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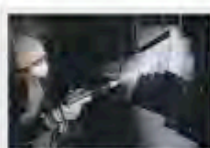
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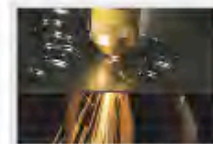
Monoliths



Retail Signage



Online Shop



Laser Cutting



Projection Signs



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# WELCOME *Page*

## When your time is up

Having spent many wonderful years working with Heather, our editor and Janet, our features editor has come to an end. Janet's moved on and Heather has retired.

Their guidance has been a great help to me, telling me what I can and cannot write. Keeping me out of trouble. Someone would have sued me sooner or later for things that I would have written if it wasn't for them. It was like having three wonderful wives.

That may be one of the reasons why I'm a little deaf now. I have been told by my third wife, that age may have something to do with it. What a load of rubbish!

It's years of ear bending by three women. That felt good to say that and get away with it.

But, I am happy to announce our new arrival. It's the start of a new era. We have a new editor on board. I'd like you all to welcome Ashwin Mehra to the fold. He will be your main point of contact for all editorial enquiries. I am confident that he can take the magazine into the exciting, awe-inspiring, though often confusing age, we currently find ourselves in.

We were let down at short notice as we had a reader that intended to write this page, so I'm back to fill in this page with my usual 'I've got a hang up tone', so just stick with it.

A couple of weeks ago, I had to sit through *Embarrassing Bodies*. It's not the most enjoyable programme I've had to sit through. For those who have not seen it, it's about unpleasant things that can happen to your body and believe you me, there are some very unpleasant things that can grow on you and in you. The most upsetting thing is, people are going around with some of these unpleasant problems.

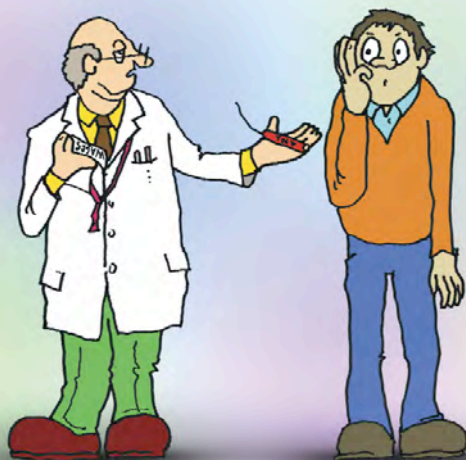
Now if our doctors were doing their jobs properly, this sort of programme would never exist. Doctors are paid a very satisfactory wage; yet don't seem to give a damn about their patients. Perhaps I've gone too far with that statement, but if you had seen that program, you would want to string up their doctor.

I have mentioned a number of times that I, like Heather, have reached retirement age and going to the doctor is, well like going to the bakers, they are no help. The phrase is: 'because of your age you will have to live with it'. Fair enough, but a lot of those people in the programme were young.

That's it, I have finished my moan. Well, nearly, I may have to end up in an old people's home and their service is far worse than a doctor's.

I suppose the answer is, carry on drinking.

*Roger Hinchliffe*



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## Seiko I Infotech enhances its range of ColorPainter printers

**Colourgen has announced the availability of the new Seiko I Infotech (SIIT) ColorPainter H2 series mild-solvent inkjet printers, previewed in Japan last October, exclusively distributed by Colourgen in the UK.**

The new ColorPainter H2 series is available in two widths, 104" (the H2-104s) and 74" (the H2-74s). Two colour configurations are available - four colour configuration for higher productivity and economy, and eight colour configuration for better image quality and true grey-scale printing.

Melanie Enser, Product Marketing Manager at Colourgen, says: "The ColorPainter H2 Series has unmatched productivity as it prints images with consistent colour density at a maximum printing speed of 100sqm per hour in four colour mode and 50sqm per hour in eight colour mode.

In fact, the quality in four colour mode at 100sqm per hour is extremely impressive and makes this printer a true contender for users who need very high speed, quality banner printing. Several new innovative printing functions taken from the ColorPainter W-Series are now standard in the H2 series including Smart Nozzle Mapping, which offers the ability to remap a clogged nozzle instead of having to replace a print head. Dynamic Dot Printing (DDP) Technology allows the printer to jet three different drop sizes per print pass. This means the printer can print at maximum printing speed without density loss while maintaining fine graininess even at low printing resolution."

Colourgen also now supplies Seiko I Infotech's new low odour, HAPs-free (hazardous air pollutants) inkset for the ColorPainter W-Series large format eco

solvent printers. The new IX ink is better for both the environment and for employee health as SIIT has eliminated HAPs from both the ink chemicals and the pigments.

Seiko I Infotech's IX inks have been specially formulated for low odour printing. The residual odour of the printed image evaporates quickly, extending the application range of the ColorPainter W-Series printers from outdoors to the more odour sensitive indoor market, such as signage in grocery shops and small space graphics in trains and lifts.

---

The ColorPainter H2 and W-Series printers are available now from authorised Colourgen Business Partners.

For more information visit: [www.colourgen.com](http://www.colourgen.com) or call 01628 588700.



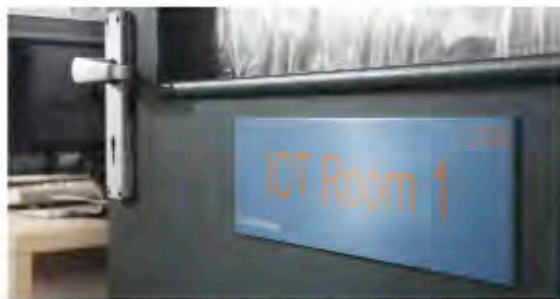
*Seiko ColorPainter H2 Series Dynamic Dot Printing (DDP) Technology allows the printer to jet three different drop sizes per print pass.*



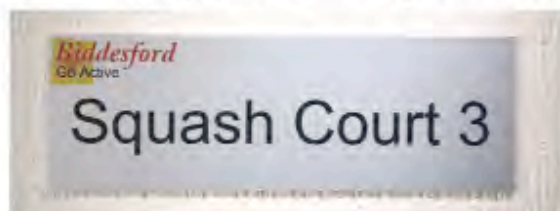
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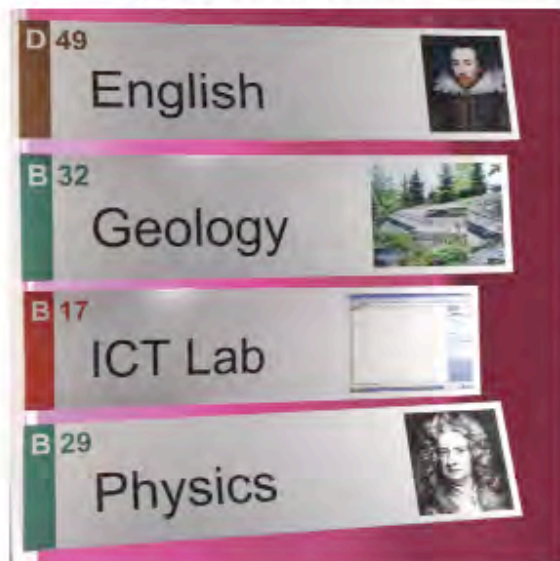
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## New HD ultra wide format scanner from Contex is twice as fast as the competition

A recognised expert of scanners, Context has introduced a True 48-bit Colour Processing scanner with 8-inch-per-second scan speed, 1200 dpi optical resolution and Gigabit Ethernet.

Available from July in the UK and Ireland from distributor ArtSystems, Context are continuing the design and performance

excellence of the original HD series with the new HD Ultra.

"We are delivering the fastest, most advanced wide format scanners in the market at competitive prices," states Morten Nielsen, Product Manager, Context A/S. "The new HD Ultra with Adobe RGB and additional colour spaces sets new standards for quality in wide format scanning. This is a tremendous advantage in productivity for our customers."

It raises the bar even higher with unprecedented speed, colour accuracy, and imaging processing. The wide format scanner is now able scan at an astounding 8 inches per second in colour, or 642 A0 documents per hour; twice the speed of its competitors. New colour control accuracy is ensured by X-Rite. This gives users additional options to capture accurate colours.

The HD Ultra boasts new colour spaces, Adobe RGB and Device RGB. Adobe RGB, the preferred choice of many colour professionals, allows for differences in very bright and saturated colours. Device RGB delivers colours

as they are scanned, maintaining all the variations registered by the scanner. The default sRGB colour space transforms the scanned colours into the sRGB standard, resulting in vivid images. Colour accuracy with the HD Ultra is ensured with X-Rite ICC profiles.

The new HD Ultra provides unparalleled colour reproduction with full 48-bit colour processing, unlike the traditional 48-bit capture and 24-bit processing from other scanners. It also produces both the 24-bit (processed from 48-bit) and the full 48-bit raw image TIFF files. The greater bit-depth--delivering more than 280 trillion colours versus only millions--gives users unprecedented control over the scanned image.

The new HD Ultra is available in six models, both colour or monochrome models and varying scanning speeds and width. All models are fully upgradable and come with 1200dpi and Gigabit Ethernet as standard. An MFP option is also available, turning the user's large-format printer into a copier, while saving space.

The new HD Ultra began shipping in July this year, orders are available through ArtSystems reseller partners.



HD Ultra scanner launched in July 2012, distributed through ArtSystems.

For more information about the HD Ultra please visit [www.artsystems.co.uk](http://www.artsystems.co.uk) or call 0115 9380 380.

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# Matrix letters – Research Developed

**GDI Trade Signs has announced the development of a new type of built up lettering called the Matrix letter. GDI believe the new Matrix lettering will be really popular and something that their customers will be able to sell a lot of.**

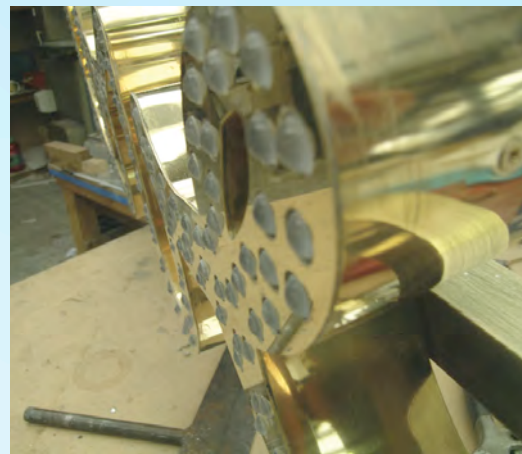
The Matrix product range was created with GDI customers in mind. GDI are constantly getting feedback from their clients to find out what more they can do to help them sell more to their end customers. And the feedback received a lot recently is 'we need something different, that helps our customers and us stand out from the crowd.'

Since moving to their East Sussex based premises over 12 months ago, GDI set up a research and development department.

This enables new ideas to be tested with the latest technology, and it always ensures that what they look to develop is requested by customers.

The idea behind Matrix and other products which are planned for launch to market within the next 18 months is simply to bring what has been so successful in other industries to the sign industry. If you look at mobile phone industry, it's been revolutionised and to a certain extent dominated by the customer led products developed by Apple. The same with gaming, Nintendo invested heavily in R & D and came up with a whole new way of playing video games in the highly successful Wii.

GDI have grand plans to emulate Apple and Nintendo to become the innovators in the



*GDI's Matrix lettering on signage.*

sign industry. A lofty ambition for a company that is known for aiming high. With the Matrix product range GDI have developed a number of ways of building individual direct light sources into the face of the letter. This can be flat, pushed through or shaped, depending on what effect the customer is looking for. These can come in a number of shapes, sizes and colours, which can be applied to almost any type of traditional built up letter, such as stainless, aluminium, acrylic, brass etc. The possibilities are only really limited by the imagination.

It is hoped that GDI Matrix will follow in the footsteps of other successful product ranges which GDI have developed such as; GDI Trax and GDI Hybrid. There have already been orders placed for a number of large high street names and the hope that this is just the beginning of something big.

GDI would be very pleased to discuss any requirements sign companies may have where they feel GDI Matrix could be utilised within current or forthcoming projects.

GDI Trade Signs Tel: 0800 146 008  
Email: [sales@gdisigns.net](mailto:sales@gdisigns.net)



## Neschen AG upgrades Erfurt wallpaper CA for widely available printing technology

The digital fleece Erfurt wallpaper CA is now also available for water-based print systems as well as for (eco) solvent, latex and UV-cured inks.

Printing with all water-based pigment inks ensures that the PVC-free wallpaper remains an environmentally friendly product. Colour Alliance (CA)'s matte-finish, microporous inkjet coating, together with a specially developed ICC profile ensure very good printing quality with a wide ranging colour gamut.

The Erfurt WB wallpaper CA can be applied with commercially available non-woven adhesive. The 220 g/m<sup>2</sup> digital print wallpaper has a high level of water resistance to prevent smearing. Thanks to its fleece fabric characteristics, it is also easy to remove.

"Our Erfurt WB wallpaper CA allows wallpapers to be printed with water-based inks, a widely available printing technology," says Friedrich Drinkuth, Senior Product Manager at Neschen in Bückeburg. "A large number of service providers can now work with the inkjet equipment already available to deliver outstanding quality."

Neschen AG first launched the award-winning Erfurt wallpaper CA to a wide range of industry specialists at Viscom in Düsseldorf in 2009. The launch of digital fleece was also a significant innovative contribution by Neschen to the industrial inkjet printing sector.



*The award-winning "Erfurt wallpaper CA": Swissprint Production in Zürich digitally printed a high-quality, artistic tulip motif on the Neschen fleece fabric wallpaper. The lounge and bar of a restaurant in Dietikon/Zürich were wallpapered with tulip motifs. Concept and design originate from the Swiss star architect Tilla Theus.*



*Digitally printed Erfurt wallpaper CA by Neschen for customised interior design (digital interior design). This wallpaper has received many awards and is eco-friendly and free of PVC and softeners. It can now be printed with environmentally friendly water-based inks.*

The Bückeburg coating specialist won the 2009 Viscom Innovation Award for this wallpaper in the category "digital print / large format printing". At the 2010 Fespa trade fair in Munich, they won the first prize (gold) in the category "Digital special printing including architectural and interior design" for a tulip motif in a Swiss restaurant. The project was managed by the Zurich printing specialists, Swissprint Production.

The digital print wallpaper Erfurt WB wallpaper CA is available in a smooth and a structured version. The smooth digital fleece wallpaper (DV 562) is available in widths of 75 and 150 centimetres and a length of 40 metres, the structured version (DV 538) is 75 centimetres wide and 30 metres long.

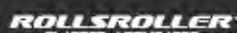
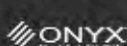
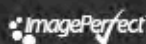
Neschen AG develops, produces and markets innovative coated self-adhesive and digital print media worldwide, together with their processing machines and presentation systems in a clinical-medical environment.

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## Shuttleworth launches MIS V5.1 and Shuttleworth Plus

Shuttleworth Business Systems has launched MIS (Management Information System) version 5.1 at key User Meetings held in June and July 2012. Version 5.1 includes 'Business Intelligence'. Shuttleworth also took this opportunity to introduce 'Shuttleworth Plus', a brand new division aimed specifically at customer bespoke developments.

Version 5.1, incorporating 'Shuttleworth Business Intelligence', is simply, 'beyond traditional dashboard technology', according to Paul Deane, Joint MD at Shuttleworth. This Free Upgrade gives a fantastic set of innovative tools including enhanced Dashboards, Customer Specific KPI's, User Definable Reporting, Executive Analysis, Web Based Reporting together with Mobile Apps; all aimed at helping customers to fully release the power of their Shuttleworth MIS.

With a new user interface based on an Outlook style, makes the software easier and intuitive to use whilst providing a customisable view for each user. The interface also includes a drag and drop capability from Outlook.

Shuttleworth used the User Meetings to

introduce its exciting new division 'Shuttleworth Plus', dedicated to delivering 'Bespoke Development Solutions' which include Reports, Dashboards, Mobile Apps and much more.

Paul says: "To do our job well, and provide a system that is as effective as it can be, we needed a dedicated resource to provide unique solutions to specific requests, as no two businesses or requirements are the same." Shuttleworth Plus is a partnership approach, which will help any MIS user to grow and evolve their MIS systems in line with their exacting business needs. Shuttleworth Plus can assist developments not only to Shuttleworth systems but to any brand of MIS system, regardless of present supplier.

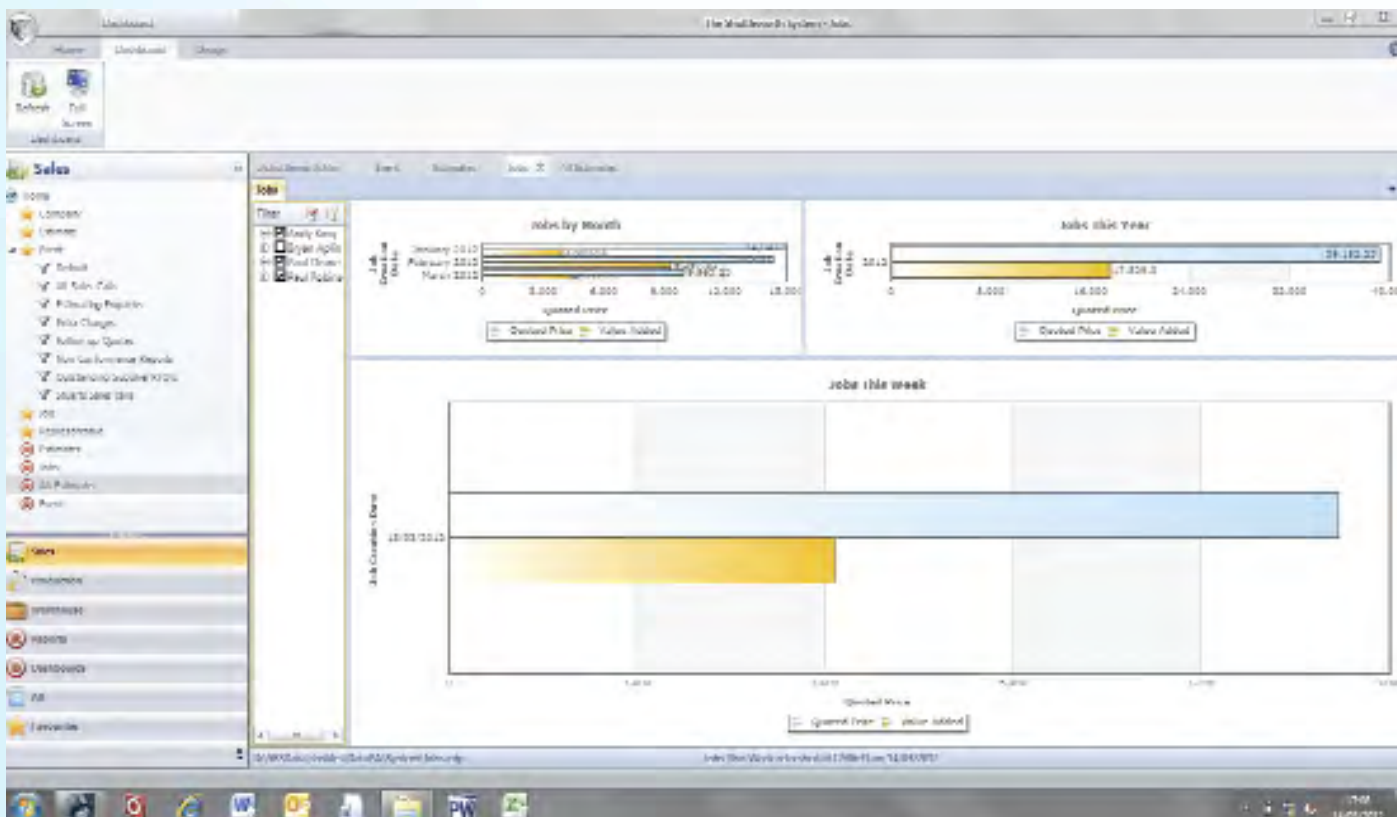
Paul concludes: "We are excited about the new v5.1 as it offers an end-to-end MIS for printers of all types and sizes. There are many challenges facing printers today and critical to the success of any modern business, is the need to add value to the supply chain and to deliver a world class customer service. We believe that v5.1 can provide the tools our users need to increase



*Paul Deane, Joint MD at Shuttleworth Business Systems.*

performance and profitability. Shuttleworth Plus is for any MIS user with a need for a specific, more focused and bespoke development and will provide real solutions to more challenging requirements for any trade name system."

