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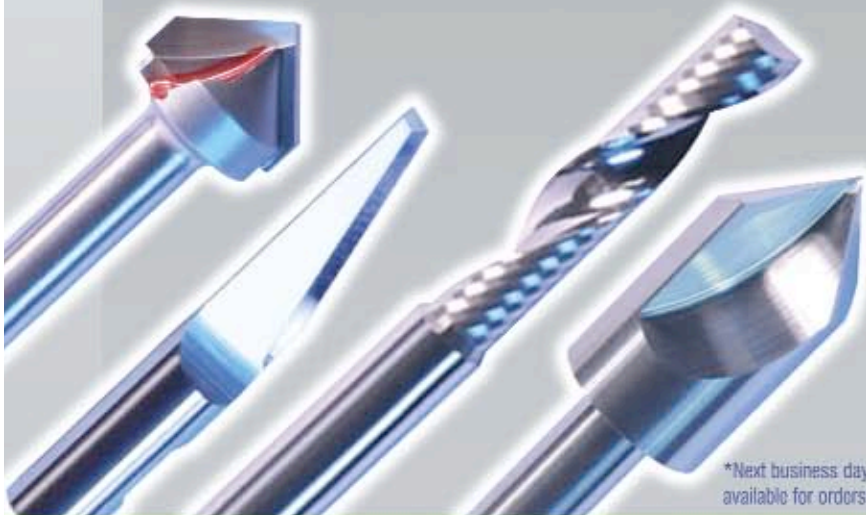
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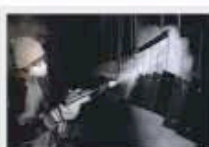
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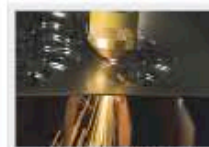
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Subscriptions - Annual subscriptions are £14.00 including postage and packing • Europe €28 • Rest of world £28

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WELCOME Page

It's that time of year again...

Is it me, or do the years fly by the older you get? You blink and then that time of the year rolls up on you....again.

It's a special time of the year. We all get a few days off in front of the telly, watching on a scale that eventually numbs our brains. While stuffing our faces with piles upon piles of rich and fatty goodies - with no added guilt - and Sir Cliff/Bing Crosby (insert relevant Yuletide crooners here) playing in the background somewhere for good measure.

'I'll burn it off in the new year,' say most of us. But do we ever get around to it?

I'm now in the period of my life when Christmas doesn't hold that same meaning it did when I was a kid. The presents seem, well worse (more jumpers, not that I asked for them), the telly just doesn't seem worth watching sometimes, with the same old or new trash on, (save watching the *Father Ted* or *The Royle Family* Xmas specials) and you start to pay attention to family politics around you (though some of us wished we hadn't in the first place).

Cynicism isn't the jolliest of moods to have, especially during this festive season. But, we look forward to those little things; spending much needed time with the family; away from the rat race, drinking a lot, then passing out in front of the telly for the day.

All in all, I've learnt that Christmas is what you make of it. It could be that 'dreaded' time of year when the commercialism of the holiday season can start to tick some of us off. Or it could be that time to reconnect with family and close friends, in the warm embrace of 'community' spirit.

You decide.

Oh, and I forgot to mention it's Jesus Christ's birthday. That's important, isn't it?

Whichever way you choose to spend Christmas this year, we at Sign Update magazine wish you a very merry one...hoping that you get all you wish for.

A very Happy New Year too. We'll see you in 2013!

Ashwin Mehra



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Tecman launches new Bond44 All Weather Adhesive Foam Tape

With the onset of winter fast approaching you need to be prepared with the right tools for the job. Tecman has launched the new Bond44 All Weather Adhesive Foam Tape bonds in sub-zero temperatures, ensuring cold winter mornings won't freeze up production.

Constructed from a high density foam carrier with an acrylic adhesive, it provides powerful initial bond strength, even at temperatures as low as -12°C. Due to its inherent long term adhesion and excellent shear strength it is tough enough to withstand even the most extreme weather conditions, without fail.

Kevin Porter, Tecman UK Manager explains: "Adhesive bonding methods can be difficult when the temperatures start to dip throughout autumn and winter, so we developed a product to combat this problem. The new Bond44 All Weather Adhesive Foam Tape bonds in temperatures as low as -12°C meaning cold weather is no longer an issue for our customers."



Tecman's new All Weather Adhesive Foam Tape 00-6600 also features extreme resistance against UV light and plasticisers making it the ideal adhesive tape for tough outdoor conditions.

