£2.32	£2.91	£3.64	£4.61	£5.57	£7.28	£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)														NO MINIMUM ORDER		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
3mm	£0.42	£0.53	£0.85	£1.03	£1.14	£1.39	£1.57	£2.12	£2.42	£2.72	£3.03	£4.00	£4.85	£5.76	£7.88	£18.20
5mm	£0.48	£0.72	£1.09	£1.46	£2.00	£2.30	£2.67	£3.15	£3.64	£4.37	£5.75	£6.07	£6.87	£8.00	£11.03	£30.32
10mm	£0.85	£1.33	£1.70	£2.55	£3.52	£4.37	£4.98	£6.07	£7.28	£8.52	£9.71	£11.52	£13.31	£16.98	£21.59	£58.21
19mm	£1.82	£2.55	£3.64	£4.74	£4.85	£6.67	£8.49	£9.41	£10.92	£12.43	£14.86	£16.98	£20.01	£23.05	£27.90	£78.83

EXTERIOR MDF (MCDITE comes in its raw form for painting)														NO MINIMUM ORDER		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
6mm	£0.37	£0.85	£1.22	£1.63	£2.42	£2.60	£3.03	£3.81	£4.37	£5.22	£6.67	£9.46	£10.92	£12.37	£14.55	£43.66
12mm	£0.91	£1.57	£1.94	£2.81	£3.88	£4.66	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.91	£17.16	£19.40	£58.21
18mm	£1.57	£2.42	£2.96	£4.06	£5.03	£6.18	£7.64	£8.61	£10.92	£12.42	£14.92	£17.10	£20.84	£21.83	£29.11	£87.32

3mm ALUMINIUM COMPOSITE (Dibond, Alupanel)														NO MINIMUM ORDER		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
standard colours	£1.09	£1.52	£1.99	£2.55	£2.91	£3.39	£4.85	£5.70	£6.67	£7.28	£8.21	£9.70	£11.28	£15.77	£19.40	£60.71
Chrome	£2.00	£2.55	£2.91	£4.28	£5.82	£7.01	£8.19	£9.46	£11.28	£13.79	£15.52	£17.56	£20.93	£25.76	£31.75	£98.25
Brushed finish	£1.33	£1.70	£2.31	£2.86	£3.88	£4.67	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.17	£21.83	£65.49

MILL FINISH ALUMINIUM (Comes in its raw form ready for coating) - Other thicknesses available on request														MINIMUM ORDER £95		
height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	
3mm	£2.91	£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	£21.16	£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
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