For further information visit [www.shuttleworth-uk.co.uk](http://www.shuttleworth-uk.co.uk) or call 01536 316 301.



*Screen shot of Shuttleworth's MIS dashboard.*



# Optima offers new sign concept for professional sign companies

A new sign concept has just been released in UK. The concept called Optima offers world-class, untexted signage solutions at very attractive prices. It provides impressive colour and finish opportunities, ensuring that sign companies can provide their customers with exactly the right colour, every time.

Optima offers a carefully selected range of the best interior and exterior sign products, and allows direct access to a high-quality paint facility that has a range of more than 2,000 colours, available from stock at no extra cost. In addition to the unlimited colour options all signs are fully weather and corrosion resistant, and graffiti can easily be removed from them. "These features offer great value to numerous customer groups such as within the educational and public sector." Dealer Manager Nicola Cleaver says.

All signs are produced in Denmark by world-leading sign producer Modulex in strict consideration of the environment and in accordance with ISO 9001 standards. The painted signs are made of aluminium and every product comes with a comprehensive 10 year supplementation guarantee.

But there is even more to it than that Nicola Cleaver adds: "We ship the signs untexted to the dealers which allows them to utilise on their own texting equipment. Our online ordering system and shipment



*Clarity and Finish: Optima's cost effective signage offers over 2,000 colours.*



system secures an efficient delivery and our products are designed in order for the dealer to achieve efficient, trouble-free installations. That is why we strongly believe most sign professionals can prosper even further using Optima."

The Optima concept has already successfully been introduced to sign companies in Norway and Denmark earlier this spring and more than 50 dealers are already experiencing the profitable benefits of offering their customers the attractive assortment. Now Optima are ready to offer sign companies in UK the same advantages.

For further information visit [www.optima-signage.com](http://www.optima-signage.com) or by calling 01604 684096.



## Ginsbury supplies Super Wide digital signage displays

Ginsbury, the digital signage display specialist, has announced the availability of a range of Super Wide, LED backlit, high brightness displays, which are ideal for public information displays and other digital signage applications. The new wide aspect ratio LCD display panels are available in a wide range of sizes from 9.0" to 38.0" and feature a number of different wide aspect ratios including 16:3, 16:6, 5:2 and 2:1.

The comprehensive range of Super Wide displays include: 9", 12.3", 15.5", 16.3", 17.7", 19.1", 24.4", 28.0", 28.5" and 38" LCD panels. Long life white LED backlighting provides brightness ratings up to 800cd/m<sup>2</sup> and enables the panels to operate in high ambient light environments such as retail shopping centres and public transport terminals. In addition, customer specific enhancements are available which can increase the panel brightness up to 2000cd/m<sup>2</sup>.

Steve Varley, Product Manager, Ginsbury, explains: "The innovative 'letterbox' shape of the Super Wide display panels provides the ideal display medium for locations where there are restrictions in height or physical space. These monitors are ideally suited for public information, in store or advertising display applications."

The Super Wide displays are available as LCD panel and driver board, open frame monitor or as a fully enclosed display, complete with integrated networked media player. The integrated LCD monitor features



*Super Wide aspect ratio LCDs suitable for Digital Signage applications.*

an integrated serial port which provides remote control of the display and its parameters. The integrated monitors can also be supplied with a full function infra red remote control.

High resolution pictures and crisp, clear images are produced on screen resolutions

which include: 800 x 256, 1024 x 256, 1280 x 390, 1366 x 238, 1920 x 360 and 1920 x 540 pixels.

For further information on Ginsbury products and solutions, please visit [www.ginsbury.co.uk](http://www.ginsbury.co.uk) or call 01634 298900.

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## Xaar launches two new high-performance printheads for the wide-format graphics sector

**Xaar, the leading independent supplier of industrial inkjet printheads, has added two new greyscale printheads to the successful premium-quality, wide-swathe (53.7mm) Xaar Proton inkjet family. The Xaar Proton 15 and Xaar Proton 15+ both deliver 15 picolitre drops at high speed, providing outstanding print quality, excellent productivity and exceptional value.**

These new greyscale printheads, which join the binary Xaar Proton 35 and Xaar Proton 60, are ideal for high quality indoor and outdoor graphics. The expanded Xaar Proton family allows printer manufacturers to deliver a wider product range with the best combination of throughput and print quality, whilst minimising the cost of printer development.

The Xaar Proton 15 uses Xaar's Drop Optimisation Technology (XaarDOT™) to print in binary or greyscale modes. In greyscale mode, 15, 30 and 45 picolitre drops can be used simultaneously to print a single image. This allows fine detail to be combined with smooth tones. Alternatively, in binary mode, an image can be printed using a single drop size selected from this range. As a result, the Xaar Proton 15 caters for a wide variety of indoor and outdoor graphics applications. The Xaar Proton 15+ adds internal ink temperature control to enable the printhead to work with an even wider variety of ink types and viscosities. Precise temperature control is important for maintaining high quality printing in environments where ambient temperatures may fluctuate during the day, or from season to season.

The Xaar Proton 15 incorporates the latest Xaar technology to ensure the highest quality, productivity and reliability. Individually lasered nozzles, optimised ink



*In greyscale mode Xaar Proton 15 delivers 15, 30 and 45 picolitre drops simultaneously to print a single image.*

drop speeds, and Xaar's latest 'chevron' actuator design, combine to give efficient and consistent drop formation resulting in outstanding print quality.

The robust design of the Xaar Proton 15, with lockable ink and electrical connections, ensures easy and secure installation. In addition, the integration of intelligent on-board electronics reduces development costs and time-to-market for printer developers.

Xaar's two new printheads made their global debut at Shanghai International Advertising & Sign Technology & Equipment Exhibition on 11th-14th July 2012 in Shanghai, China.

"Our aim is to give printer manufacturers and their customers a wide choice of sophisticated, but cost-effective, printheads so they can select the very best technology for their specific applications," says Mark Alexander, Director of Marketing at Xaar. "The new Xaar Proton 15 printheads have been developed in close collaboration with our customers and incorporate the latest Xaar technology to ensure outstanding print quality."

For more information please visit [www.xaar.com](http://www.xaar.com) or call 01223 423 663.

## Crystal Displays launches newly updated 'CrystalVue 220' Transparent Showcase

Crystal Display Systems Limited, a European leader and value added reseller of Transparent digital display technology, has unveiled its latest digital display box that incorporates a 22" Samsung transparent display to create a first-of-its-kind merchandising and exhibition solution, designed and manufactured in the UK.

The 22-inch transparent showcase light box is an enclosed showcase fronted by a clear glass surface that can display multimedia con-

tent in front of products placed inside the unit.

This technology is the ultimate combination of digital and physical marketing for retail, exhibitions, branding and a number of other applications. Dynamic Media Messaging can be seamlessly integrated with the actual product, creating a whole new way to engage consumers and promote products and Brands in a wide variety of settings. This could be the growing markets of retail, museums, sports arenas

and corporate lobbies to name just a few. From retail merchandising / branding / promotion to trade shows and museum exhibits, everything is possible. The list of new ideas being presented is growing by the day and is diverse and compelling.

You can find out more by visiting [www.crystal-display.com](http://www.crystal-display.com) or by calling 01634 292025.



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## NEW Videojet® 8510 Inkjet meets industrial coding application requirements

Technologies Inc., a world-leading manufacturer of coding, printing and laser marking products, fluids and accessories for the product identification industry, announces the availability of the Videojet 8510, a compact inkjet printer specifically designed to meet industrial coding application requirements for the packaging industry.

Marketed under the name Wolke m600 touch in Europe it offers unmatched ease of operation and maintenance, the Videojet 8510 provides maximum uptime with fast, simple cartridge changes.

The Videojet 8510 is ideal for a wide range of primary and secondary coding and marking applications that ensure product integrity. Its touchscreen interface allows operators to access all common operations in five or fewer touches, reducing the learning curve and increasing operator productivity.

The highly functional, user friendly thermal inkjet printer incorporates the advantages of high resolution HP® printing



### *Compact Printer's Touchscreen Facilitates Ease-of-Use While Delivering Maximum Uptime*



*The Videojet thermal inkjet printer incorporates the advantages of high resolution HP® printing technology and 8.4-inch intuitive menu-driven touch screen interface, ensuring fast, error-free set up.*

technology with an 8.4-inch intuitive menu-driven touch screen interface, ensuring fast, error-free set up. With step-by-step prompting, each job can be input quickly and accurately, enabling packaging operations to better manage short run work with faster turnaround times.

Xavier Chaveton, European Marketing Director, Videojet Technologies Inc, says: "Operators can quickly and easily ascertain the status of the printer, verify the print job that is currently loaded, and check cartridge ink levels and other production line data. This printer has been designed with ease of use and reliability in mind. As the job mix migrates toward shorter runs and faster turn times, users must be able to process more jobs in less time to handle increased job throughput. We believe the Videojet 8510 meets those needs superbly."

In addition to its easy-to-learn icon-based controls, the 600 x 600 dpi high resolution Videojet 8510 inkjet printer features spill-free print cartridges that are easy to change in less than a minute and 100% contained. "Maintenance is as easy as wiping the print head when it becomes dirty and replacing the empty ink cartridge when it runs out," adds Chaveton.

For more information visit [www.videojet.com](http://www.videojet.com) or call 0870 240 5542.



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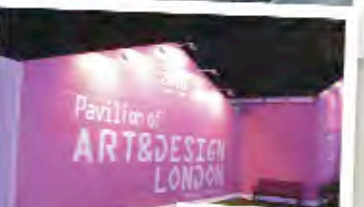
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As part of our dedicated Trade Website we have included marketing support materials:

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- Basic marketing and pricing guidelines
- Customisable print templates of leaflets



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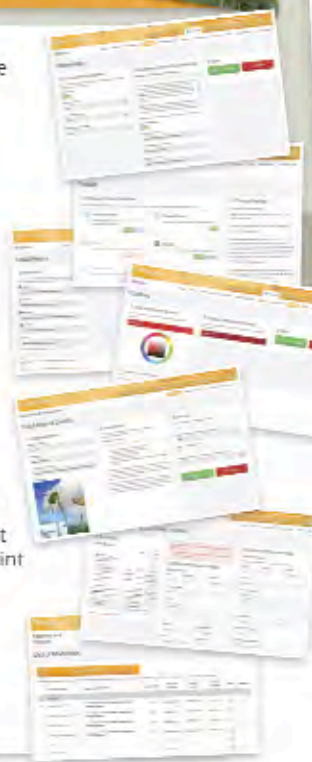
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## Flags & Flag Products

With 'soft-signage' set for big things over the coming years, we have decided to increase our product range with these flag products.

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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.



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Feather Flag



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banners

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email  
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## Applelec introduce Super Orbis LED

**Super bright Super Orbis is a cost effective LED system which delivers bright, uniform illumination for large scale flex-face light boxes.**

The market leading brightness of 235 lumens, delivered by the 6300k Nichia LED, ensures fewer modules are required per linear metre than is necessary in other LED systems; and with fewer modules required, the system costs are significantly reduced. Designed for use in large flex-face light boxes and other extruded light box systems, Super Orbis LED is ideal for light box systems with a minimum depth of 120mm.

As well as offering the exceptional 235 lumen brightness, Super Orbis LED provides an extremely energy efficient module with a luminous efficacy of 93 lumens per watt. Exceeding qualifying criteria of the UK government's ECA (Enhanced Capital Allowances) Energy Scheme, Super Orbis offers an energy efficient alternative to fluorescent tubes, with all the benefits inherent to an LED system - without the high price tag.

The key to the module's exceptional performance is its special batwing lens which distributes light forwards in wide batwing or M shaped beam to create uniform illumination from fewer modules. Indeed, in a 200mm deep flex-face light box just four modules per square metre are required to deliver advertised brightness levels, drawing only 2.52 watts per module. With an IP65 rating, Super Orbis is suitable for interior and exterior applications, and is easy to install with each module featuring a self adhesive backing and spaced at 60cm intervals along a flexible chain system.



*Super Orbis LED is ideal for light box systems with a minimum depth of 120mm.*

Applelec supplies a range of LED modules for use in lettering or signage systems, which can be purchased in kit form or within fully fabricated signage supplied ready for installation. Super Orbis LED's suitability for a specific light box solution neatly complements the current range of LED modules available from Applelec, which includes industry leading Sloan and Permlight LEDs. Applelec's LED

experts are able to provide full details on the most appropriate LED system to select for any sign project and can provide cost comparisons to fluorescent tube systems where appropriate.

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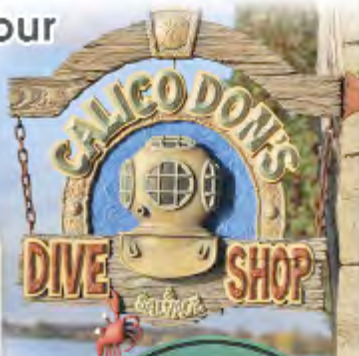
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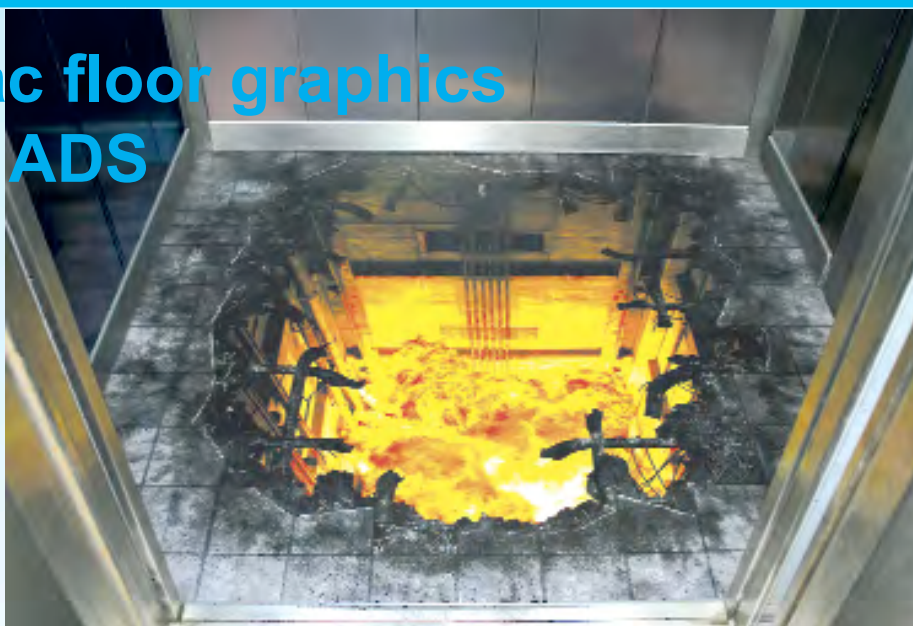


## Brilliant MACtac floor graphics solutions from ADS

A comprehensive range of internal floor graphics solutions is now available under the MACtac brand from leading distributor Amari Digital Supplies.

They comprise the MACtac IMAGin JT5820 series of digitally printable media that is compatible with eco-solvent, solvent, UVC and Latex printers and incorporates permanent or removable, clear or opaque adhesives and a choice of MACtac Permaflex over-laminates for short-term (one month) and long-term (nine-month) applications.

Currently, the most popular laminate in the range is the MACtac PF6301, a 100-micron semi-matt textured PVC with a minimum three-month durability. This is used extensively in retail environments. The PF6300 variant is a 125-micron matt clear textured PVC offering a six-month durability but in addition has a Class 0 Fire Rating. MACtac PF6200 is a 125-micron matt clear textured polycarbonate laminate developed for tougher applications involving a higher than average footfall. This offers nine-month durability.



MACtac's IMAGin JT5820 series of digitally printable media is compatible with eco-solvent, solvent, UVC and latex printers.

Providing a PVC-free additional alternative is MACtac PF6400, a 125-micron matt clear textured polypropylene laminate combined with MACtac's JT5422 printable white film to cover shorter-term (one-month) niche market applications in the retail sector and for short-term exhibition graphics.

All of the internal floor graphics solutions from ADS are supported by MACtac's renowned warranty, public liability reassurance on application and carry an ASTM anti-slip performance rating.

For further information, visit [www.amaridigitalsupplies.com](http://www.amaridigitalsupplies.com) or telephone 0115 982 9770.

## 3M introduces new anti-graffiti surface protection film

Diversified technology company 3M has addressed vandalism and graffiti issues with the introduction of two new

over-laminates. Developed specifically for the rail transportation industry, the films have the potential for

application to interior and exterior signs and displays and in particular those situated in low-level locations where they could offer protection against damage caused by spray painting, felt tip markers and other methods as well abrasion and environmental degradation.

Scotchgard Graphic and Surface Protection Film 8993 is a gloss over-laminate for interior surfaces available in widths of 48, 54 and 60 inches and in a roll length of 50 metres to enable wider graphic panels to be printed and help reduce material wastage, increase roll efficiency and lower production costs. Scotchgard Graphic and Surface Protection Film 8995-124 is a low-reflective matte over-laminate for interior applications. Available in a roll width of 48 inches, the film helps reduce reflectivity and ensures that brand messages can be read clearly.

These polyester films are highly durable, ensuring graphics remain in pristine condition for the duration of a brand campaign or lifetime. They are designed to withstand harsh solvents that are needed to clean the surface and remove graffiti and other damage.

3M and Scotchgard are trademarks of 3M Company.



3M's Scotchgard Graphic and Surface Protection Film 8993 has been developed specifically for the rail transportation industry.

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



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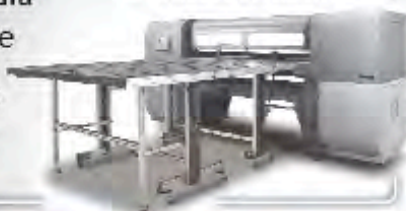
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# PRODUCT *News*

## Metamark launches new WallTex Photo-mural media



Digital print finds a home and discovers new applications in so many places these days that it's evident that its potential is far from fully exploited or discovered. New materials and technologies introduce more producers to the possibility of yet more profitable new applications and so, the popularity of the medium grows.

Among Metamark's latest introduction to its MD-Class digital media portfolio, is MD-TX or, WallTex as it's also known. WallTex promises MD-Class imaging quality, easy application, and yet more profitable new applications for printers and producers to explore.

WallTex is a printable wall covering. It holds image detail and resolves an impressive gamut thanks to its ink handling characteristics. The material is 100% polyester based and features an adhesive that makes its application, and its removal, clean and easy.