To order a sample or for more information please contact Tecman on 0800 328 3532 or visit www.tecmansm.co.uk

Nova Aluminium launches Novatex



The latest addition to Nova Aluminium's suite of sign systems, Novatex, is now readily available exclusively to the trade.

Novatex is the ideal internal point of sale system for both single and double sided illuminated applications; at just 100mm in depth, the system is perfect for everything from wall mounted boxes to in-store counter top displays. Novatex is designed to house either fluorescent lighting or the ever-popular LEDs. Its rapid graphic exchange facility requires no tools, therefore allowing the end user to change the graphics without the need for a costly site visit.

Also within the Novatex range is the double sided profile, at just 175mm deep it can be used for both free-standing boxes and projection signs alike. And the non-illuminated frame at just 40mm in depth is the ideal product for non-illuminated wall mounted signage.

For further information, and competitive prices, contact the Nova Sales Team on 0117 9556463 or email sales@nova-aluminium.com

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First ever Pantone-matched vinyl swatch announced by All Print Supplies

For the first time sign makers can now match a coated pantone number to a solid standard self-adhesive colour vinyl instantly with the online Vinyl Colour Formula Guide, developed by Slough-based All Print Supplies (APS). The new, free to use swatch is now live on the APS website www.allprint.co.uk.

Sign and display printers with customers whose branding demands colour-matched vinyl can enter the relevant pantone code into the searchable swatch. Their search will then return the product code for the best available vinyl match along with a rating of the quality of the match and a description of the vinyl film, adhesive and outdoor performance. Users can then order the required media or request a sample for closer inspection, which will arrive the next working day, with no minimum quantities involved.

A star system has been used to grade the closeness of the match with three stars indicating an excellent-to-good match, two a good-to-fair match and one a fair-to-poor match but as close as is available in a coloured vinyl. Only around 15% of the Pantone colours have no match in a vinyl.

A physical swatch, anticipated to retail at £40 will also be available in the near future. For customers who want to push their own brand image, these can be supplied with printed covers tailored to their own design.

Once completed, APS anticipates a total of 2,000 man hours will have been racked up on the project, including 1,000 man hours on colour matching with the latest measurement equipment, and a further 1,000 man hours manufacturing the physical swatch.

Kevin Wallace, Managing Director at APS says: "Making this service as accessible as possible by placing it online, and all for free, will help to make our customers' lives so much easier. This has never been done before and until now sign makers trying to match colours for vinyl lettering and displays would need a colour swatch from each manufacturer in every range. That could be up to 30 swatches, which they would then have to go through manually to find the nearest standard vinyl shade to the Pantone number. And, even with a strong understanding of colour, generally the match would be made under ambient lighting conditions which can be very misleading."

To achieve the best matches possible, APS measured every Pantone colour and every available vinyl colour with a high quality, high speed spectrophotometer and then calculated the Delta E colour difference (the distance between the two colours in three dimensional colour space using LAB measurements). This was then used as the basis for the



visual matching carried out by two trained colour technicians in a Pantone viewing laboratory under CIE D65 lighting conditions. The result is outstanding colour accuracy and all in a single swatch.

Mr Wallace adds: "To demonstrate the size of the task further, the assembled physical swatch will be around 70mm thick and weigh nearly a kilogramme in total! However, for signmakers working with vinyl, it will save them many, many hours of research when working with colour critical designs. In a market where time is the biggest enemy of profit, we are confident this will provide sign makers with a major competitive advantage and help them to win new business from colour critical clients."

Customers should contact APS South on 01753 696977, APS North on 01709 829800 or sales@allprint.co.uk for further information.



The new, free to use swatch is now live on the APS website www.allprint.co.uk.

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SUD-A

APA launches camouflage effect vinyl film

As a pioneer and supporter of wrapping, APA continues with the research and the defining of vinyl with varying different effects, paying close attention to the most followed trends as well as anticipating and creating new fashions.

It is with this in mind that the company has developed and produced the Camouflage Effect, an evergreen now in fashion.

The new line of Camouflage at the moment consists of two variations, but the Milanese company is already working on other variations of the same effect but with different colours, to incorporate into the range.

The first version depicts the warm hues of sand and desert and is called Safari Camouflage, whereas the second one perfectly reflects a flourishing forest, hence the name Forest Camouflage.

An effect much awaited and desired by the lovers of nature and adventure that now can completely or partially wrap their own vehicle, in accordance with their taste.



APA's Forest Camouflage wrapping film on a Smart Car.

The APAWrapFILM is specifically designed to completely cover flat and curved surfaces, has a perfect adhesive quality and is quicker to apply than doing the classic paint-job: an off-the-road motor, a SUV, a car, and other vehicles, thanks to the expert hands

of skilled professional decorators trained by APA, can, in a short period of time be 'camouflaged'.

For more information on APA's products please call 0208 311 4400 or visit www.apaspa.com

Colorific launches new UV Light Ink

Colorific, the high quality, alternative ink supplier, has launched a new ink that enables wide format printer owners to convert their existing solvent printers to a greener UV solution.

Branded Colorific UV Light, the ink will be demonstrated at a number of upcoming international events - including EcoPrint Show, the Viscom events and SGIA - and becomes commercially available from November 2012.

Compatible with any Mimaki, Mutoh and Roland wide format machine that use Epson Piezo DX4 and DX5 print head technologies, Colorific UV Light is a hybrid solution which

combines the reliability of an eco solvent ink with the print performance of a UV ink.

With the same basic chemical formulation as a standard eco-solvent ink, Colorific UV Light offers superb media adhesion and stunning durability. However, it has a significantly lower carbon footprint than eco-solvent inks and contains no VOCs.

Shaun Holdom, Business Manager for Colorific, comments: "I believe that Colorific UV Light inks are the next generation in UV ink technology for the wide format market. They allow print service providers to meet all their customers' sign and graphics needs.

Plus, as there is no need for secondary lamination or coating, they can also save time and money on every print job."

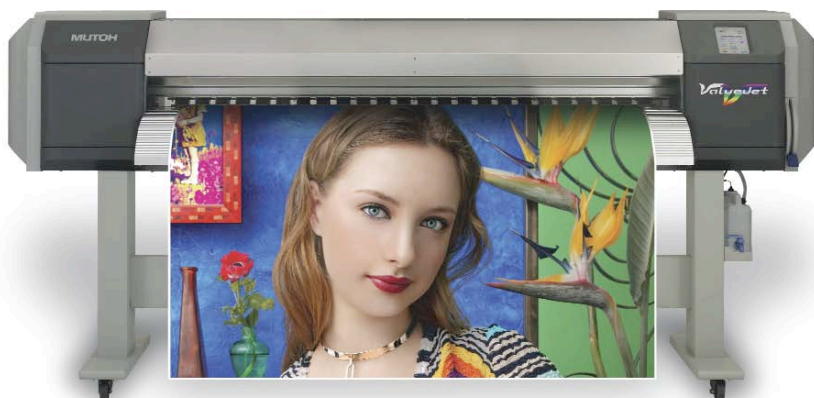
Shaun adds: "The printed output is dry, robust and highly abrasion-resistant, yet has the glossy photographic finish achieved with standard solvent printing."

Colorific's new Smart UV Lightbar System is critical to the hybrid technology. The system comprises an external, stand-alone lamp kit which fixes to the front of any compatible wide format printer. During the printing process, the pigment is fixed to the ink-receiving layer on the media and then a secondary cure – using the new system – fixes the droplet and provides an immediate cure and cross link on the media.

The printer requires no other modification and the inks are installed like any other ink, requiring a simple flush then a standard ink fill.

Colorific UV Light is available in CMYK, LC, LM as a standard set up for most machines and supplied in 440ml compatible cartridges and the relevant chip. The ink system is a complete clean hands procedure and requires no additional maintenance other than documented when using the original ink from the machine manufacturer.

For more information please visit www.colorificink.com



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Mimaki UJF-6042 delivers new high quality production possibilities

Following success in recent years as its UJF-3042 LED UV printer defined the small format market, Mimaki has announced the new UJF-6042 flatbed which offers an A2 print bed, 150mm head height, multiple ink options and exceptionally high print quality of 1800x1800dpi.

Unveiled at Photokina in late September 2012, the new machine is capable of producing photo quality prints utilising 6 colour process, white and clear inks.

An ideal solution for print companies seeking to deliver high quality prints onto rigid substrates, the new printer offers double the bed size of the hugely successful UJF-3042 - as well as an increase in print resolution. Also offering commercial opportunities for companies typically delivering screen print at 60x40 size. The digital advantages are obvious, with photo quality output, zero setup costs and the ability to deliver short print runs.

Highly accurate prints

The Mimaki UJF-6042 incorporates a ball screw type head conveyance mechanism - traditionally found only in very high end flatbed printers - which greatly enhances the accuracy of the ink drop placement onto the substrate. The combination of 1800x1800dpi and variable dot technology means the printer is engineered to deliver highly accurate prints and the A2 bed size allows two facing pages of an A3 photo book to be printed simultaneously. For smaller items, an efficient layout can be created with the use of jigs, ensuring accurate print placement and ease of workflow.