According to Metamark, the new material will find uses anywhere that there's a need to introduce ambience or a measure of impact. Metamark also suggests that WallTex will find a home in domestic situations where photo-murals are becoming popular.

Supplied on a liner, WallTex can be cut using the same tools used for vinyl. Abstract shaped output and other novel approaches to mural application are challenged more by imagination than practical considerations.

Metamark says it is making sample rolls of the new material available to users of solvent and eco-solvent printers who'd like to try fabric-based photo-mural applications for themselves.

---

Samples are available for same day despatch by visiting [www.metamark.co.uk](http://www.metamark.co.uk), calling 0845 345 5645 or contacting [sales@metamark.co.uk](mailto:sales@metamark.co.uk)





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# YOUR 'Shout'

## A sustainable Olympic legacy *By Colin Edge*

As part of a quotation for some signs for an Olympic venue, we had to state the recycled content of the stainless steel from which the signs would be made. This was stipulated by the architect, I assume in response to some sort of environmental criteria laid down for Olympic projects, or maybe even to demonstrate 'sustainability' whatever that means.

We are not exactly a bunch of wombles, but we do try to recycle as much as we can. All our scrap metal is properly sorted for efficient recycling, even the metals dissolved during etching are recovered and the acids recycled. We sort and collect card, paper, plastics; it just makes sense to reduce the amount of rubbish we send for landfill as much as we can.

So to answer the architect's question I asked our suppliers of stainless steel, brass and aluminium, I wanted to know for my own curiosity so in future I could easily answer any similar questions. Nobody seems to keep information on specific batches of metal yet, but I am sure they will in the

future, but there are some general statistics available. Stainless steel for instance is typically made from 60% recycled metals, much higher than I thought it would be. Aluminium is even better, 60 – 80% recycled content. That is pretty impressive. All those scruffy scrap yards full of dodgy looking characters are actually doing their bit for the environment very efficiently.

While I was looking into all this environmentally responsible stuff about metals I read an interesting comment that ensuring that objects have a long life is also an important consideration. This makes sense; there is no point in bragging about the recyclable content of something if it needs to be recycled after only a short time, much better to get a good long life out of it. We must be even better wombles than I thought as we have always had a policy of making signs that last as long as possible, for example by only using 316 grade stainless steel so they don't need replacing after just a year or so. Using recycling bins is good, but not putting stuff in bins at all is even better.

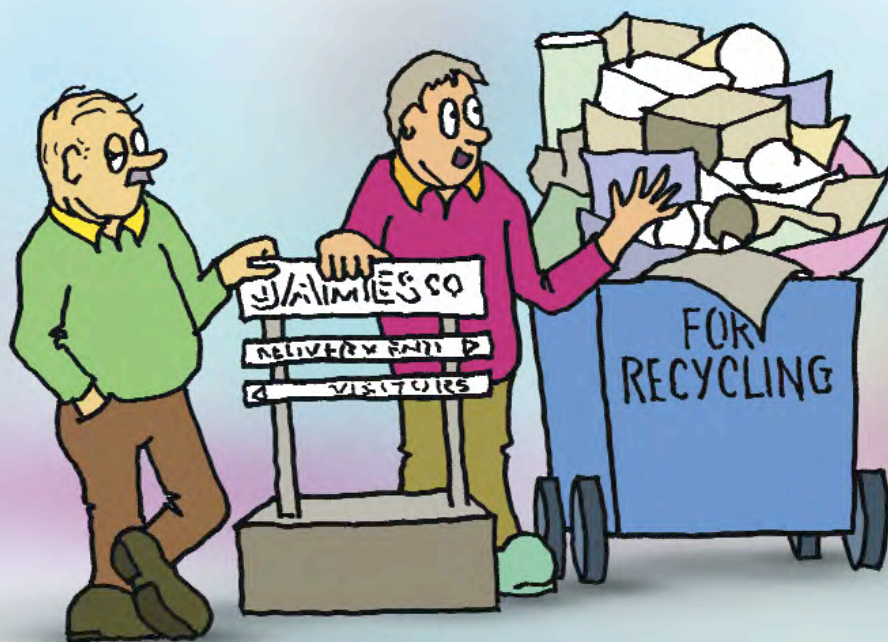
This got me thinking about the original question again, making sure that stuff for the Olympics had been recycled. Well it is all over now, and how much of the signage we all made is already in a scrap bin somewhere? Indeed never mind the signs, entire buildings, huge construction projects, are even now being levelled and returned to how they used to be. In view of all that vast waste it does seem rather ridiculous to make patronising comments about recycling. Surely if they really cared they wouldn't have demanded so much stuff in the first place just to put on a show for a few weeks.

Perhaps the architect was making a throwaway comment?

---

*Colin Edge is the Managing Director at Multitechnic Ltd, a trade-only supplier of chemical etching and digital anoprinting.*

If you would like to have your industry-related thoughts featured in the next issue please email: [ash@signupdate.co.uk](mailto:ash@signupdate.co.uk)



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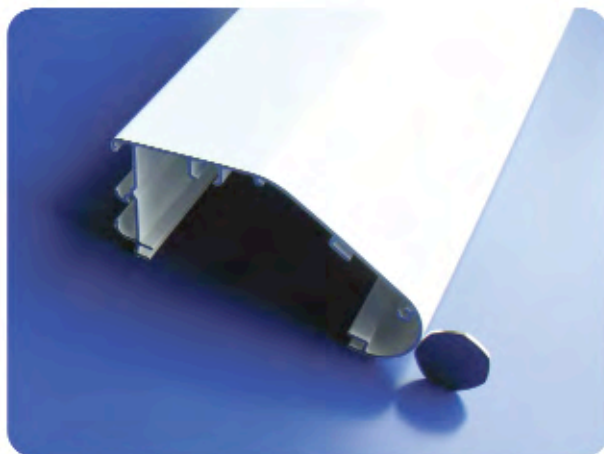




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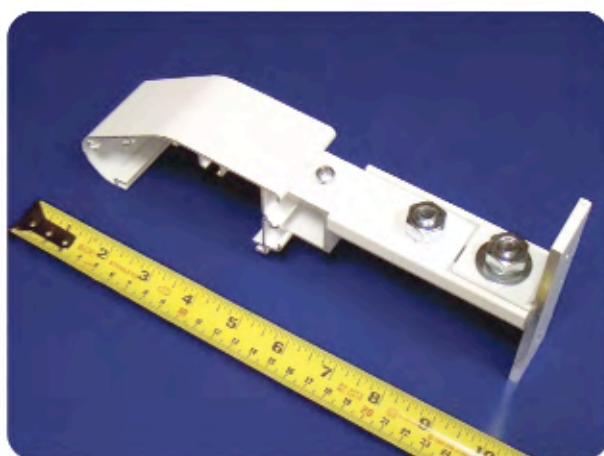




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# ROUTING & ENGRAVING *Feature*

## Making Routing and Engraving work for your business

In this exclusive feature, we have brought in Andrew Dudley, Business Manager from Roland DG (UK) and Huw Davies, Marketing Director at Tekcel to offer their expert opinions on what you should be looking for, when it comes to investing and implementing Routing and Engraving hardware for your business needs.

Andrew Dudley, Business Manager (3D & Consumer) at Roland DG UK highlights the importance of engraving hardware options, that would boost revenues for enterprising sign makers.

Sign makers have always displayed a readiness to embrace new technologies to ensure they continue to offer their customers new, added value services. At a time when cash is king and positive cash-flow is so vital to success, here at Roland DG we have seen a marked increase in enquiries regarding our engraving technology, mainly from sign makers looking for ways to boost output and, therefore, revenue.

So how could engraving fit into an existing sign and display operation?

The answer is actually very straightforward – engraved signage, corporate gifts and awards are highly relevant to much of a sign maker's existing customer base. Those that buy printed signage, generally also buy engraved signage. And, in addition, they are likely to buy other, higher value engraved items, because sign makers who have adopted an engraving solution are not

limited to just signage.

For example, a customer purchasing signage for an exhibition or event may also be open to the idea of producing corporate gifts and giveaways for the same show. The market for other personalised lighters, watches, rings or key rings – anything – is potentially huge and the margins impressive.

Roland DG's market leading EGX-350 is the ideal platform from which to break into the engraving market. It is a highly versatile machine, capable of producing a wide range of products from brass plaques to corporate gifts, indoor signage and awards with crisp texts and clear graphics. The Roland engraving range also includes the slightly larger models, the EGX-400 and EGX-600, as well as the Metaza MPX-90 impact-printer for engraving photographs for truly unique and personal gifts.

The Metaza MPX-90 uses a vibrating



*Roland DG's EGX-350 is an ideal entry level machine to break into the engraving market.*

diamond to permanently engrave both bitmap and vector images onto flat and irregular surfaces and can permanently mark tough materials like titanium and stainless steel. And Roland's range of engravers can work with glass, gold, silver, stainless steel, brass, aluminium, acrylics, plastics, laminates and wood; a range of materials that has really opened the eyes of many signmakers to the lucrative potential of engraving equipment.

If you have any experience with vinyl cutting – as most sign makers will – then the learning curve with engraving technology is negligible; the software and principles are similar and you will be up and running from day one. Even if you've no experience with vinyl cutting, the learning curve remains slight, because modern software is developed with ease of use in mind.

Features such as auto surface detection for detecting undulating surfaces make the EGX-350 quick and easy to use and the machine simply connects via USB to a PC or Mac, from where it is driven by Roland DG's intuitive Engrave Studio software, which is included with the package. The EGX-350 is clean, efficient and ideal for retail or workshop environments alike. And, compared with printing technology, engraving machines are available for a relatively small capital outlay, which makes them the perfect solution for any whose margins on printed output are being squeezed.



*Roland DG's Metaza MPX-90 impact-printer engraves photographs for unique personal gifts.*

For more information please visit [www.rolanddg.co.uk](http://www.rolanddg.co.uk) or call 0845 230 9060.

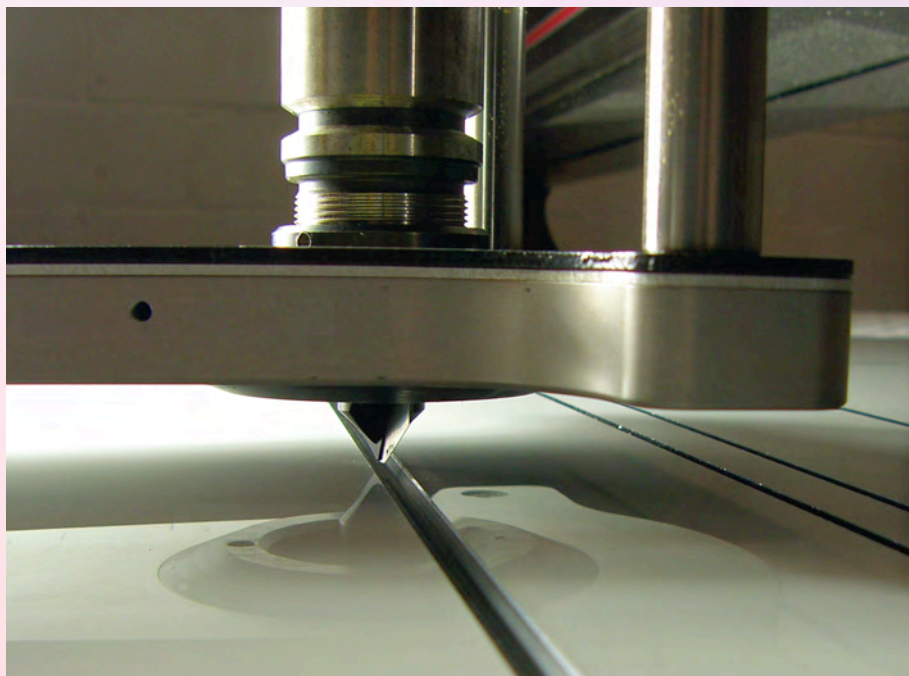


## Graphix Imaging cuts out the hard work with a Tekcel GFX router

**Tekcel's Marketing Director Huw Davies gives us the low down on how Graphix Imaging are benefitting for using Tekcel's GFX CNC router.**

Graphix Imaging - one of London's leading providers of large format graphic solutions, has recently installed a new 3m x 2m Tekcel GFX router/cutter to complement its impressive printing capabilities.

The new Tekcel GFX router/cutter 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 camera and knife-cutting/creasing tools required to contour cut the materials popularly fed through 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 one 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 can be optioned to provide an operator with the choice of oscillating knife-cutting, tangential knife-cutting, 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 registration system on board.

Specialists in large format print production; Graphix Imaging offers its customers a comprehensive range of products and services ranging from practical advice to the complete project management of nationwide retail display campaigns. Printing direct to both roll and rigid media, Graphix Imaging had looked at a number of CNC cutting and routing systems on the market before placing its order for the Tekcel GFX.

As Managing Director, Lee Solomon, explains: "During our demonstration of the GFX router at Tekcel's showrooms in Bristol, we had the opportunity to cut printed vinyl and 10mm thick foamex, 6mm and 12mm acrylic, 18mm MDF and aluminium composite materials. You name it we cut it. Basically, the GFX did everything we asked of it and we could see its potential for doing so much more. We placed the order there and then."

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. 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.

.....Continued on page 34



# ROUTING & ENGRAVING *Feature*

## Graphix Imaging cuts out the hard work with a Tekcel GFX router

.....Continued from page 33

According to Tekcel, 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 everything. From stainless steel to self-adhesive vinyl, and just about anything in between. The new Tekcel GFX is that system.

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.

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.



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

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# PRODUCT *Choice*

## XYZ router is ace performer on polycarbonate

A preferred routing, cutting and engraving solution in the sign industry, the XYZ 4008 router from XYZ International has provided the perfect answer to the precise cutting of polycarbonate at Somerset-based Teklagraf. The company is a specialist manufacturer of bespoke polycarbonate and anodised aluminium labels and placards used primarily in the aerospace and OEM industries.

The XYZ machine installed at the 3000 square feet facility incorporates a dual cutting head, camera registration system and the latest A2MC machine controller and uses ArtCAM Insignia software from Delcam. Teklagraf Director Don Towie comments: "The machine was purchased for knife cutting polycarbonate and for routing small shapes in aluminium. Due to the camera registration system, shapes can be cut more quickly without having to align the material when placed on the routing table."

The XYZ 4008 has a processing area of 2,440mm (length) x 1,466mm (width). The router is supplied as standard with the A2MC machine controller that is said to offer the highest possible control capabilities by comparison with any similarly positioned system. It delivers much faster and smoother motion based on S-Curve (Seven Segment Velocity) trajectories, leading to a significant reduction in 'bounce' and vibration caused by sudden acceleration or deceleration that is often found with other control systems. The controller is



The XYZ 4008 router uses ArtCAM Insignia software from Delcam.



also fully NC code-compatible and will therefore work with all popular CAD/CAM packages.

For XYZ router owners, the learning curve for the A2MC controller is made easier since the system functions in a similar fashion to the existing AMC controller. This allows a natural progression for XYZ customers who want either upgrades or new machines. Furthermore, there are no limits to the size and complexity of the work that can now be undertaken. Tests on three-dimensional surfacing files in excess of 80MB have been carried out with no operational issues experienced.

XYZ routers also provide a host of optional peripheral production tools. These include a recently expanded Automatic Tool Change (ATC) facility, the latest XYZ Vision System (AVS), the new helical rack and pinion drive system and a wide choice of tangential and oscillating cutting knives, drill heads, automatic vacuum switching and twin or triple cutting heads.

XYZ International is renowned for its technical and after-sales support facilities and these were much in evidence at Teklagraf. Don Towie adds: "The service provided before, during and after installation was excellent."

For further information on XYZ routing solutions, visit [www.xyz.co.uk](http://www.xyz.co.uk) or telephone 01902 375600. For details of the services provided by Teklagraf visit [www.teklagraf.co.uk](http://www.teklagraf.co.uk) or telephone 01934 512244.



# PRODUCT *Choice*

## tesa®'s new ACXPlus range of adhesive tapes offers much more than simply bonding

The new ACXPlus range from tesa® has been developed with the benefit of decades of experience working with the building services sector, understanding that the market is diverse, complex and vital in delivering infrastructure to business.

The product range has a broad span of applications, from air-conditioning to glass partition walls and signage to window dry glazing, however, all sectors are expected to benefit from the opportunity to improve production process and drive down cost.

In the current economic environment such news will be welcome. Clear, full surface bonding with its aesthetic benefits offers a result that is pleasing to the eye but it may well be savings in time and costs that buyers find most appealing. In addition to the joining process, add the benefits of vibration and shock absorption, sealing against liquids and resistance to solvents and the case for adhesive tapes becomes compelling.

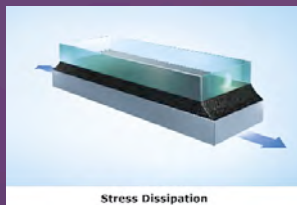
tesa ACXPlus double-sided tapes are based on high performance acrylates and have been especially developed for constructive long-term bonding. The patented production technology incorporates excellent viscoelasticity which enables the range to cope with the differential thermal expansion characteristics of building materials.

Long-term outdoor applications, particularly where there are uneven or irregular surfaces to be accommodated, are now within the scope of an adhesive tape solution, with all the benefits of quick application and a seamless or transparent end product.

For example in the concealed mounting



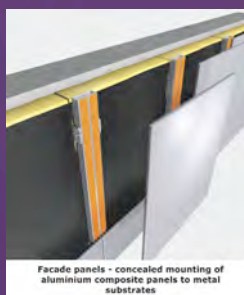
Temperature and Weather Resistance



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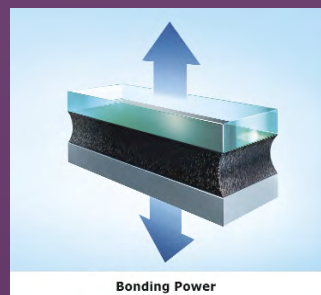
Lighting panels - Reliable bonding of glass or MDF panels to light housings



Facade panels - concealed mounting of aluminium composite panels to metal substrates



Durable glass-to-metal bonding of solar panels to backrail systems



Bonding Power

of aluminium composite panels onto metal substructures tesa® ACXPlus will deliver a stable and dependable bond that not only copes with the dead weight of the panels but offers aging stability and is able to withstand the effects of temperature variations.

Solar panels present a similar set of challenges in bonding to the backrail systems, with the added likelihood of extreme weather conditions including significant wind loads.

Internally, there are applications such as lighting panels and heating systems where the ability to resist heat is compounded by the diversity of substrates and the weight of the units.

The established advantages of adhesive tape in the building supply sector include the

sleek finished appearance but there are also practical, cost-related factors too. Significant among these are the ease and speed of application, heightened by the absence of cure times as occurs with adhesives. Die-cut forms and dispenser-based applications offer further time/cost advantages.

tesa® ACXPlus offers the building services sector a new range of tapes with high bonding power alongside stress dissipation, good temperature tolerance and weather resistance too, developed specifically for the kind of constructive long-term bonding applications associated with the Building Supply industry.

For more information please visit [www.tesa.co.uk](http://www.tesa.co.uk) or call 01908 211 333.

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## PRODUCT *Choice*

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Kevin Porter Tecman UK Manager explains: "The Bond44 range of adhesive products is one of the most extensive and cost effective available. We have products designed for the most extreme and demanding applications that challenge any other similar product on performance and also on the price."