When printing to rigid substrates, Mimaki's proven LH-100 ink incorporates CMYK + white and features vibrant colour and excellent adhesion properties. Additionally, the UJF-6042 can be commissioned with Mimaki's LF-100 flexible ink, available in six colours and white, or the highly stretchy LF-200 ink which enables

expansion of up to 200% where applications require this level of flexibility.

Powerful production features

The UJF-6042 sports a number of Mimaki's production print features, including the ability to use automatic primer, the powerful Nozzle Recovery Function and Mimaki Circulation Technology - both designed to ensure a consistently high print quality, and comes supplied with Mimaki's RasterLink 6 RIP software; a fully featured package with intuitive layout functions, powerful spot colour replacement capabilities and the capability to print three layers (colour, white and colour) simultaneously onto transparent substrates.

"The launch of the UJF-6042 by Mimaki at Photokina is an exciting one," says Mike Lewis; Industrial Products Sales Manager for Mimaki's UK & Irish distributor, Hybrid Services. "Over and above the ability to run twice the size of media than the UJF-3042, the increase in quality to 1800dpi and a minimum variable dot size of 4 pico litres ensures an extremely high print quality that should impress visitors to the Mimaki stand."

With commercial availability early next year, the Mimaki UJF-6042 will be available through Hybrid's specialist reseller network - with further details available at www.hybridservices.co.uk or by calling 01270 501900.



The Mimaki UJF-6042 incorporates a ball screw type head conveyance mechanism -which greatly enhances the accuracy of the ink drop placement onto the substrate.

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PRODUCT *News*

Introduction of the new environmentally-friendly AQ160 printer using SEPIAX inks at EcoPrint Berlin

SEPIAX Ink Technology GmbH has announced the launch of the AQ160 printer, specifically designed to run the latest generation, V3, of the SEPIAX Aquarens inks, and strengthens the distribution partnership with Reprographic Technology International.

The EcoPrint show in Berlin saw the introduction of a purpose-built roll-to-roll printer, the AQ160, to exploit the capabilities of the Sepiax Aquarens range of ink.

Following the success of the HP latex printers, the industry is seeing a shift to 'green' solutions and a greater awareness of the impact on the environment of harmful solvents, non-recyclable materials and excessive power consumption. Major manufacturers are starting to consider the introduction of their versions of water-based, multipurpose, ink. For example, Mimaki launched the LX400 at Fespa in February of this year.

It was only a matter of time before SEPIAX Ink Technology GmbH, with some 5 years experience in, and a market-leading grasp of, the water-based resin surface-bonding ink technology, brought out a purpose built printer to use the ink for general sign-making and graphical applications.

In the UK a partnership is planned with Reprographic Technology International, a Canadian-based company with global reach supplying parts and consumables to the whole professional digital print sector, encompassing sheet and web fed production print, wide format plan print, labelling and display graphics. This partnership will provide the support needed to develop dealerships in the UK and Europe, with spare parts being held in the UK. This is a natural progression

for the company's emergent Print Solutions Division.

Peter Barton, EMEA business director for RTI says: "I have been involved in the fascinating new technology of the Sepiax ink now for a couple of years, and I am excited by this new development in hardware. After various successful modifications to existing solvent printers being used in a range of semi-industrial processes, from the production of skis, flooring, room dividers, credit cards and even coffee mugs, the focus is turned to the signmaker and graphic arts printer, who wants to produce a wide range of media on a dedicated machine. This is where the AQ160 comes in. Built in Germany, the AQ160 is a 1.6metre roll-to-roll printer with specialised heating systems to

ensure perfect curing of the SEPIAX Aquarens ink. These precisely-controlled heating systems include pre-heat, under-platen heat, post-heat and even an infrared heating device on the carriage. There is also the option of a scanning 'super' dryer to assist with speedy drying of highly hydrophobic materials. In spite of the demanding heating requirements the standard machine will consume not much more power than a standard solvent printer. Even the optional super dryer is using infrared scanning technology to minimise power consumption. The use of permanent piezo printheads also reduces costs and the consumption of raw materials."

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Seiko I Infotech Announces the World's first* Fluorescent Ink

Colourgen, the exclusive UK distributor for Seiko I Infotech, has announced the immediate availability of new fluorescent ink for the ColorPainter W-54S and 64S mild solvent wide format printers.

The two new colours are **Neon Yellow and Neon Pink**, which have been optimised to work with Seiko's ColorPainter GX inkset. They are the world's first* mild solvent fluorescent inks.

The new colours can be used as spot colours or as part of the traditional CMYK process. By mixing the fluorescent colours with the standard process colours, the finished output takes on a fluorescent effect. A variety of other

fluorescent colours can also be created using this method.

Melanie Enser, Product Marketing Manager for Colourgen says: "These new fluorescent inks provide brilliant eye catching colour under normal lighting conditions. They produce spectacular results, particularly for short-term POS applications, special events and trade show decorations. Seiko's Neon inks create signs and graphics that stand out in dark environments such as amusement arcades, night clubs, casinos, pubs, bowling alleys, indoor amusement parks, indoor cart tracks, discotheques and much more."

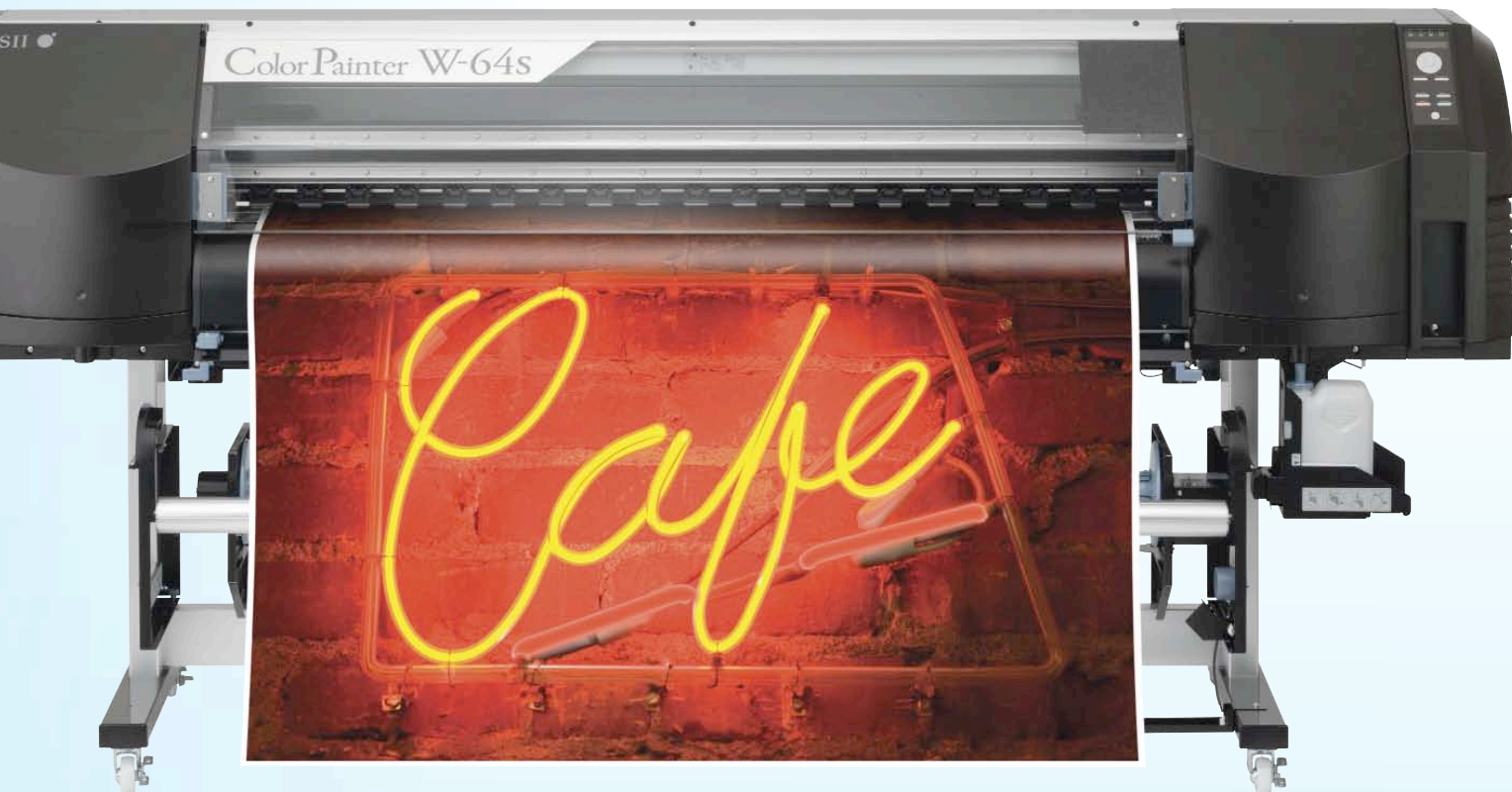
Supplied in 500ml cartridges the new

ink can be used with the ColorPainter W-64s and W-54s running SII's ColorPainter GX inkset. The fluorescent ink is easily exchanged with the light colours. Light Cyan and Light Magenta in the ColorPainter W-Series printers.