Not only have Tecman developed their range of Bond44 adhesive products for the sign industry but also created an online tool; Adhesive Selector, to help with the selection process. Adhesive Selector is accessible through Tecman's website and provides their clients with access to technical information around the clock. By entering details of their application Adhesive Selector analyses the information and provides the ideal, most cost effective bonding solution for the job in hand.

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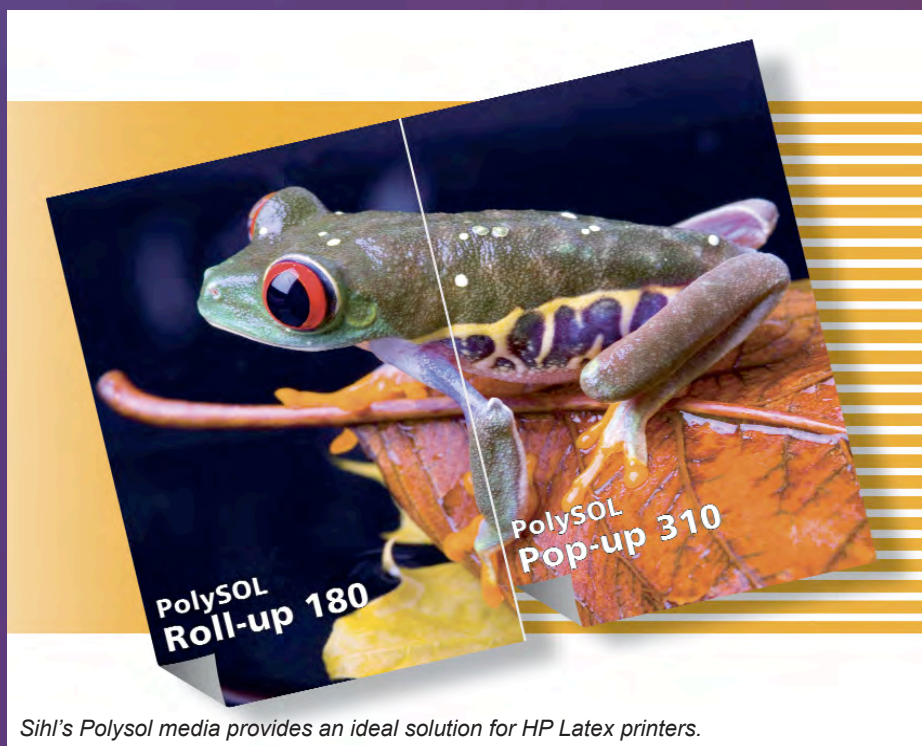


# PRODUCT *Choice*

## Sihl Direct PolySOL media proves ideal for latex printers

Sihl Direct UK, part of the Sihl coating company and the global Diatec group has announced that its PolySOL media is now available in the UK and is gaining significant praise

The satin finished, waterfast polyester film for solvent and latex inks is thick and stiff enough for pop-up-systems and displays. Its resistance to high temperatures mean it provides an ideal solution for HP Latex printers.



Sihl's Polysol media provides an ideal solution for HP Latex printers.

"Thanks to PolySOL's grey back, the media has nearly 100% opacity making it ideal for free-standing applications," says Ian Turnbull, Operations Director for Sihl Direct UK. "The excellent flatness allows this media to be used for a wide range of signage, advertising and POS applications. The innovative coating and its bright whiteness lead to a quick drying time and a wide colour gamut with Eco- Mild and True-Solvent inks, as well as Latex inks for HP Latex printers. The product is also suitable for hot and cold lamination."

Peter Miles, Sales Manager of CMYUK, a Sihl Direct UK reseller has already seen significant interest from customers: "A lot of people are looking for a good media for pop-up displays on a Latex printer. However, having tried many that claim to be Latex compatible, PolySOL has so far been the first media that delivers the quality and durability required for this application. Just because a media company says their substrates are compatible with Latex does not mean they are. PolySOL has tested very well and our customers have so far been very happy."

Sihl's PolySOL range offers high opacity and a high degree of stiffness, making it ideal for pop-up displays. It is also quick drying, tear resistant and offers waterfast prints with high colour brilliance. PolySOL is available from Sihl Direct UK and authorised resellers such as CMYUK ([www.cmyuk.com](http://www.cmyuk.com)).

For more information visit the [www.sihl-direct.co.uk](http://www.sihl-direct.co.uk) or call 0161 927 9051.

## International Greetings experiences rapid rise in prototyping productivity

Since International Greetings adopted a Roland VersaUV LEC-540 printer/cutter for prototyping its creative greetings products, its designers spend up to 40 per cent more time doing what they do best: designing innovative products for clients.

The VersaUV LEC-540, a 54-inch wide, CMYK, white-ink and clear gloss enabled UV-inkjet integrated printer/cutter has transformed the £70m turnover company's workflow beyond recognition. Instead of creating proofs and prototypes through a series of long and slow processes such as thermal transfer and foil blocking - until recently the industry standard - the company now prints its prototypes onto the very media the final versions will be printed on. This gives clients a proof that is almost an exact match for the final product in look and feel and dramatically reduces the

time taken to create these prototypes.

"The new machine's been a real godsend and has opened up a massive range of opportunities by really pushing our business forward," says Dion Hester, Designer, International Greetings. "As our products had to be manually created before, our design studio had restrictions on what could be developed, due to the time and resources we had to commit to building each new concept. However, with the ability to now print CMYK plus white ink, emboss, crease and contour cut all from the one device, we can quickly mock-up items that are almost an like the real thing - this is a real treat for our design studio and most importantly the result is clients who are very happy with a highly creative, quality prototype."

When exploring the market for a new prototyping solution it was the gloss and white

applications combined with Roland's integrated print and cut technology that first caught International Greetings' eye. With white and gloss, the VersaUV LEC-540 can create remarkably rich colours and effects such as matt and high-gloss finishes in a choice of textures and patterns, including the ability to simulate UV varnish and embossing. Foil is something International Greetings uses often and Roland's UV printing technology allows the VersaUV LEC-540 to print directly onto these types of media, while blocking out sections of the design and using the gloss to bring in satin effects where needed.

"White ink and embossing effects are functions we use often and this is constantly growing as our designers experiment with ever more creative designs and applications. This machine has in many ways released our designers' imaginations





*Dion Hester, Designer at International Greetings with the Roland DG VersaUV LEC-540.*

from the constraints of time and budget that were associated with manual prototyping," says Dion.

Dion often undertakes his own projects in-house to showcase the machine's capabilities to the rest of the team in order to fuel the atmosphere.

The VersaUV LEC-540's compact design and small footprint meant it could be installed right next door to International Greetings' design studio and because there was no need for additional ventilation in their work area there was no disruption or extra costs to the installation.

"The install and the continued running of the machine has all been painless. We were up and running from day one and producing client work with it by the end of the first week," he adds.

On getting to grips with the machine, the company entered Roland DG's worldwide creative awards competition with its innovative work producing Christmas crackers, earning an honourable mention from the judges. The case study involved printing 12 crackers as a presentation leaving gift for one of the company's board members, printed on Mirri Silver Board using the VersaUV LEC-540 and EFI Fiery XF RIP software.

The printing process for this provided a real test for the Roland printer/cutter, which it passed with flying colours. In all, a total of five passes were undertaken: firstly a white layer of ink under certain parts of the design, followed by a CMYK pass, one pass of matt varnish and two differing levels of gloss varnish to create a varied emboss effect.

With the crackers, and in a lot of International Greetings' subsequent work, the VersaUV LEC-540's colour management capabilities came to the fore. Previously the company used foils and thermal transfers produced on different substrates on different devices, which led to inconsistency of colour on prototypes. Now, with a single device for all their prototyping work, they have greater control over colour and clients continually remark on the improved quality of proofs they are now provided with.

Dion has also been impressed with the Roland's reliability but for added peace of mind the company opted for a RolandCare service and support package. He explains: "When called upon, we have received impeccable service with our RolandCare warranty. I've been in the industry a long time and it is comparably the best service I've ever had. When they say they'll phone back, they actually do, and whenever the engineer needs to visit you can be fairly sure you'll pick up a new trick or two."

Dion and International Greetings would not hesitate to recommend the VersaUV LEC-540 to other creative agencies and, just one year on, is considering installing another to relieve the pressure on the massively over-subscribed printer.

For further information on International Greetings, please visit [www.internationalgreetings.co.uk](http://www.internationalgreetings.co.uk) or for details on Roland's VersaUV LEC-540 printer/cutter visit [www.rolanddg.co.uk](http://www.rolanddg.co.uk) or call 0845 230 90 60.

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# PRODUCT *Choice*

## Press on Digital Imaging adds second HP Scitex LX850 industrial printer

HP has announced that Press on Digital Imaging (PODI), a Rochester, Kent based sign and Display Company, has added a second HP Scitex LX850 Industrial Printer to its growing portfolio of HP large format printers.

PODI's wide service offering covers the full spectrum of indoor and outdoor graphics arts applications. It made the investment through HP dealer, CWE Solutions, of Chessington, Surrey and Sheffield, to boost production and maintain capacity across key vehicle-wrapping and window-film accounts. According to Andrew Wilson, Co-Director, Press on Digital Imaging, the HP Scitex LX850 Industrial Printer's water-based HP Latex Inks; together with its 3.2m-width and dual-roll capability, delivering invaluable efficiency advantages.

"We undertake a tremendous amount of promotional work using self-adhesive vinyl, including a very large contract to produce high-quality livery for wrapping London taxis, which demands extremely fast turnarounds," explains Wilson. "With printers that run solvent ink, the solvent remains in the vinyl and requires a 24-hour gassing-off period. This waiting time is completely eliminated with the latex printer, such that we can finish the vinyl the minute it comes off the machine.

As CWE Solutions suggested, the wider width afforded by the HP Scitex LX850

is also a huge differentiator that dramatically drives up productivity - not because our work always requires huge widths, but by the ability to print more graphics across the roll, add to that the fact that we use two rolls side-by-side, instead of just one, and it's easy to see how the LX850 delivers such a hard punch in terms of the sheer volume of media it can output. We only installed our first LX850 in September, but since that time have already put over 70,000m<sup>2</sup> of substrate through it," Wilson adds.

Importantly for PODI, the fast speed of the HP Scitex LX850 doesn't come at the expense of quality, which Wilson views as paramount to continuing to serve the vehicle graphics needs of customers. This was also a key criterion for Wilson during initial discussions with CWE Solutions to determine the best device for the company.

"The LX850 delivers the best speed

expectations demanded by the retail cosmetic brands the company serves.

The additional HP Scitex LX850 Industrial Printer complements three other HP latex printers, including an HP Scitex LX600 Printer and enhances PODI's ability to meet clients' sustainability needs. According to Wilson, the company has won contracts as a direct result of its ability to meet environmental stipulations.

The 3.2m (126in) HP Scitex LX850 Industrial Printer delivers increased versatility and productivity with multiple workflow features. These include dual-roll, roll-to-free fall and roll-to-collector handling, and an ink collector that enables printing on porous substrates and textiles, further extending application possibilities.

Founded in 2000, PODI is a leading large format digital printer in the UK, specialising in the production of high-quality imaging for indoor and outdoor graphic arts applications ranging from retail and event signage, to vehicle graphics, banners and building wraps.

CWE Solutions, an HP Gold Preferred Partner, is a UK reseller for HP Designjet and HP Scitex large format printers.

### Investment key to maintaining production demand

achievable at the high output quality we require," Wilson explains. "Although some UV machines might be faster, they quickly fall down in terms of their suitability for vehicle applications, so it's about fulfilling all criteria - not just one."

Equally, the 1200dpi resolution achievable with the HP Scitex LX850 offers PODI the confidence to meet the exacting

For more information visit [www.cwesolutions.co.uk](http://www.cwesolutions.co.uk) or call 08444 829896.



HP Scitex LX850 uses water-based HP latex inks with a 3.2 metre wide, dual-roll capability.



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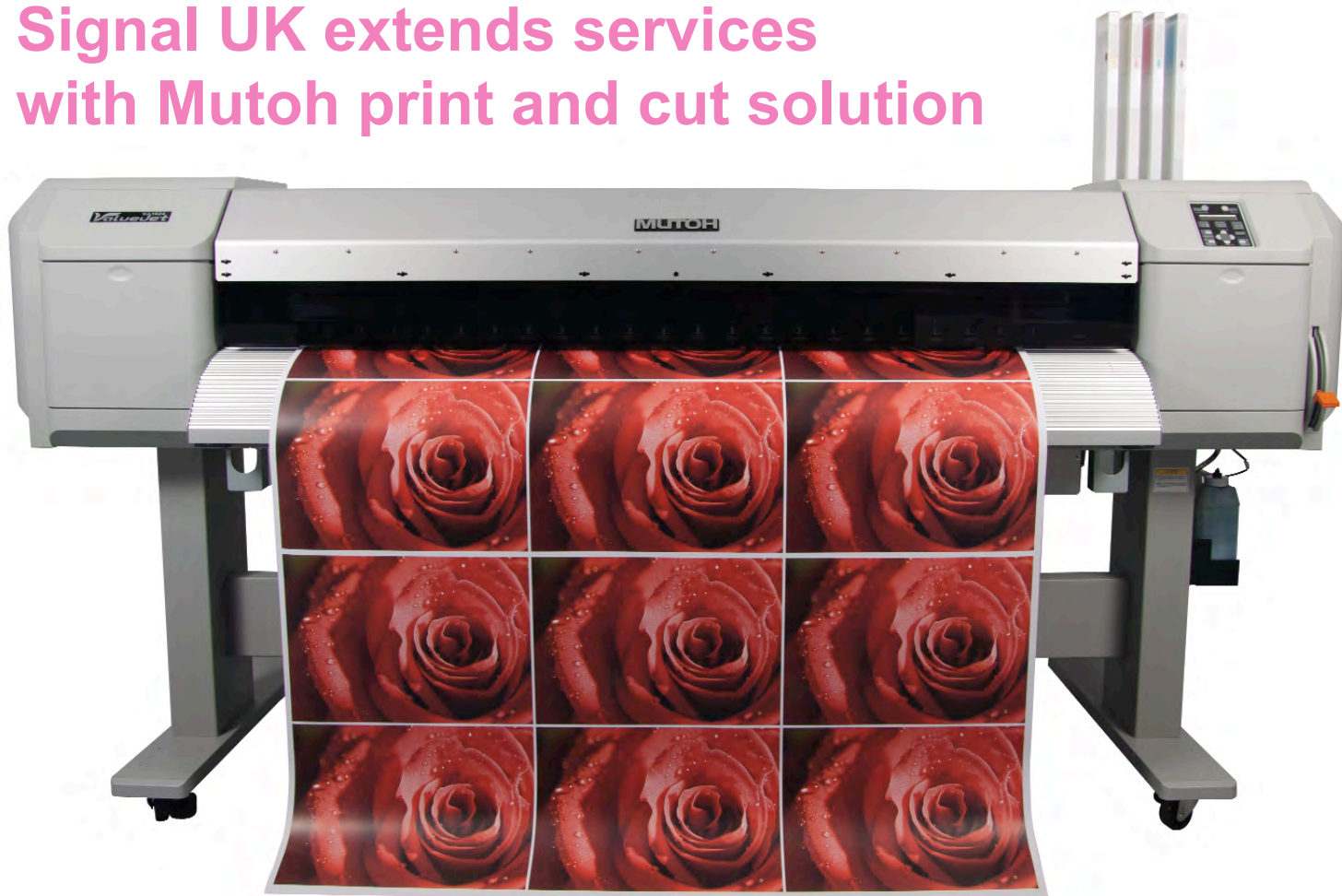
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# PRODUCT *Choice*

## Signal UK extends services with Mutoh print and cut solution



*Sound investment: The Mutoh ValueJet 1324 eco-solvent printer.*

**Signal UK based in Tunbridge Wells has purchased its second large format Mutoh printer, the Mutoh ValueJet 1324 with Mutoh Kona Cutter as the latest step in the rapid growth of their print and cut business.**

Signal UK has purchased a new Mutoh ValueJet 1324 and Kona Cutter from Colourgen reseller, PSW Paper & Print Ltd.

Signal UK Limited offers a comprehensive in-house design to print facility including: screen and textile printing, large format digital and litho printing, vehicle wraps, promotional items, signage and more. The company has more than 25 years experience in the print industry and is focused on providing a complete service from conception all the way through to print, assembly, collation and dispatch.

Gary Rose, Director of Signal UK explains: "We are primarily a trade printer and our objective is to do as much as we possibly can in-house. We first moved into large format digital printing when we purchased a Mutoh ValueJet 1604 around four years ago.

This printer was very reliable and has served us well, but after seeing the latest technology at Sign UK earlier in the year, we decided it was time for a new one."

Gary and his fellow Director, Paul Chapman looked at several options for their new printer. "This was a big decision for us and we looked at a number of printers. We were quite interested in the latex technology, particularly as it appeared to offer faster production because the output doesn't need to gas out and so dries faster than eco solvent. However, in comparison to the ValueJet 1324, this advantage was very easy to offset by more efficient production planning. In addition, the Mutoh offers excellent quality, reliability and cost - both initial outlay and cost of ownership," adds Gary.

He continues: "We decided a 1.3m machine was enough for the type of work we mainly do and we still have the 1.6m Mutoh for larger jobs. We have already used the combination of the ValueJet and the Kona cutter to deliver some cut vinyl products for customers and the colour accuracy and speed of production is fantastic."

In conclusion, Gary adds: "We are really pleased with the Mutoh, it does exactly what it is supposed to very well indeed. We have also been very pleased so far with the level of support, service and responsiveness we have received from both Colourgen and PSW."

The Mutoh ValueJet 1324 eco-solvent printer has a media width of 54" (1371.5mm) and print width of 53.36" (1355.5mm). They run using Eco Ultra inks, which contain no VOC's (volatile organic compounds) so don't require special ventilation. The printers are easy to use and don't require daily cleaning. Typical production speeds are up to 14m<sup>2</sup>/h on banner and soft signage textiles and up to 7m<sup>2</sup>/h on uncoated vinyl.

The Mutoh Kona 55" is a stand-alone cutting plotter for kiss-cutting lettering, contour cutting stickers and cut-through for sign applications.

For more information, visit the website [www.colourgen.com](http://www.colourgen.com), [www.signal-uk.co.uk](http://www.signal-uk.co.uk), [www.psw.co.uk](http://www.psw.co.uk) or call 01628 588700.



# MODUSIGN – The Cost Effective Panel and Post System

Sygnnet Signs have added the cost effective panel and post system Modusign to their product range after purchasing the rights to supply the product from sign supplier Professional Sign Systems back in May 2012.

Modusign is a cost effective and easy to assemble panel and post system that would be perfect to use as guidance or way finding signage due to its simple, but effective design. The system comes available in three different profiles with either square or round posts (Post and Panel, Post and Plank 180mm, 120mm, and 60mm, and Post and Flat Panel) and can be supplied in a mill finish or powder coated to your specifications.

Post and Panel Systems are designed to have curb appeal and when they are directing clients to or around your business they need to be clear and noticeable from a distance.

Sygnnet Signs Sales Manager for Modusign Paul Mitchell explains: "Modusign is a very durable and easy to assemble panel and post system that we are looking to offer at very competitive prices. This particular panel and post system would be perfect for use within car parks, and driveways, site boards, industrial estates, hospitals, or as directional signage within the grounds of a company's headquarters, basically anywhere that people or traffic need direction."



Sygnnet signs have been supplying the sign trade since 1974 and believe that the addition of this panel and post system will enhance their image as a more complete sign trade supplier.

Sales manager Paul Mitchell also adds: "Considering the awful weather that we have been experiencing in recent months, MODUSIGN could not have become available at a better time as the system is made from high-grade aluminium that is durable and completely weather resistant."

The Modusign system can also be used on a variety of surfaces. It can be fitted directly into soft ground or being bolted onto a hard surface i.e. concrete, tarmac, etc. Modusign is also available in kit form with cut to size components, which in turn allows for a quick turnaround and a simple installation.

For more information or trade prices regarding Modusign visit [www.modusign.co.uk](http://www.modusign.co.uk) or by calling 0116 262 6288.



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# Trade Cut-outs & moulded letters

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**Acrylic (Perspex - including gold & silver) (10mm: white, black & clear) no minimum order**

Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	700mm	750mm	800mm	900mm	1200mm
3mm	0.79	1.26	1.95	2.89	4.00	5.30	6.50	7.25	8.40	9.00	10.30	14.40	21.00	29.50	37.20	40.50
5mm	1.27	2.00	3.00	4.59	5.10	7.42	8.40	9.80	12.40	13.65	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

**Foam PVC (all available colours - 10mm & 19mm available in white only) no minimum order**

Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	700mm	750mm	800mm	900mm	1200mm
3mm	0.68	0.98	1.35	2.19	2.70	3.40	3.95	4.75	5.25	6.75	7.28	9.75	12.50	15.00	17.00	19.00
5mm	0.92	1.67	2.26	3.20	4.70	5.12	5.95	6.75	7.10	9.40	9.98	14.60	16.50	20.50	24.50	26.50
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	7.60	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

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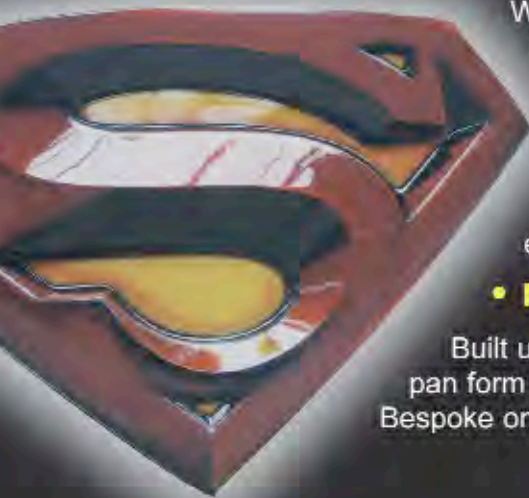
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## Derwent Displays Invests in HP Scitex FB7600 Industrial Press

**HP has announced that Derwent Displays of Denby, Derbyshire, UK, has bought an HP Scitex FB7600 Industrial Press to increase productivity of POS display units and to extend its product portfolio.**

Derwent Displays invested in the HP Scitex FB7600 Industrial Press to complement its existing screen and lithographic technologies, produce cost-effective short runs, offer versioned and personalised products, and broaden its range of tailor-made retail POS products.

"We will now be able to meet our customers' bespoke requirements within a short time frame thanks to the press' reduced turnaround times and its cost-efficient runs," says Neil Haywood, Managing Director at Derwent Displays. "We'll also be able to use the press for jobs that require

special finishing with the spot or full-gloss varnish feature."

Derwent Displays employs 35 people and provides creative end-to-end solutions from design to fulfilment for in-store and outdoor displays, shelf units and cartons. The company serves retail suppliers in the food, pet care, pharmaceutical, do-it-yourself and leisure markets nationwide.

The HP Scitex FB7600 Industrial Press, launched in October 2011, is a high-volume production printer that delivers high-quality print on a wide range of rigid and flexible substrates in thicknesses up to 25mm. Using UV-curable ink, the press operates in eight print modes with speeds up to 95 full-size sheets per hour (500m<sup>2</sup>/hr, 5380ft<sup>2</sup>/hr) with a



**New press to enable fast  
turnarounds and cost-effective  
short-run production of retail POS units**



POP production mode producing up to 55 sheets per hour.

Other features include a spot gloss capability that helps the company deliver premium solutions in 2D and 3D format. The edge-to-edge printing feature means that final-size materials may be loaded (up to four at a time with optional Multi-sheet Loader Kit). This eliminates the need for trimming as well as reduces potential damage through additional handling. The new HP 225 Scitex Ink is crack and chip resistant, reducing damage during folding.

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# PRODUCT *Choice*

## Perfect Colours announced as UK distribution partner for JetMaster display systems

The London based value added reseller of wide format digital printing solutions, Perfect Colours, has announced it has been appointed as a UK distribution partner for the JetMaster display system.

The JetMaster display system is a tough, lightweight gallery wrap that can be completed in minutes, using just a craft knife and a cutting board. It enables the simple creation of a professional looking finished image that looks exactly like a framed canvas, but is both quicker and cheaper to make.

No special assembly skills are required. The base is a pre-cut, pre-laminated corrugated board, and users just trim and press flat their prints and fold over the edges.

The JetMaster system ensures that there are no bubbles within the image,

no untidy corners, no staples and no hooks. A fully assembled JetMaster 'gallery wrap' is so light it can be hung from just one tack.

Jason Burroughs, Managing Director of Perfect Colours, comments: "The JetMaster system is very flexible and allows end users to produce high quality finished output at an amazingly low price point. It matches digital printing for quality and flexibility and offers a simple, cost-effective, premium display option."

The JetMaster display system ships flat and is currently available in a number of different sizes ranging from 5"x5" up to A3. There is also an easy to use, low cost RIP for users who want to create a range of displays using, for example, multiple frames to create a Triptych effect.

A range of fine art media is also available including a textured finish which replicates the look of a traditional canvas.

Burroughs adds: "With JetMaster, the days of outsourcing the stretching and fixing of canvases for gallery wraps are over. Print shops can now offer their customers genuine one-stop shop for finished product. The RIP software generates extra productivity and flexibility – JetMaster is a complete solution to low cost canvas framing without any compromise on quality."

To see a video demonstrating how to make up the frames, and for more information please visit [www.perfectcolours.com/finishing/jetmaster-display-systems](http://www.perfectcolours.com/finishing/jetmaster-display-systems) or call 0845 680 9000.



## A striking difference with Arlon Ultimate PremiumPlus™

The unusual range of colours and effects offered by Arlon's flagship Ultimate PremiumPlus™ wrapping film means that striking and very individual vehicle colour changes can be achieved. MEK Car Styling uses Arlon Ultimate PremiumPlus for wrapping mainly private vehicles such as BMWs and Audis.

"We chose Ultimate PremiumPlus for its fantastic colour range, which has very unique colours; no other manufacturer has such nice colours. We first used it a few months ago and when our customer called in to see us recently the vehicle still looked as though it just left our unit. Both we and, most importantly, our customer are very happy with it," says MEK's Michael Szwacki.

Arlon Ultimate PremiumPlus is a cast

PVC film that comes in a choice of 44 colours/effects: 10 metallic colours, 4 special effects colours, 10 matt effect colours, 8 matt colours, 10 pearlescent colours, and 2 carbon fibre effects. It is easy to apply and provides a very smooth and even finish even on difficult surfaces. It can be applied to smooth convex or concave surfaces, in channels and around rivets. Ultimate PremiumPlus comes with a durability of up to five years.

"Although we found it difficult to use initially, having been used to working with air-release products, once we had adjusted our technique to suit the material it was very easy to use," "And because it doesn't



have air-release channels it gives better adhesion," adds Szwacki.

Arlon Ultimate PremiumPlus is available ex-stock from William Smith in full or part rolls and same day despatch is offered on orders received before 6pm.

For more information visit [www.arlon.com](http://www.arlon.com) or call 0161 884 0592.



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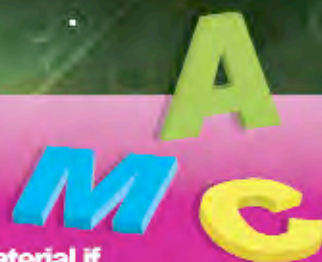


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## trade letter service

We have recently installed a new flat bed router with a bed size of 2.2m x 3.1m allowing us to offer a trade service on flat cut letters. We can also cut your own material if required. The machine is equipped with I-Cut facility allowing us to print on a variety of materials and die cut to shape. Please ring for a sample



### ACRYLIC (10mm black, white & clear only)

NO MINIMUM ORDER FEE

C/Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	650mm	700mm	1200mm
3mm	£0.94	£1.38	£2.20	£2.99	£4.22	£5.82	£7.18	£8.03	£9.26	£10.36	£11.21	£12.65	£15.22	£43.59
5mm	£1.31	£2.07	£3.14	£5.12	£7.09	£8.31	£9.41	£11.36	£12.53	£13.61	£15.29	£18.08	£21.66	£60.24
10mm	£2.62	£4.12	£6.53	£10.41	£14.17	£16.63	£18.81	£22.73	£25.08	£27.23	£30.60	£36.60	£43.48	£120.48

### WHITE FOAM PVC (3mm & 5mm coloured foam add 20%)

NO MINIMUM ORDER FEE

C/Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	650mm	700mm	1200mm
3mm	£0.74	£1.03	£1.43	£2.20	£2.73	£3.59	£3.94	£4.96	£5.13	£6.33	£7.08	£8.24	£9.30	£16.13
5mm	£0.97	£1.79	£2.41	£3.24	£4.66	£5.21	£5.93	£6.73	£7.20	£8.89	£9.67	£11.72	£13.28	£26.70
10mm	£1.52	£3.17	£4.47	£6.51	£8.31	£9.39	£11.12	£12.92	£15.31	£17.73	£20.18	£23.32	£26.48	£50.98
19mm	£3.28	£4.35	£7.68	£9.81	£13.36	£14.70	£17.20	£18.99	£20.78	£23.65	£25.22	£28.39	£31.13	£69.25

### 3mm ALUMINIUM COMPOSITE (Dibond/Alu Panel)

NO MINIMUM ORDER FEE

C/Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	650mm	700mm	1200mm
Colours	£1.79	£2.60	£4.37	£5.99	£7.42	£7.93	£9.54	£11.61	£14.23	£15.82	£17.53	£19.85	£21.63	£52.16
Brushed	£2.08	£3.47	£4.88	£6.74	£9.22	£10.15	£11.49	£13.57	£15.49	£17.29	£19.68	£22.31	£24.35	£58.69
Mirror	£2.60	£5.22	£7.35	£10.13	£13.92	£15.29	£17.36	£20.34	£23.22	£25.78	£29.43	£33.31	£36.41	£87.50

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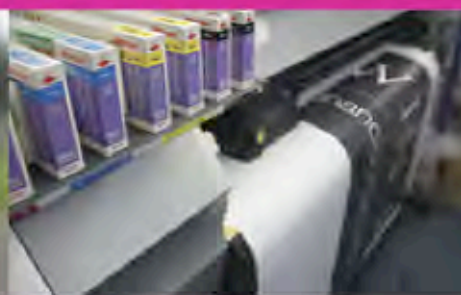
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## Perfecting the sign making craft with skills and knowledge

*Like any skilled trade, the key to becoming an effective signmaker lies in having the right training and knowledge for those who want to polish up on their skills, or even learn new ones altogether. Do aspiring sign makers have much to choose from? Ashwin Mehra unravels the clearer picture when he went searching.*

### What's out there?

Having been in the sign making industry for approximately...five minutes I wanted to see what training was offered to those in similar shoes to me – how do I get trained up as a sign maker?

Traditionally, there are two ways in which you can expand your horizons in sign making; attending a course or becoming an apprentice.

There are many courses that you could help you diversify your current skill set. Depending on what you are looking for, we have found the best, most well informed choices to help you add that all important string to your bow. This is an investment in your future, after all.

### That's a wrap!

APA UK offers a comprehensive two-day vehicle wrapping course for free. I spoke to Sales Director Scott Cowup to find out what this course offers and why should you attend it.

"APA offers a free two-day wrap course at our premises located in Belvedere, Kent. We have been successfully offering this service once a month to our customers (who purchase vinyl from us) for the past three years and on average have between 6-10 people in attendance, all with varying degrees of knowledge and ability."

Scott explains the certain uses a student would gain in attending their free



vehicle wrapping course:

"As an introduction to wrapping, our aim is to give our customers a solid grounding in the art of vehicle decoration, and for the more advanced on the course, we can concentrate on more intricate and technically demanding applications.

The APA course encompasses not only

application but also vinyl composition, sales (why the customer needs a wrap), design, workflow and costing. We can also tailor courses for individual companies who would like to focus a little more on any of these subjects. Although, this may incur a small charge."

When asked why they offer a free service for offering this unique skill to members of the industry and public alike, Scott candidly explains it is free to purchasers of APA's vinyl:

"At APA, we believe that if our customers choose to use our wrap films, then we are happy to show them the correct techniques. However, we do not view this as a revenue stream, instead as a valuable service from a trusted manufacturer.

Customers new to wrapping, then have the opportunity to decide whether to pursue this avenue of revenue generation, without investing thousands of pounds in training and film acquisition. If the former is chosen, then for inexperienced fitters we recommend practice, practice and more practice before attempting client's projects. This is advised because after only one course and applicator you will not be a professional, but rather a very well informed amateur," Scott says.

You can find out more about APA's two-day free wrapping course by visiting: [www.apaspa.com](http://www.apaspa.com) or calling by Scott on 0208 3114400.





Other companies that offer vehicle wrapping courses include William Smith who provide a two-day course by 3M authorised trainer, Andrew Gamble at £495+ VAT per person, with the option for accommodation to be arranged for you near their offices in County Durham (at an additional cost). You can find out more by visiting: [www.williamsmith.co.uk](http://www.williamsmith.co.uk) or by calling 01833 690 305.

Graphiwrap also offer a similar two-day course at their premises in Tamworth, Staffordshire for £395+VAT per person. You can find out if this course is for you by visiting: [www.grafityp.com](http://www.grafityp.com) or by calling 01827 300 500.

## The signmaker's apprentice

Those who are already 'in the know' are fully aware that sign making is no dark art, but for those uninitiated, like me, it could be a pickle as to decide which course is for you.

The dated viewpoint is that you would train in a classroom or shadow a sign maker for a period of time. Modern courses challenge this preconception by ensuring that students are equipped with the right hands on skills and relevant knowledge needed to enter the market.

Walsall College offer a QCF (City & Guilds Qualifications and Credit Framework) Levels 2 and 3 in Apprenticeship Signmaking – based at various locations, this 12-15 month course is positioned as a stepping stone into the signmaking industry for students aged 16 onwards. This apprenticeship deals with the design, production and installation of all sorts of signs, from those displayed on company entrances to advertising hoardings.

In partnership with the Roland DG Signmaking Academy, Walsall College also offer short courses including Intermediate Digital Print and Vehicle Wrap, which are popular with established signmakers and apprentices. These are taught by recognised industry experts, which make them unique to Walsall College.

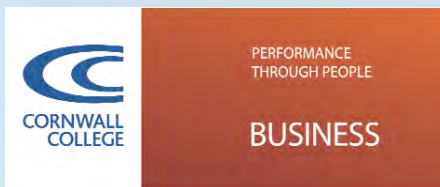
Apprentices would learn a range of skills including how to design signs; prepare different types of surfaces; cut out and build plastics into letters and logos; use digital technologies and install signs. The nature of the work will vary with the employer, but it could involve machining, joining, engraving, etching, hand decorating, spray painting and screen-printing.

The mode of attendance is very flexible, ranging from College one day a week up to fully delivered on site work at an employer's premises, or a combination of both.

"Our apprentice programmes at level 2 and 3 are unique as Walsall College have spent the last 17 years developing a delivery model where the full framework can be

delivered onsite, without the need for the apprentice to attend a traditional day release mode of attendance. The experienced worker route to level 2 and 3 has also been developed to be delivered at distance with a combination of workbooks, oral questions and observations, which build up a portfolio of evidence. Employers are always eager to offer work experience to those attending full time college courses, and most will go on to gain full time employment in the industry," explains Andrew Evans, Commercial Academy Manager at Walsall College.

You can find out more by visiting: [www.walsallcollege.ac.uk/courses/signmaking](http://www.walsallcollege.ac.uk/courses/signmaking) or calling 01922 657000.



Cornwall College offer Levels 2 and 3 apprenticeships in Signmaking, both are one year work-based apprenticeships aimed at teaching students aged 16 years and over how to design signs, prepare surfaces, cut out and build plastics into letters and logos, use digital technologies and install signs; using a range of skills (e.g. graphic design and electrical engineering) and a variety of materials such as perspex, vinyl, metal and glass.

"The Cornwall College signmaking apprenticeship achievement rates have been 100% for the last 3 years.

Apprenticeships do help people, especially young people, understand the industry requirements, and begin developing their practical skills immediately," says Malcolm Higham, Course Manager for Signmaking at Cornwall College.

For more information visit [www.cornwall.ac.uk](http://www.cornwall.ac.uk) or calling 0800 731 7594.

## Home grown talent

In these tough economic times, sending an apprentice or worker on a course can be an expensive dent in your budget. For those of you who want to hire your very own apprentice to work on projects for you would be pleased to know that the government are offering an Apprenticeship Grant for Employers for ages 16-24 of up to £1,500.

Offering around 40,000 grants between April 2012 and March 2013 and is available in full for young people aged 16 to 18 and 50% for those aged 19 to 24.

The grant is offered to companies who hire apprentices for up to 12 weeks, at 30 hours per week, and is open to any company to apply, provided they haven't employed an apprentice since September 2009.

Current national minimum wage rates range from £2.60 for apprentices under 19-years-old; £3.68 - the 16-17 rate for workers above school leaving age but under 18; £4.98 - the 18-20 rate and £6.08 - the main rate for workers aged 21 and over

You can find out more about the Apprenticeship Grant for Employers scheme by logging on to: [www.apprenticeships.org.uk/Employers/Steps-to-make-it-happen.aspx](http://www.apprenticeships.org.uk/Employers/Steps-to-make-it-happen.aspx) or by calling 08000 150 600.





## Perfecting the sign making craft with skills and knowledge



### Case study: Train to gain

**Roland DG (UK) Academy and Creative Centre Manager, Joe Wigzell writes on just how Roland DG academy are paving the way for sign makers, while increasing their skill sets and how they benefit the industry as a whole.**

The Roland Academy is about more than just product training, it is about mastering wide format technology in order to grow your business. The Academy plays host to a range of courses aimed at giving students (Roland's customers,

sign makers and printers) - with varying levels of experience and expertise, the skills and confidence needed to get the most out of their creative software and wide-format printers, so they can get ahead of the competition and ultimately maximise their ROI.

### Faster, better, stronger

Once the basics have been mastered, attention is turned to fine tuning the operation of both software and hardware to bring about further improvements in efficiency, and help quicken turnaround to add more to the bottom line. Many signmakers forget that it is not just material costs that affect profitability. By working faster and more efficiently through software shortcuts and variable data techniques, best practice in colour management and machine maintenance that make up part of the Intermediate Digital Print course, they can make even greater gains in terms of profitability.

### More inspiration, less perspiration

Wide format inkjet technology is so versatile that this sector is fast becoming recognised as the most innovative in the entire print industry. And the Academy is designed to help unlock the full potential of Roland machines and turn the old adage on its head – if you truly understand what you're working with, success in wide-format print can be 90 per cent inspiration and 10 per cent perspiration.

Not only are Roland's trainers all heavily experienced graphics professionals but attendees often take just as much inspiration from hearing what fellow delegates are applying their printing equipment to.