The Seiko II ColorPainter W-Series and neon inks are available immediately from Colourgen authorised Channel Partners. 500ml neon ink cartridge: £225 SRP (ex VAT).

For more information call 01628 588700 or please visit the website www.colourgen.com

*based on Seiko I Infotech Inc. research



Supplied in 500ml cartridges the new ink can be used with the ColorPainter W-64s and W-54s running SII's ColorPainter GX inkset.

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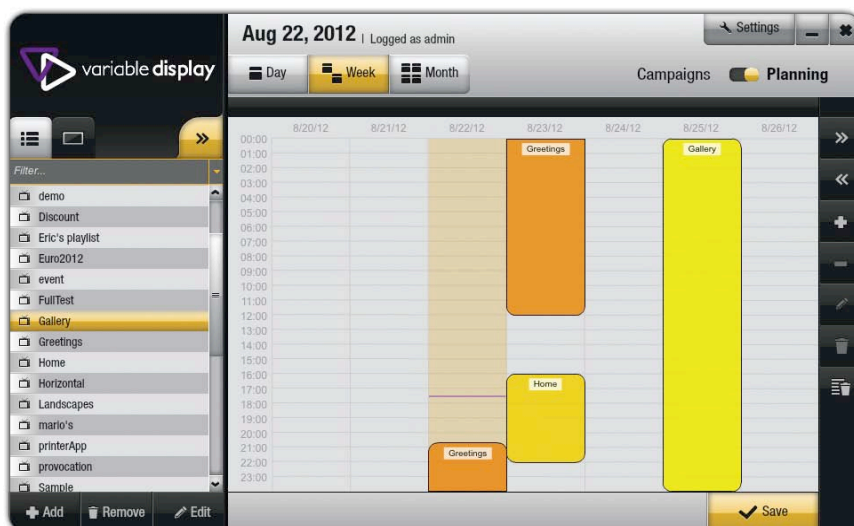
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Caldera announces Variable Display 2.0 with Print Board plug-in

Wide-format software specialist Caldera has announced the latest version of its digital signage software designed for wide-format print houses, Variable Display 2. The latest updates include improvements to the scheduling functions and a number of new advanced settings, as well as a new plug-in, which will allow print houses to use Variable Display as a dashboard to follow their activity from the production floor.

Variable Display, which was unveiled last year at FESPA 2011 in Hamburg, was designed as a low-cost digital signage solution combining the qualities of printed and dynamic content as an add-on sales product for large-format PSPs. With a specification list that includes control from multiple operating systems as well as smartphone apps, and the ability to drive screens on several different sites through one interface, Variable Display's power and ease-of-use was endorsed by Viscom Düsseldorf in 2011, at which Caldera's solution was used to power all the event's screens.

"Since we first launched Variable Display, we've had a great response from printers wanting to expand their offering," explains Sébastien Hanssens, Vice-President for Marketing, Caldera. "Now they can offer a whole package of marketing materials to a client including a digital signage solution that is quick to set up and simple to use. The latest upgrades offer added functionality to the original user-friendly product, offering wide-format houses a unique solution to help them access the potentially lucrative new world of digital signage."



A new calendar interface will enable drag-and-drop playlist scheduling, to make planning and implementing campaigns quicker and simpler.

An interesting new development for Variable Display 2.0 is the Print Board plug-in, the first display solution of its kind to interact directly with a RIP engine. The plug-in will allow users of Caldera's RIP software to show an overview of their production activity on a screen for all employees to see, with information including which files have recently been added to the spooler, and the number of square metres processed daily by the RIP.