You really never know what might plant the seed of inspiration that grows into the

printing technology is the same, it is a specialist area where profit depends upon speed and expertise founded on best practice and sound understanding of the materials involved. Nevertheless, it is readily achievable for all signmakers, as the basic skill sets are already in place.

The Roland Academy's Vehicle Wrapping Course was developed in response to high interest from sign makers who understood how lucrative vehicle wrapping could be for their business and were concerned with the number of requests they were being forced to refer to others. Adding this vehicle wrapping service to a sign maker's portfolio requires no significant investment in new kit – the skills



### Early learning

To begin with, this means getting the basics right in order to achieve repeatable high quality and win repeat business. In this challenging economic climate and increasingly competitive market it is essential that top quality is produced every single time. Wide format inkjet printers are precise pieces of machinery and the inside knowledge imparted on delegates attending the Basic Application and Finishing course for example, will help to improve their understanding of the elements that contribute to producing outstanding quality with minimum wastage, profitably.

latest profitable business venture. And, with print buyers themselves getting savvier and pushing sign makers to come up with ever more creative applications, being familiar enough with printing technology to confidently break the boundaries is one way to secure future growth and strengthen customer relationships.

### Aspire to go higher and higher

With wide format inkjet being so versatile, opportunities for profit beyond traditional display graphics have caught the eye of many entrepreneurial signmakers. Vehicle wrapping is one of these and, while the

taught on this course are all they need.

Roland believes that raising the skill sets of its users is of great benefit to the industry as whole. Training helps to safeguard the industry's reputation as quality driven and reliable, yet highly creative and vibrant, while ensuring that having made their investment sign makers are in the best possible position to make a return. It doesn't matter whether that is through learning more efficient ways to achieve the same great results or inspiring them to ever more creative heights.

For more information visit: [www.rolanddg.co.uk](http://www.rolanddg.co.uk) or call: 0845 230 9060.



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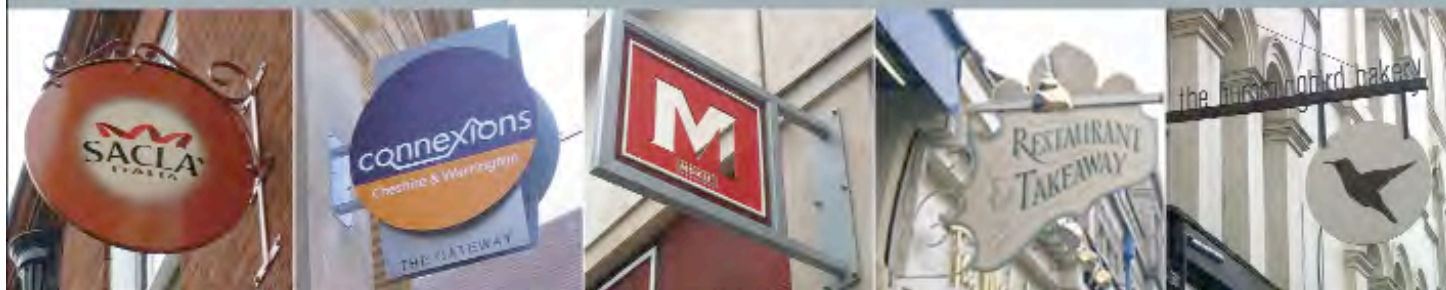
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## Goodwood Festival showcases Mazda MX-5 GT Concept car wrapped by Creative FX

At the Goodwood Festival, on June 30th the sporty Mazda MX-5 GT Concept car was showcased by Mazda. The striking orange and black Concept car was wrapped by vehicle wrapping specialist Creative FX, making it certainly stand out from the crowd.

The Mazda MX-5 GT Concept has been inspired by Mazda's podium winning MX-5 GT race programme and debuted at Goodwood's Festival of Speed to test customer reaction of a high performance version of the iconic sports car. Built by race specialists Jota Sport, the MX-5 GT Concept produces 205bhp from a normally aspirated 2.0-litre Mazda petrol engine which is mated to the car's standard manual gearbox. The MX-5 GT is a hotter, high performance version of the iconic MX-5; and to complete the race car look Creative FX worked with Mazda and Jota to design a blazing orange car with contrasting black accents.

The Goodwood festival, 'affectionately known as the largest motoring garden party in the world' near Chichester West Sussex, brought together thousands of people sharing a passion for motoring. "It was the perfect place to showcase the MX-5 GT Concept," says Sean Davis, Director of Creative FX.



"We're always excited to collaborate with Mazda on new models and the response at the festival was resoundingly positive."

The Creative FX team transformed the car using Hexis wrap material and black text cut from vinyl, but it wasn't a standard job as Davis explains: "The 18 inch matt

black wheel sections doubled the work time for the team, but it was worth the effort - they looked great."

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For more information please visit [www.fxuk.net](http://www.fxuk.net) or call 0208 313 1146





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## Regent Street dazzled by Piggotts' Olympic flags

Piggotts, part of the Crown Group, has manufactured and installed 206 national flags in London's West End along world-famous Regent Street, Conduit Street and Jermyn Street, as part of a contract with The Crown Estate to celebrate the Olympic Games in the capital this summer.

The contract, awarded to Piggotts by The Crown Estate, who also managed the deconstruction of the display after the conclusion of the Paralympic Games on 9 September.

The flags, which measure 12 feet by 6 feet and are secured by 41 street crossings, represent every country competing in the games and have been positioned in alphabetical order along the different streets.

Piggotts has been providing street decorations for national celebrations and British Monarchs since 1821, and was awarded the recent contract after successfully performing its expert installations across the West End during the recent Jubilee, as well as the

Royal Wedding last year.

In June, Piggotts announced it had completed a 1,000-flag dressing over much of London's West End with Union flags, as well as distributing of over 2,570 flags to schools across the borough, as part of the Diamond Jubilee celebrations.

Lee Harvey, Managing Director, Piggotts, says: "We are extremely pleased and proud that our flags have taken pride of place along one of the West End's most famous streets.

The magic of the Olympics is really coming to life across London now, and this fantastic display of our flags really hits home how many nations we will be hosting during the games. We were thrilled to be able to play our part in getting London ready for the big occasion."

Annie Walker, Director of the Regent



Street Association says: "Regent Street is proud to support the games by showcasing the flags of the world, which reflects the great international offer in the most renowned shopping street in London's West End. This wonderful display complements the grand and historic architecture – Regent Street has never looked better."

For more information please visit [www.piggotts.co.uk](http://www.piggotts.co.uk) or call 01277 363 262.

## Avery Dennison films help Totally Dynamic wrap two buses for Chelsea FC victory parade

When your football team wins the UEFA Champions League, it is truly a time for celebration – and for Chelsea Football Club, their return home after their last-minute win over Bayern München meant a victory parade through the streets of London.

It was with Avery Dennison films that vehicle graphics specialists Totally Dynamic wrapped the two team buses, which blazoned the news of Chelsea's victory.

However, time was of the essence, as the Chelsea players returned from Germany to their London home the very next day following the match. Totally Dynamic had less than 24 hours to complete the job, and Scott Coleman, Owner of Totally Dynamic's north and south London franchises, had to work through the night with his team to deliver the two fully-wrapped buses in time for the victory parade.

### Taking a risk on the result!

Scott Coleman adds: "We had to start wrapping the buses before the game actually started on Saturday as it would have been impossible to have completed the project otherwise. We were all listening to the Champions League match live on the radio as we worked, and were absolutely dreading the penalty shoot out at the end." It was just as well the team took the risk of starting early, as Chelsea won a last-ditch victory. Scott Coleman was able to make a selection from his company's extensive stocks of Avery Dennison wrapping and marking films to meet the brief comments: "The printability and ease of application of the films helped us to meet the deadline and deliver two perfectly-wrapped buses."

The team buses graphically told the full story of Chelsea's dramatic win. Even though the wraps were destined to last only for the duration of the victory parade, Totally Dynamic delivered a finish that was just as professional as that of the Chelsea FC victory that they celebrated.



For more information please visit the website [www.totally-dynamic.co.uk](http://www.totally-dynamic.co.uk); [www.europe.averygraphics.com](http://www.europe.averygraphics.com)



# ICON:SLS waves more than just a flag as a key supplier to the Thames Jubilee Pageant

ICON:SLS, the event overlay division of branding specialist Icon, played a key role in creating the atmosphere of the unique Thames Jubilee Pageant. The company was appointed to deliver The Look Programme for the River Pageant as well as providing installation and specialist rigging services for both the Bell Barge and The Symphony, one of the herald vessels.

In addition ICON:SLS also designed and installed individual dressing solutions for a number of other venues along the route including the terraces at The Palace of Westminster, St Katherine's Docks and The Tower of London. The final element of ICON:SLS' involvement was the provision

of dressing, signage and wayfinding for the Battersea Park Festival; over 1500 wayfinding and other associated signage at specific sites along the Pageant's route as well as branding for over 40 large screens. ICON: SLS' input was a vital contribution in generating the overall 'wow' factor of the historic event, which is thought to have been one of the largest events to have ever been held in the capital.

Cathel Maclean, Sales Director, ICON: SLS explains: "This was a unique project that required us to bring together the best of our logistics and planning experience combined with innovative and creative solutions, all within a tight budget. It was made all the more complex due to the large numbers of agencies and other bodies involved, including 12 London Boroughs. An extra challenge was provided by the need to complete the install in just two nights and to have all the bridges and walkways clear for normal traffic and pedestrian operation by first thing on the Monday morning."

Rosanna Machado, Project Director, who was aware of the work ICON:SLS had carried out historically for The Mayor's Thames Festival, comments: "When I was first asked to take on this exciting project I knew that ICON:SLS would be the people to handle the complexities of project of this scale. It was the right choice. They didn't let me down and the results

of their endeavors were enjoyed by millions."

In preparation for the Pageant event ICON:SLS' team installed over 18km of bunting and, 200 flagpoles. Of these, 56 were installed on Waterloo Bridge, each flying a flag from one of the Commonwealth countries. Other bridges along the route were each dressed with 26 poles, reflecting the home nations and organisations such as the British Legion, which have a close connection to Her Majesty. One of the largest flags was the 5 x 3m flag bearing the newly designed Thames Pageant logo which was flown from the historic 32m high wooden flagpole in the Jubilee Gardens, adjacent to the London Eye. The company also undertook the dressing of the 48 large screens located across the City which broadcast live pictures of the event to the public. It is estimated that over 70,000 people alone attended the ticket only event in Battersea Park.

Cathel concludes: "This has been a very important project for Icon SLS. Not only was it highly prestigious but a project of this scale provides a real economic impetus for both us and our suppliers. With a quality team of professionals both in the office and handling the install and clearance we were able to deliver an event that we hope will stay in the minds of many people long after the final flag has been folded away."

Visit [www.sls-group.co.uk](http://www.sls-group.co.uk) for more information or call 01256 764 994.



## Nivea adopts the Digital shelf edge multi display system

Crystal Display Systems Limited, based in Kent promotes and sells the Digital multi display shelf edge display solution creating an excellent long thin display shelf resulting in a unique Display promotional solution for retail stores, museums, product promotions etc. It has been exhibited at Screen Expo 2012 and Instore 2012, NEC technology day as well as some other exhibitions and technology days.

This solution has been adopted by Nivea in Germany to replace the standard passive shelf strips in some of the stores to create a powerful use of technology and the latest digital media marketing techniques. These multi displays can show still images, videos, or animate movement between or across multiple displays.

This 'Nivea system' is controlled over 3G radio network with product information, current campaigns and beauty care tips shown. This connected system can link the Nivea online world (website) and the classic point-of-sale via QR codes etc. creating a 'sticky' experience and helping enable brand loyalty.

This is just an example of the first steps towards a company can take towards a unique stand alone or networked digital POS strategy.

This system is available as a 'plug and go' solution in a custom metal housing or as individual components which the customer can build into their own solution or design their own housing so it is very flexible.



For more information please visit the website [www.crystal-display.com](http://www.crystal-display.com) or call 01634 292 025.



## International Artists Call on Allen Signs

**Once a familiar sight on the streets of Britain, the traditional red telephone box has almost been consigned to history – but it's about to experience something of a revival.**

Lincoln-based signmaker and vehicle livery specialist Allen Signs was appointed to work on a new project launched by BT which saw leading artists from around the world restyle that much loved icon of British design.

To mark the 25th anniversary of Childline, BT provided each artist or a designer with a full-size, fibreglass replica of

the Sir Giles Gilbert Scott-designed original K6 telephone kiosk.

The so-called BT ArtBoxes were on display in high-profile locations around London between the end of June and 16th July before being auctioned off at a VIP gala auction at the National Portrait Gallery on 18th July to raise funds for BT's long-time charity partner.

One of the designers taking part in the BT ArtBox project is fashion designer Giles Deacon, who appointed Allen Signs to vinyl wrap the kiosk with his artwork. His BT Artbox has been on display in Carnaby Street, London.



Following the success of this job the company on Whisby Way in Lincoln, which last year celebrated its 45th anniversary, received a further nine more kiosks to work on, including those belonging to cartoonist and illustrator Steven Appleby and designer Julien Macdonald.

Managing Director David Allen says: "We're delighted to be working for such well known clients and on a project of this magnitude for obvious reasons; however, the fact that the proceeds from the sale of the boxes will raise vital funds for such a worthwhile cause makes it even more rewarding."

"The phone boxes will be springing up all over London and we can't wait to see the others we have worked on on display. I'm sure it will give all the staff here a great sense of pride and as it's the Diamond Jubilee year I'm sure they'll attract even more attention."

To transform the replica kiosks Allen Signs printed the artwork onto vinyl using their new HP Designjet L26500 which can handle a maximum width of 1.55m.

They also used HP Latex Inks which are ideal for wide and super-wide applications and are water-based, thus reducing the impact of printing on the environment.

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For more information please visit the website [www.allen-signs.co.uk](http://www.allen-signs.co.uk) or call 01522 501500.



# GAP's refurbished London flagship glows with colour using Applelec's popping acrylic letters

**Packing serious feel-good-punch, playful display systems at GAP's newly refurbished Oxford Street flagship store feature Applelec's giant decorative acrylic letters and LED Light Sheet display lighting.**

Against a backdrop of rain and grey skies, GAP have banished the gloom with a vivacious colour-clashing window and interior scheme at their London flagship store. A current micro-trend for typography on a grand scale continues with GAP specifying one metre tall, acrylic formed letters in bold shades of green, violet, orange and blue. Spelling G-A-P, the robust letters can be positioned individually around the store providing maximum flexibility for their ongoing use.

Ian Drinkwater, Applelec's Managing Director explains: "GAP specified Applelec's large format illuminated acrylic letters which have been extremely popular this year along with our lighting product, LED Light Sheet.

Applelec's large letters and LED Light Sheet have now been specified by a number of brands in a process which sees us regularly working with various retailers' sign makers and shop-fitters on elements of design detailing."

Created in Applelec's Leeds factory where all acrylic letter fabrication now takes place, the giant letters have been face illuminated using white LEDs to match lit display areas and complete the visual merchandising system. Applelec's 8mm deep LED Light Sheet provides plug-and-play illumination to these product display areas which feature wood pallets topped with glossy and glowing coloured acrylic to produce an invigorating contrast of texture and colour.

Nicola Rees, GAP's European VM Operations Manager comments: "LED Light Sheet was chosen for the window scheme due to the consistency of solid light, thinness and versatility. The final result is vibrant and strong."

To generate height in the displays, multiple wood pallets and display shelves have been stacked to create plinths in a variety of differing heights on which mannequins or the giant, vivid letters are positioned. In both the window displays and internal installations, these eye-popping brights demand attention amongst the natural tones of wood and white painted pallets to bring a refreshing zest to the otherwise neutral store scheme and compliment the colours of the displayed clothing ranges.

Once the current display ends, the illuminated GAP letters will remain at the Oxford Street store to be used as props, whilst the LED Light Sheet units will be reused in future installations.

For more information please visit [www.applelecsign.co.uk](http://www.applelecsign.co.uk) or call 01274 774 477/ 01442 500 050.



*Applelec's LED illuminated letters used at a GAP's Oxford Street store.*



# PROJECT *News*

## The world's longest photo develops at Excel London

**Agfa, The Creative Place and Amari Digital Supplies supported the successful Jump4London world record attempt to produce the world's longest photograph.**

Artist, Designer and Inventor of the Year, Clare Newton, based in East London, had a dream of creating the world's longest photograph in time for the London Olympics. She photographed thousands of children and adults from all walks of life across London and will combined the images to make a giant panoramic photograph that was just less than 1 kilometre in length, with everyone appearing to jump simultaneously.

The ExCel exhibition centre in London hosted the first display of the Jump4London project from June 1st 2012.

The project took Clare around two years to put together, with more than 5,000 jumpers and over 100,000 photographs. Clare weaved the photographs together to create a seamless image that spread across the 1km print. The final print is a legacy for London to share, which can weave its way through all kinds of places such as Shopping Malls, Open spaces and Parklands that are easily accessible.

As Clare says: "By jumping, people become the art: the simple movement allows any individual to take part. A high-speed camera captures not only the participant's spontaneous movements, but also the dynamic and exciting mix of nationalities, abilities, colour and moods, all set in environmental or creative backdrops. The panorama tells a story about the participants and what their lives are about - but the panorama is not just about a photograph. Threaded through this work of art, are hidden secrets, clues and mysteries all to be discovered through careful examination by the onlooker."

Clare approached Agfa for support during 2011, and since then has gained the support of a number of other partners to make this ambitious dream come true. A major partner is Watford-based Creative Place who, with the Agfa Anapurna M2050 printer supplied by Graphic Printing Technologies, spent more than 70 hours out-putting the image onto vinyl banner material supplied by Amari Digital Supplies using more than 50 litres of ink provided by Agfa.

The Anapurna M2050 is a high-speed UV curable inkjet system with flatbed and roll-to-roll feeding capabilities. It can print at production speeds of 24smph on substrates up to 2m wide and 45mm thick.

Tim Light, Marketing Manager for Agfa Graphics comments: "This has been a really exciting and rewarding project for Agfa to get involved with. As well as demonstrating the quality of our printers, we have helped to create a fascinating and lasting legacy that is testament to the grit and determination of the people involved. We are delighted for Clare and her team that they have achieved the dream of the world's longest photograph and also congratulate The Creative Place for putting their own business production on hold in order to deliver this magnificent print."

Following its display at the ExCel Centre, Jump4London moved to the South Bank in July.

For more information, visit [www.jump4london.co.uk](http://www.jump4london.co.uk)





# Decaying and damaged signage delights at Scarborough's Art Gallery

Just days after its installation, signage created by Applelec for Scarborough's Art Gallery has started to tarnish and decay – but that's precisely what the gallery wanted.

Applelec's premium lettering range has been selected for the first illuminated signage to be created and installed at Scarborough's Art Gallery by Blue Raptor Signs. The letters are created in flat faced, built-up copper and have been left intentionally uncoated to speed up the oxidation process of the metal and trigger the formation of verdigris. This natural blue-green patina, which will deepen and intensify with time, is designed to reflect the aging process of metals used in artistic sculpture and for national monuments. One of the best known examples of this effect is the Statue of Liberty whose copper surface has naturally acquired a green patina over time and exposure to sea-breezes.

Sam Armstrong, Applelec's Sales Director comments: "The Art Gallery project turned our most routine client requirement on its head. I don't think there has ever been a time when we've been asked to speed up the natural weathering process of a lettering system; especially not from our premium range!"