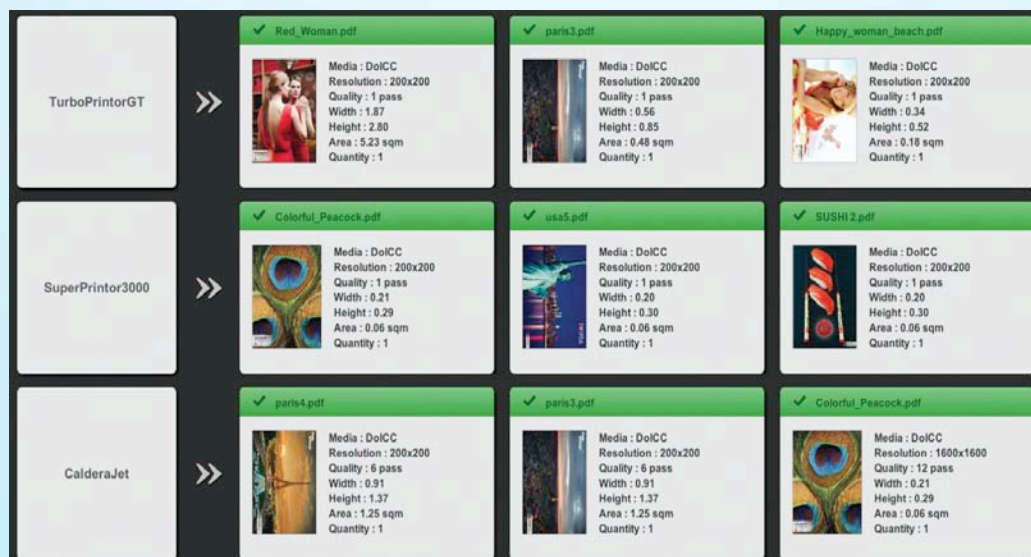
Enhancements to the AIR interface comprise a large part of the upgrade, including the ability to create users with

different permissions. Users will also have greater control over planning and scheduling their playlists and content. A new calendar interface will enable drag-and-drop playlist scheduling, to make planning and implementing campaigns quicker and simpler. The conflict detection system has also been improved to reduce the potential for scheduling clashes.

Each player now also has its own web interface with advanced settings such as the ability to alter network settings, reboot or shut down the device and change passwords. Additionally, the web interface allows the user to define the area of the screen that the player will use – a helpful feature when using outdoor and indoor LED billboards – and the x and y co-ordinates of the playlist frame.

Other new user-focused features include the addition of tooltips, plus the sorting and filtering of content within the AIR interface. The ability to send multiple files to the server is also new in Variable Display 2.0, as is the improved installation process: the user is now able to display the IP address, subnet mask and name of a box by plugging in a USB mass storage key.

For more information please visit www.caldera.com



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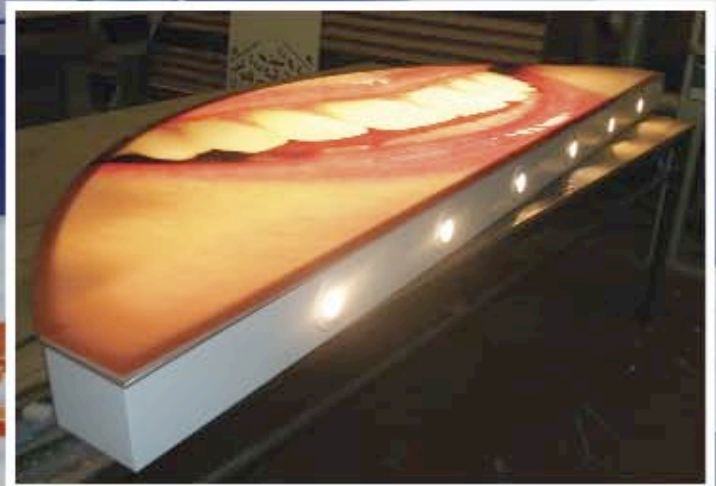
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Sihl Direct UK Introduces Backlit Films for Latex Printing

Designed specifically for use with latex inks, Sihl Direct UK has introduced two new polyester films - the Vivalux Backlit Latex 125 matt 3746, and the Vivalux Backlit Heavy Latex 200 matt 3747. Both Medias have the same coating but a much thicker polyester film is used with the Latex 200 allowing better handling.

Ian Turnbull, Operations Director at Sihl Direct UK, says: "The introduction of latex inks has generated new printing opportunities for the indoor and outdoor large format market. However, the existing print media was letting the new inks down, mainly because the latex inks needed to be hardened at temperatures of up to 100 degrees. For most media, this temperature results in a finished product that is wavy or crinkled."

This issue has driven the need for the development of a polyester film capable of withstanding the high temperatures without becoming wavy.

Turnbull continues: "We have spent a lot of time and effort developing new print media that work with the latex inks,

and we are delighted with the new Vivalux Backlit films. Images printed using this media has a very high colour density and brilliance, is very durable and is waterproof, perfect for use indoors but also outdoors."