Georgette Donoghue, Scarborough Art Gallery's Marketing Manager explains: "We're really pleased with the overall effect of the copper lettering supplied by Blue Raptor Signs. Due to the fact the Art Gallery is a Grade 2\* (star) listed building we have to ensure we stay true to the integral design of the building. The Conservation Officer at Scarborough Council recommended we use copper lettering so that it would age appropriately and compliment the stone facade. The finished sign already looks like it has



been there forever and we've had very positive comments from local residents. But for us, the fact the Gallery can now be seen as an Art Gallery, not just a beautiful building in the Crescent, is wonderful; especially at night when the soft glow of the illuminated lettering simply says 'we are here' with style."

The historical significance of the building, which is a Grade II listed Italianate villa built in the late 1840s, meant that planned permission had to be sought prior to the installation of the letters to ensure they were appropriate to the building's architectural character. Whilst recognising the functional necessity for signage, the refined finish of Applelec's premium range lettering was considered suitable and has been created in a traditional typeface with subtle LED halo illumination.

Initially the gallery team's preference was to fix the individual letters directly onto the building's exterior walls but with a wall depth of almost a metre this proved to be impractical for the wiring of the signage's LED lighting. An alternative system using discreet 25mm square box sections positioned at the top and bottom of the lettering was agreed upon to secure the sign and house all wiring. The box section was painted to match the sand coloured stone of the villa's walls.



For more information visit  
[www.applelecsign.co.uk](http://www.applelecsign.co.uk) or call  
01274 774477/ 01442 500050.



# PROJECT *News*

## Musicroom attracts attention on the high street with quality signage

Signlex provides expert signage to Musicroom, the UK's largest music retailer's flagship store, based on Denmark Street, London with a full re-brand and shop fit which includes state-of-the-art technology.

Genevra Champion, Marketing Manager for Musicroom explains: "We wanted to reflect the redefined brand in a way that would be eye-catching yet flexible and dynamic for our window displays."

Corporate and digital signage experts, Signlex were tasked with providing the store with a clarity and distinction on the high street which will not be affected by the time of day or the seasons, especially given the sometimes gloomy weather in the UK. As a result, the store is now highly visible with a bright and eye-catching interactive screen on the window, which draws attention into the store."

Simon Belton, Managing Director of Signlex says: "The audio visual solution includes zoned sound around the store. We also provided window graphics, face and 'halo' illuminated fascia logos and aluminium cladding with down-lighters. The overall effect is illuminating and we are delighted with the effect it produces."



*Musicroom's signage in Denmark Street, provided by Signlex.*

For more information please visit [www.signlex.com](http://www.signlex.com) or call 0113 251 5017.

## Creative FX helps BMW launch new electric showroom

Signage and display specialist, Creative FX, is helping BMW launch its new showroom in Park Lane, London. The i Store, which is the car manufacturer's first electric car showroom, officially opened its doors to customers on Wednesday 25th July.

The flagship store will showcase BMW's new electric car range, including the i3 electric hatchback and revolutionary plug-in hybrid sports car, BMW i8. Its launch coincided with the opening of the Olympic Games, for which BMW is the Official Automotive Partner.

Designed to provide the opportunity for customers to learn more about electro mobility, the new showroom features an attention-grabbing window display with imagery of the i3 and i8 concept cars, a cityscape backdrop, as well as a list of European locations.

Responsible for applying the display and concealing the futuristic showroom interior. Creative FX has a long standing relationship with BMW, having previously installed

window displays at the neighbouring BMW Park Lane and MINI Park Lane. Director, Chris Pook says: "It is fantastic to be involved in such a ground-breaking project. With so many cars in London, I think we're certainly going to be seeing more electricity-powered solutions in the next few years."

BMW chose London as the location of its first electric showroom, since it faces the very environmental and traffic congestion challenges the new range is trying to overcome. The city, viewed by BMW to be a 'global trend-setter', will also be in the public eye this summer as the city hosts the Olympic games.

The new electric car range will be on display as of August, with sales beginning at the end of 2013.

You can find out more information visit [www.fxuk.net](http://www.fxuk.net) or call 0208 313 1146.





# SIGN *News*

## Free images every week from Roland DG and SignElements

**Roland DG (UK) has teamed up with SignElements (formerly isignstock) to offer Roland Forum members up to three free downloads every week to celebrate SignElements' re-brand**

Under the exclusive partnership, every Tuesday, Roland forum members can download one metallic image, one high-res photo and one vinyl-ready vector – each one royalty free. As a further bonus, all Roland customers can enjoy a 20 per cent discount on a SignElements subscription.

Lisa Metcalfe, Marketing Manager, Roland DG (UK) says: "We're delighted to be able to offer extra value to our forum members and customers through this partnership with SignElements. High quality images and graphics are an essential resource for signmakers and, combined with our leading wide format inkjet technology; this partnership will go even further toward ensuring our customers remain competitive in their respective markets. For example, that SignElements offers metallic images is of immeasurable benefit for pioneering Roland customers with metallic VersaCAMM VS, VersaSTUDIO BN-20 or SolJet XC-540MT machines."

SignElements' library offers graphics that are specifically chosen and edited for use in large format printing. Ultra high-res photos, many up to 55MB, can be reproduced comfortably as large as two metres by two metres and vinyl-ready vectors are available as ready-to-cut EPS files - ideal for wall decals.

Henry Rivers, Marketing Manager, SignElements explains: "With this promotion we hope to provide Roland forum members with a fresh source of professional and exciting imagery. These images are optimised to showcase the exceptional results you get with a Roland printer and can be used in design projects completely free of charge."

SignElements ([www.signelements.com](http://www.signelements.com)) is the world's only subscription service for sign makers and printers. The library consists of 1.5 million files including metallic images, vehicle templates, wraps, vectors, high-res photos and illustrations. Members can access everything for a single low price annual payment.

Visit [www.rolandforum.co.uk](http://www.rolandforum.co.uk) to register for the Roland Forum and to sign up to SignElements weekly image download special offer.



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## Your Print Solution grows into wide format production with GMG ProductionSuite



Your Print Solution of High Wycombe, Bucks, has invested in the GMG ProductionSuite wide-format colour management and workflow solution, to support expansion of its business into wide-format production.

The six-year-old digital print specialist is initially using ProductionSuite to drive a new 60-inch HP Designjet L26500 printer, complementing an existing Epson Stylus Pro 9600 44-in printer.

Increasing demand for poster and other large-format work from customers such as the Wimpy Restaurant franchise for whom Your Print Solution provides print via an HP Indigo 7000 digital press, in addition to the Epson printer, meant that additional capacity was required. Having been a GMG customer since 2004, Director David Jackson was more than happy to continue to use GMG solutions to maximise colour quality and consistency from the new HP printer:

"We'd been using GMG since 2004 because it was the best proofing solution out there, so when GMG showed us ProductionSuite alongside the L26500, we thought 'if anyone knows colour, they do'." GMG ProductionSuite includes technology that's familiar to us, but with many

additional features for wide-format output. We're producing increasing numbers of A1 and 24 x 36-inch posters via our web-to-print portal for Wimpy, typically in runs of 30 or 40 at a time, so the larger printer made sense."

Jackson adds: "We work to the Fogra 39L standard on the Indigo and Epson printers to match offset print that is produced elsewhere for our customers. With GMG ProductionSuite, we know that we are hitting that reliably on the HP as well, because everything is measured. Not only are we matching colour across devices and substrates but, perhaps more importantly, we are providing consistency over time, from one month to the next. Sixty per cent of our customers who place work for the Indigo are also buying wide-format work from us now."

GMG has built dedicated functionality for wide-format production tasks into ProductionSuite; this ranges from pre-flighting and file correction tools to planning for efficient use of media via step-and-repeat and tiling options. It also includes support for the placement of non-print features such as hems and grommets, plus cutting and folding instructions for the finishing processes. As relative newcomers to the intricacies of finishing products as diverse as

pull-up banners on vinyl or POS displays mounted onto board, the staff at Your Print Solution have found the know-how built into the GMG software to be a great asset:

"GMG ProductionSuite has definitely helped our move into wide-format work," confirms Jackson, adding: "We hadn't dealt with banners, eyelets or hem-ons before, but the software has great educational value in helping us to understand wide-format issues. The Editor module is very easy to use; as well as allowing a high level of editing, it assists with handling the calculations that relate output size, viewing distance and image resolution, for example."

Simon Landau, Technical Sales Specialist, GMG UK, comments: "This is just the beginning of Your Print Solution's move into wide-format production. With its drivers for the widest range of output devices and extensive support for finishing and related equipment, GMG ProductionSuite will be able to support their further expansion in whatever direction they choose to take."

For more information please visit [www.yourprintsolution.co.uk](http://www.yourprintsolution.co.uk) or call 01494 372 800.



# Gala Bingo gives new clubs a winning look with help from arken graphic display

Bingo players in the North East experienced a change of scene, after Gala Bingo, the UK's leading bingo operator, gave two recently acquired clubs an inviting fresh look – with a little help from graphic display specialists arken.



The popular bingo clubs in Middlesbrough and South Shields were given a facelift after Gala Bingo completed their purchase from the Noble organisation. To add the all-important finishing touches to the refurbishment programme, Newmarket-based arken graphic display supplied a range of display materials including wall and hanging poster frames, to

create a truly winning environment for bingo players.

"We were delighted to welcome the Middlesbrough and South Shields sites to the Gala Bingo family. But there was still plenty of work to do. Our priority was to integrate both clubs into the Gala Bingo brand, and ensure that those changes happened as smoothly as possible," a Gala Bingo spokesperson explains.

arken have been a preferred supplier to Gala Coral Group for a number of years, supplying lightboxes, poster frames, forecourt signs and literature dispensers to both its bingo and casino venues. "arken has become the first port of call for Gala Bingo

Club managers when they need promotional display material. Our combination of quality, outstanding customer service and realistic pricing mean that they can always bet on us to deliver when it matters most," says Paul Smart, Director of Business Development with arken graphic display.

Gala Bingo has recently embarked on an extensive refurbishment and investment programme to create exciting venues with market leading products, which will enable it to continue to grow its share of the UK gaming market. The bingo operator boasts over 700,000 active members who make more than 3 million visits each year to its clubs across the UK.

For more information please visit [www.arken-direct.com](http://www.arken-direct.com) or call 01638 662770.

## APA Wraps up at the 2012 Motorcycle GP

Vinyl experts APA bring wrapping to the maximum level at this year's motorcycle championship held on covering the GP motorbikes with its exclusive vinyls.

After the first enthusiastic meeting at the Grand Prix of Catalonia, APA made their presence known at Silverstone by demonstrating continuous wrapping at the box of the Moto2 team 'Desguaces La Torre – SAG' (Stop & Go) Racing Team.

The experienced applicators from APA wrapped the motorbikes of the Spanish team who were really appreciative of the results. So much so that raced with the bikes in the APA version, during the trials as well as in the exciting race.

Among the infinite possible combinations, the Spanish team chose the matt pearl white metalised colour and the 3D carbon fibre effect APA Wrapfilm, along with the APA cutting vinyls for their motorbike, as well as a complete wrap for their van and a partial wrap for their truck in the APA 3D carbon fibre.

The teams' trucks, vans and also the riders' helmets were covered in the APA WrapFilm. So drastic was the transformation that huge interest was generated with the crowd and people in the paddock area.



*APA make their mark on the GP motorbike world*



APA was also be present at the Italian Grand Prix, which was held at the Mugello circuit on 15th July with their unique and unequaled wrapping vinyls.

The Milanese company is in fact at the forefront of research for new effects, constantly updating the latest fashionable colours.

As the racing world moves fast, APA not only keeps up with the pace, but continues to give acceleration to wrapping, which is spreading quickly everywhere. It's clear that there is talk of a real wrapping mania.

For more information on APA visit [www.apaspa.com](http://www.apaspa.com) or call 0208 311 4400.



## Kyocera sign distribution agreement with Ginsbury

**Ginsbury to support LCD module business for Kyocera and recently acquired Optrex**

Ginsbury, the specialist display distributor, has announced a UK and Ireland distribution agreement with LCD manufacturer Kyocera Display Corporation. Ginsbury will promote and support a wide range of Kyocera passive STN and active TFT LCD flat panel displays.

Neville Milward, Director, Ginsbury comments: "The addition of Kyocera to our franchised supplier portfolio strengthens our display proposition across many different applications and vertical markets. Kyocera has an excellent reputation for producing a broad range of high quality, standard display modules," he continues: "Kyocera will enable us to design in, support and supply many market sectors with high quality display solutions with the knowledge of a commitment to maintaining product longevity for our customers."

Phil Blake, UK and Scandinavia Regional Sales Manager, Kyocera explains: "We are confident that new and existing customers in the UK will benefit significantly with the addition of Ginsbury as our franchised distribution partner. We are impressed with Ginsbury's approach to product marketing which is highly focused and features strong technical support." He added: "There are many premium niche manufacturers that need the focused approach of a specialist technical design-in distributor. The design-in phase is essential and Ginsbury have exhibited the knowledge and experience required to develop new business opportunities for Kyocera. We look forward to building a successful relationship with Ginsbury and creating new business growth."

Blake continued: "Our relationship with existing Optrex customers will not be affected by the change of ownership. We are fully



(left to right) Neville Milward, Director, Ginsbury with Phil Blake, Regional Sales Manager, Kyocera.

committed to supporting legacy business and maintaining the continuity of supply to an established and highly valued customer base."

Kyocera Display Corporation was formed following the recent acquisition of LCD manufacturer Optrex Corporation. The acquisition has enabled Kyocera to expand its LCD product offering and manufacturing capabilities for high quality, small to medium sized display modules and touchscreen based products.

For more information please visit [www.ginsbury.co.uk](http://www.ginsbury.co.uk) or call 01634 298900.

## Asfi Designs Qualifications to Meet Industry Demand

**The awarding organisation created by Walsall College, Accredited Skills for Industry (asfi), recently celebrated its ability to meet industry demands, after 24 students have successfully achieved the organisation's first full qualification in digital print.**

Asfi is dedicated to creating bespoke qualifications in conjunction with industry and employers, providing training and qualifications that are tailored to employer demands.

The awarding organisation has worked

in conjunction with several companies, including Accord Housing and Roland DG, to develop short, nationally recognised and accredited qualifications, delivered largely in the workplace.

The asfi 'Award in Basic Principles of Large Format Digital Printing' course is the first full qualification the organisation has accredited and meets specific training needs within the signmaking industry. Created in conjunction with global wide format printer manufacturer, Roland DG (UK), the new course aims to promote quality digital print and professional and safe conduct within the digital print environment.

Students were formally recognised for their achievements during an award ceremony at Walsall College's Jerome's Restaurant on Monday 2nd July.

Carl Jordan, Director of asfi says: "We are delighted to be celebrating the success of students on our first full qualification. Asfi works with businesses to create recognised training through units and qualifications that are tailored to meet specific employer and industry skill needs."

Gillian Montanaro, Head

of Marketing of Roland DG (UK) says: "Working with Walsall College and Accredited Skills for Industry, individuals are able to keep up with the fast moving technology within the Signmaking and Graphics industry. Students are able to attend training programmes that keep their skills set up to date and enable them to get hands-on wide format print production experience."

Amongst the 24 successful candidates included a group of Walsall College Graphic Design students, who took the course to experience the production and reprographics side of design first hand, and begin to understand what it takes to realise and produce their creative ideas.

Graphics tutor at Walsall College, Kevin Myler explains: "In today's competitive job market, the need to obtain as many design related qualifications and first-hand experience is essential, to maximise their employability prospects. Future employers want to see real desire and ambition in anybody they take on, and we feel this makes a step in this direction. This qualification is part of new initiatives within the department of Graphic Design that aim to engage the learners with employers and industry standard resources."

For further information about the Accredited Skills for Industry (asfi) please visit [www.asfi.org.uk](http://www.asfi.org.uk) or call 01922 657054.



Walsall College students with their certificates.



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## Two New Products Glass Clamps and Stali Posts



### Glass Clamps

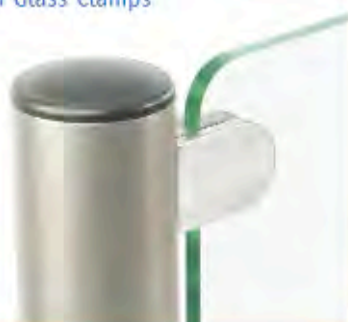
Our new Glass Clamps mount Ashby Glass Effect Signs for contemporary style.

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## Metamark's e-Brick app arrives on smartphones

Metamark has released its popular iPhone e-Brick application for Android and BlackBerry in August this year.

Metamark's hefty "Brick" SignVinyl and Specialty Materials swatch now has two new and somewhat lighter-weight stablemates joining the iPhone app. e-Brick for Android and Blackberry takes a useful chunk of Metamark's Brick's contents, the 4 Series and 7 Series SignVinyl ranges, and packs it into an intuitive and easy-to-use application that makes material colour selection and specification even easier still for users of smartphones.

The new app uses the phone's cameras to capture images of anything the user might want to survey. The captured images can be saved and subsequently examined in close detail using a cursor. The app dynamically calculates and displays the closest available Metamark SignVinyl matches for the image area under the cursor's focus.

Captured images and corresponding selected matches can be saved for future reference and the entire swatch can also be browsed without making a match reference

to an image. Full product data sheets are also stored within the application and it's possible to e-mail Metamark directly from the app too.

It's unlikely that the e-Brick will replace the real-world article, says Metamark, but its just another example of how Metamark strives to make itself easy to deal with, and

its products easy to choose and to buy. There's also no doubting, smartphones are very powerful and useful tools and their talents are put to good use by Metamark's app.

The app is available now, free of charge from the phone's respective application stores.



## Digital Print UK first show details unveiled as new website goes live

First details of the Digital Print UK show have been unveiled by organiser Faversham House as a new website goes live for the inaugural cross-industry event at the National Exhibition Centre in Birmingham from 5-7 November 2013.

Digital Print UK, the new annual dedicated digital printing exhibition spanning three days at the UK's premier exhibition venue, will be split into four focused areas – production, applications & output, wide format and digital labels – so visitors can efficiently spend their time navigating the event.

Live demonstrations that include production printing and wide format technologies will be showcased by suppliers who are involved in the print supply chain from substrates, pre-press/ media, press, post press, mailing and distribution.

Digital label production is becoming of increasing interest to commercial printers as a new revenue opportunity. Faversham House says that, in addition to its general commercial print audience, it will be working with key media partners to deliver an additional footfall of converters and

label printers from a variety of backgrounds such as flexographic or gravure.

Another important area will be a section for "applications & output" driven by digital printing technology. Commercial printers, brand owners and print specifiers keen on finding ways to take their business forward will have the chance to see the latest developments in digital print technology and discover how they can deliver increased return on investment.

Details of the show are now available on the up dated website [www.digitalprintuk.net](http://www.digitalprintuk.net) launched to act as a valuable source of information for both exhibitors and visitors including the latest news on the new show.

Faversham House, one of the UK's leading independent media companies, will be making a series of other announcements in the run-up to the big event that will follow on from their other show successes. These have included Sign and Digital UK, which celebrated its 25th anniversary in March.

Show Director Rudi Blackett says: "The launch of our dedicated website for Digital Print UK will provide a rich source of vital information for show-goers. And, as a trusted show partner, both exhibitors and visitors in this important digital marketplace know it's another vehicle to help us deliver another first-class event that's not just about the latest products and software. This is a real opportunity for visitor to network, experience a mix of advice, demos and working applications of real value to their business."

For more information please visit [www.digitalprintuk.net](http://www.digitalprintuk.net) or call 01342 332100.



# DMUK joins forces with Rotosigns

Earlier this August saw DMUK join forces with fellow UK-based manufacturer Rotosigns. Together they can now offer one of the most comprehensive UK manufactured signage and advertising product portfolios to trade customers.



The strategic alliance focuses on delivering cost-effective solutions at competitive prices, coupled with the additional benefit of dealing with one single supplier. The joint product development teams are already working on bringing new and exciting products to market in order to further strengthen its already extensive offering.

DMUK is a specialist in bespoke LED illuminated solutions and the team are looking forward to bringing LED illumination to Rotosigns' products, which currently include a wide range of pavement and projecting signs. Thanks to the combination of DMUK's capabilities in bespoke design and manufacture plus its expertise in LED illumination they can focus on developing Rotosigns' products, offering bespoke sizes and designs and illuminated versions of traditional signage solutions.

Sales and Marketing Director, Steve Gilbert says: "We adopt a 'Trade Only' sales strategy and this alliance will bring numerous benefits to our existing customers. I am confident that our product portfolio will attract a wider audience because we are offering an extended range of UK manufactured quality standard and bespoke products with short lead times."



All Sales & Marketing activity and emails sent to [sales@roto signs.com](mailto:sales@roto signs.com) are being handled by DMUK Sales Team Jodie, Sarah and Craig. Account Manager Craig is happy to visit customers at their premises to demonstrate products. Rotosigns' products can be found on [www.druk.co.uk](http://www.druk.co.uk).

Trade customers can register via the website to view prices of all DMUK and Rotosigns' products or call 01842 766 678 for more information.

# Neschen & ArtSystems form new alliance to strengthen UK presence

Although Neschen AG already has a presence in the UK & Ireland through its distributors, Nottingham-based ArtSystems will now also be assuming responsibility for the sale of all Neschen branded products.

The company has 56 members of staff and sells digital printers by HP and Canon, also supplying end users with the relevant

peripherals and consumables throughout the UK & Ireland.

"The cooperation with ArtSystems is a classic win-win situation for us," says Board member Stefan Zinn from Neschen AG in Bückeburg. "ArtSystem are one of the leading and established distributors of large-format imaging and printing solutions. They are well positioned in the UK & Ireland

and have an excellent dealer network at its disposal. As a company, Neschen AG will also be able to benefit from this with its diverse range of digital print products," Zinn adds.

ArtSystems is implementing a seamless transition as the UK&I system suppliers and solution provider and will also be taking over Neschen's UK&I sales team. "That is a big advantage for us as it means we automatically acquire the necessary

product knowledge concerning Neschen materials right from the start," says Steven Hawker, Managing Director of ArtSystems in Nottingham. "This ensures a continuation of the customer focus and high standard of service and thanks to the close cooperation, availability of Neschen media is also guaranteed."

For those customers in the UK&I wishing to work with Neschen materials, the situation remains virtually unchanged, with Sarah Janes heading the newly formed Neschen Supplies Division at ArtSystems as Divisional Manager. This ensures existing customers have continuity of contact.

The Neschen brand can still be accessed via their website at [www.neschen.co.uk](http://www.neschen.co.uk) or by calling the new Neschen Supplies Division of ArtSystems on 0115 9380 321.

From July, Neschen products will be on the ArtSystems' main website [www.neschenbrands.com](http://www.neschenbrands.com) with full E-commerce function, which went live in August.





## Metamark appoints Paul French as CEO

Paul French has been appointed by Metamark as its CEO. He assumes total responsibility for the company and is tasked with driving its strategic goals in pursuit of further sales and volume growth, geographical expansion and new product development and introductions.

Leading digital media, sign vinyl and speciality materials brand Metamark is established in a phase of significant growth in sales and is now supplying more products to more customers and markets than at any time in its history. In addition to strengthening its senior management team, Metamark has also recently made new appointments to its field sales force, relocated its UK warehousing and supply headquarters to larger premises, and is investing in new premises for the planned expansion of its manufacturing, conversion and international distribution facilities.

Paul French is a familiar name in the sign and display industry. He joined Spandex as its UK General Manager from Colourgen and then gained valuable industry experience from the other side of the table when he was appointed by leading

sign manufacturer ASG as its Commercial Director. Having grown its sales and its client portfolio, Paul left ASG to join Robert Horne and was there promoted to the position of Managing Director.

Paul's career progression continues with his appointment to the role of Metamark's CEO and he joins the company at an interesting time in its development and as it stages itself for further planned expansion.

In his new role at Metamark, Paul French will assume full responsibility for the company's continuing growth on all commercial fronts. A leading brand in its field, Metamark already supplies a significant volume of the media and materials used by the UK's sign and display industry. Metamark supplies its materials direct in the UK and is served by a network of qualified distributors supplying its international markets.

Metamark products are chosen and specified the world over as the brand's sphere of influence grows and its materials are used as technical and quality reference benchmarks by printer manufacturers.

Paul steps into his new office at Metamark early in October.

For more information contact  
sales@metamark.co.uk or visit  
www.metamark.co.uk or call 0845 345 5645.



Left Mark Bateson, Metamark Chairman, Centre Paul French the newly appointed CEO and right, Mike Stuart, Metamark Director.

## Durst appoints Peter Bray as new UK Sales Manager

Peter Bray's appointment represents a new role within Durst UK and will cover the whole of the UK and Ireland. His responsibility will not only be looking to develop sales within the existing marketing base, but also to create new areas for potential customers.

In particular, he will be looking for extending Durst's customer base into new markets where its industrial inkjet capability provides solutions for the decoration of a diverse range of industrial products. These could include furniture, glass and ceramics manufacture, for example. In addition, Peter sees packaging as an important area, where he has had experience, and one in which Durst has already a great deal of success.

Peter joins Durst with over 20 years' experience within the graphics and wide format printing industry and the last 6 to 7 years have been spent specifically in the inkjet market. Having worked with many of the major names, including most recently Screen Europe (Inca), and also

Fuji Graphics (through Sericol) and Litho Supplies, he has a wealth of knowledge of the sales and marketing of both consumables and equipment. In particular, he understands what the



customer wants to meet their requirements. This is an important factor in joining Durst.

Peter explains: "I believe Durst has a very good reputation for service and a strong name in the market for supplying high quality and reliable equipment. Also, Durst's innovative approach to industrial inkjet printing and its wide range of products provides the ability to offer the best solution to a customer's requirements. I see my new role within Durst as an exciting challenge and one that I am looking forward to develop. I am also looking forward to meeting Durst's existing customers, many of whom have used Durst equipment over a considerable number of years."

Peter's appointment commenced at the beginning of June.

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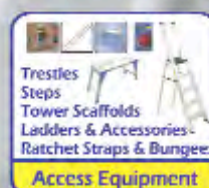


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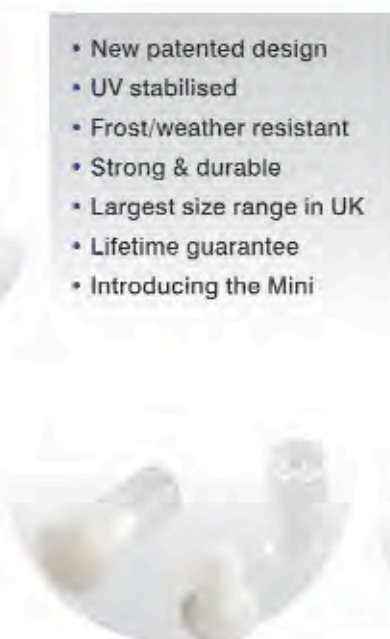


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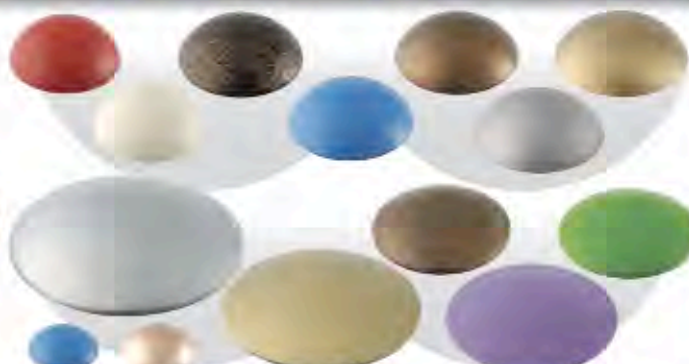
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3D DOMING SYSTEMS  
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[artcam@delcam.com](mailto:artcam@delcam.com)  
[www.artcam.com](http://www.artcam.com)  
Delcam provides sign-makers worldwide with its ArtCAM range of CAD/CAM software, Express, Insignia and Pro, to create 2D and 3D signs. The entry-level package, ArtCAM Express starts from £99 and can be customised with modules (E.g. nesting and font creation).

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**Fax: 01638 662770**  
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Installers of any size of banner, from 1 off's to nationwide marketing promotions, we supply & install post mounted and wire tension systems and install to brick, cladding, lamp posts & scaffolding with a nationwide maintenance and emergency call out service, call for further details.

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**Fax: 01928 739 191**

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www.edwardmathias.com/

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**Tel: 01270 758787**

enquiries@contoursigns.co.uk

www.contoursigns.co.uk

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**Fax: 01278 783 111**

mail@smithbrewer.co.uk

www.smithbrewer.co.uk/signage.html

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www.hphsigns.co.uk

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DIAMOND 24V LED light boxes and GARNET light panels can be produced in any size up to 3000 x 1800. Diamond light boxes have a 20mm deep frame and 25mm snap frame front. Standard sizes in A4 up to A0 for next day delivery. Custom boxes & GARNET 8mm deep light panels can be made in single colour LED or RGB with controllers, can be dimmable or have built-in phasing. There's no minimum order quantity.

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LED Solutions provides the latest in solid state technology for a wide range of professional industries. We are proud to have a product range that includes a variety of LED modules, Flexible Strips, LED GU10 & MR16 Bulbs and Holographic Light Panels to name but a few. We will always find a solution to your illuminated application requirements.

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Only 4 modules and 10 watts/sq metre. Only four Super Orbis LED modules in a single, easy to lay out, series chain are required to light 1 sq m of sign which will consume 10W of electricity. Only a single power supply is necessary to achieve a choice of two brightnesses in up to 10 sq metres of sign.

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**Tel: 01604 495333**  
**Fax: 01604 491909**  
www.roberthorne.co.uk

Robert Horne offers a wide range of LED products from market leading manufacturers Sloan LED, LED Light Sheet and Toshiba. We offer a diverse selection of quality LEDs, including ChannelLED Modules, SignBOX Light, PosterBox Modules, Border Tubing and accessories. This combined with a dedicated product management, estimating and sales team means Robert Horne is well placed to offer best advice.

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225 Long Lane, London N3 2RL  
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www.signtrade.co.uk  
Chromasign launched at Sign UK. We offer a complete range of ChromaForm Letters with Halo Lighting not available anywhere else. Ring Dan or Lesley for details and samples.

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Trade suppliers of fabricated and extruded light boxes, custom made to client design requirements. From flat faced and curved styles, to LED illumination and colour changing modules, a definitive range of light box products are available. Applelec's flat light unit LED Light Sheet is regularly used to create ultra slim light boxes with even illumination and a depth of just 25mm.

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**Fax: 01638 662770**  
info@arken-pop.com  
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arken provide a comprehensive range of light boxes for both internal and external use. Our new Purelite LED light boxes are great value, offering fantastic light dispersal, whilst being very economical to run. Our light boxes are made to order so can be customised to a specific size or colour or can be expertly designed to meet your individual brief.

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sales@artillus.com  
www.artillus.com  
DIAMOND 24V LED light boxes and GARNET light panels can be produced in any size up to 3000 x 1800. Diamond light boxes have a 20mm deep frame and 25mm snap frame front. Standard sizes in A4 up to A0 for next day delivery. Custom boxes & GARNET 8mm deep light panels can be made in single colour LED or RGB with controllers, can be dimmable or have built-in phasing. There's no minimum order quantity.

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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' off to multiple rollouts. All to your individual, specific requirements. The "non-standard" is Brownings' "standard".

### FAIRFIELD DISPLAYS & LIGHTING LTD

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Hants, GU51 3SN  
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**Fax: 01252 812123**  
sales@fairfielddisplays.co.uk  
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Specialist suppliers of the latest designs in Light Boxes. LED and Cold Cathode light boxes with silver click frames A4 - A0 as standard. Special coloured frames and sizes on request. Innovative Light Pocket - the floating LED light box only 14 mm thick - customers love the design make sure you are offering it. Showrooms in Fleet & Shrewsbury

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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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**Fax: 08456 25 35 46**  
info@w-co.co.uk  
www.w-co.co.uk  
W&Co offer a wide range of high quality light boxes and illuminated signs for internal or external use including: LED, ultra slim, edge-lit, traditional backlit, large-format, Flex Face, Fabric Face, LED Light Panels and LED Light Walls. Standard sizes are held in stock for next day delivery or we can custom make to your specifications!

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The UK's widest range of digitally printable wide format magnetic and ferro sheet (both over 1200mm wide). Maxmag vehicle grade magnetic materials available in white, plain or adhesive backed - by roll or cut to your specific requirements. Also available neo magnets, vehicle roof magnets, sign grippers and a full range of high tape to suit every budget and application.

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**Fax: 01903 750444**  
sales@simplexltltd.com  
www.simplexltltd.com  
Simplex are a trade only supplier of metal fabrications and sign systems. With an in house CNC router, 3 metre guillotine, brakepress and rollers, full welding equipment and much much more we are able to turn your ideas into reality! From basic trays, to fret cut and illuminated fascias, oval lightboxes, built up metal letters, right up to 7 metre monolith signs we've pretty much made it all!

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**Fax: +44 (0)1242 621529**  
malcolm@mirrortechnology.co.uk  
www.mirrortechnology.co.uk  
Producer of high quality mirror coatings. The process allows coating on flat and moulded surfaces up to 3m lengths. The mirror coating is usually applied to the inner or rear surface of transparent acrylic, giving the best protection to the mirrored surface. Coloured varnishes can be used to achieve a variety of dramatic effects.

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Righton Ltd is the UK's leading supplier of semi-finished plastics to the sign industry. our extensive range includes: Cast and extruded acrylic available in clear, opal and a full range of colours. Polycarbonate, Foam PVC, PET-G, Aluminium Composite Sheet, Painted aluminium sheet, Aluminium extrusion, Ultragrain stainless steel sheet. In house cutting and coating as well as 24 hour delivery service.



## SIGNSCAPE SYSTEMS LTD

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**Tel: 01934 852888**

**Fax: 01934 852816**

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.

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**Tel: 01903 750333**

**Fax: 01903 750444**

sales@simplexlimited.co.uk

www.simplexlimited.co.uk

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 directories our System 4 is unbeatable whilst as an approved converter for the Accord 15 "slat" type system and a recognised supplier of MSS we really hope we can help with all your needs.

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**Tel: 01603 666699**

**Fax: 01603 616781**

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www.mercuryphillipssigns.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.

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**Tel: 01206 868696**

**Fax: 01206 793737**

project.plastics@btinternet.com

www.projectplastics.co.uk

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accsign1@aol.com

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**Tel: 020 8346 8515**

**Fax: 020 8349 0294**

sales@signtrade.co.uk

www.signtrade.co.uk

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**Fax: 0117 955 7518**

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www.ward-signs.co.uk

Having patented the original method of making cast resin letters, Wards of Bristol can manufacture and supply resin lettering to the highest standard. Our stock patterns for resin letters are a cost effective method of achieving the same styles as traditional bronze and aluminium (which we also cast in house) but we can also make custom designed patterns for letters and logos for all your needs.

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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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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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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.

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Whether you are producing durable short-term POS, long-term POS, signage, right through to hoarding, cladding, furniture and even transport interiors; we have a plastic material to suit your project requirements. We stock Altuglas, Reynobond, Skybond, Foamalux, Staufen, Priplak, Correx, Lexan and Kydex as well as own label brands, with next day delivery and cut to size service if required.

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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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arken provide a comprehensive range of quality poster displays for both internal and external use including, poster frames, poster cases, light boxes, and pavement signs. Products are available off the shelf, can be customised to a specific size or colour or can be expertly designed to meet your individual brief. All our products are manufactured at our factory in the UK.

## BROWNING'S LTD

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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.

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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.

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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.

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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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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.



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**Tel: 01482 380900**

**Fax: 01482 380901**

[sales@browningsltd.co.uk](mailto:sales@browningsltd.co.uk)

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

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## GREEN MAGIC CO.

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**Tel: 01489 896999**

**Fax: 01489 895899**

[info@green-magic.co.uk](mailto:info@green-magic.co.uk)

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

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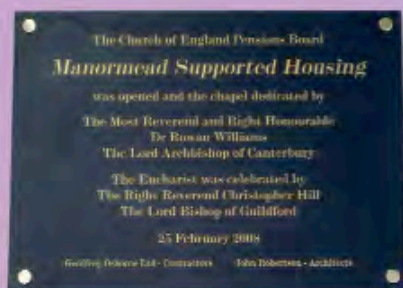
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3mm	£0.61	£0.80	£0.93	£1.22	£1.46	£1.82	£2.42	£3.03	£3.28	£3.76	£4.61	£6.86	£8.37	£10.31	£12.49	£48.51
5mm	£0.91	£1.15	£1.46	£1.82	£2.30	£2.79	£3.63	£4.48	£5.76	£6.31	£7.88	£9.70	£10.92	£13.94	£16.98	£66.71
10mm	£1.83	£2.32	£2.91	£3.64	£4.61	£5.57	£7.28	£8.98	£11.53	£12.61	£15.77	£19.40	£21.83	£27.90	£33.96	£133.40

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

**NO MINIMUM ORDER**

height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
3mm	£0.42	£0.53	£0.85	£1.03	£1.14	£1.39	£1.57	£2.12	£2.42	£2.72	£3.03	£4.00	£4.85	£5.76	£7.88	£18.20
5mm	£0.48	£0.72	£1.09	£1.46	£2.00	£2.30	£2.67	£3.15	£3.64	£4.37	£5.15	£6.07	£6.87	£8.00	£11.03	£30.32
10mm	£0.85	£1.33	£1.70	£2.55	£3.52	£4.37	£4.98	£6.07	£7.28	£8.32	£9.34	£11.52	£13.34	£16.98	£21.59	£58.21
19mm	£1.82	£2.55	£3.64	£4.24	£4.85	£6.67	£8.40	£9.41	£10.92	£12.42	£14.86	£16.98	£20.01	£23.05	£27.90	£78.83

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

**NO MINIMUM ORDER**

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

## 3mm ALUMINIUM COMPOSITE (Dibond, Alupanel)

**NO MINIMUM ORDER**

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

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

**MINIMUM ORDER £95**

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3mm	£2.94	£3.67	£4.54	£5.63	£6.26	£7.18	£8.10	£9.38	£10.59	£12.08	£13.67	£17.88	£21.41	£27.22	£36.14
5mm	£3.46	£4.33	£5.36	£6.64	£7.39	£8.47	£9.55	£11.07	£12.49	£14.25	£16.13	£21.10	£25.26	£32.12	£42.64

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

**MINIMUM ORDER £95**

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

### ADDITIONAL OPTIONS

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