The Vivalux range of Backlit films for Latex inks is available immediately from Sihl Direct UK and authorised resellers. For more information please call 0161 927 9051 or visit www.sihl-direct.co.uk

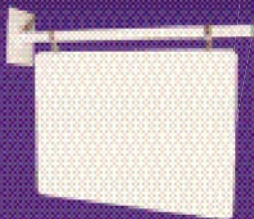
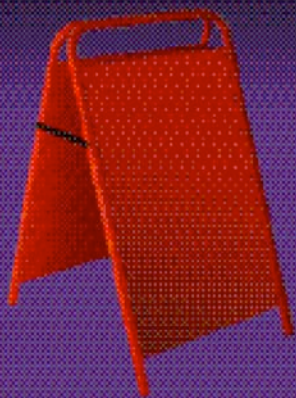
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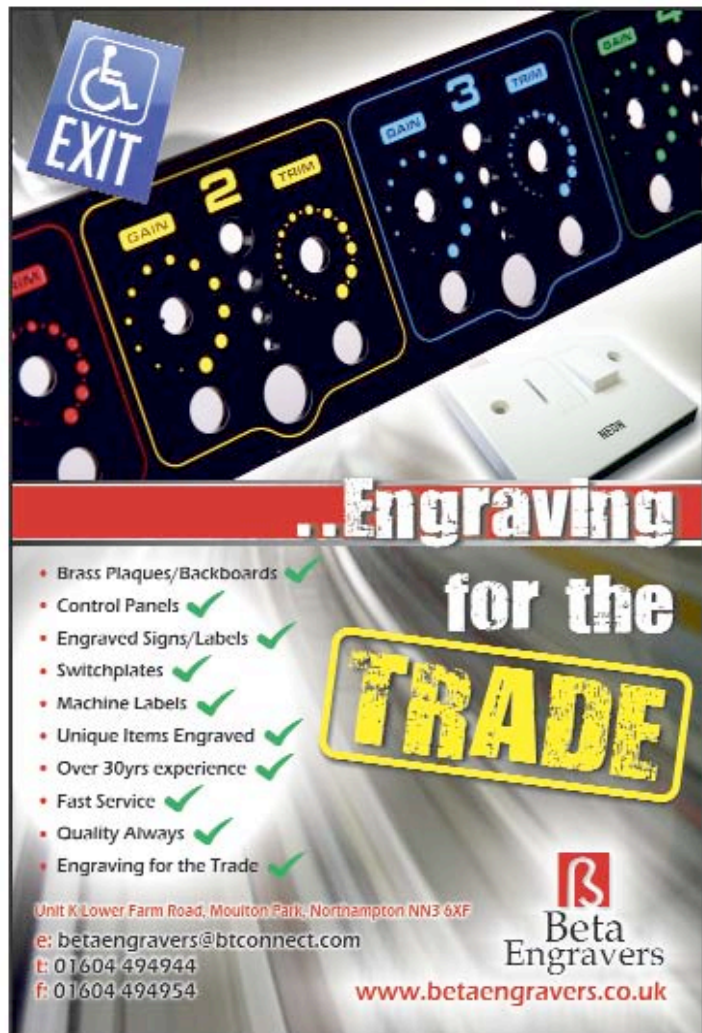
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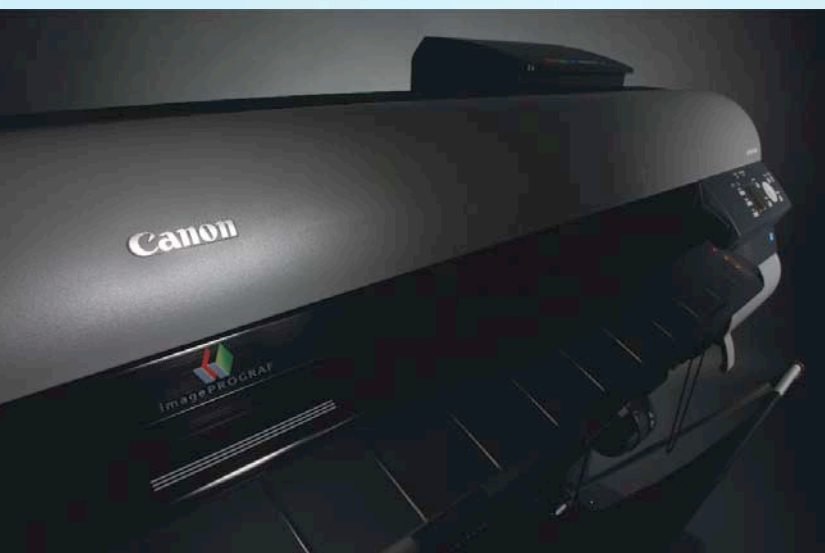
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PRODUCT *News*

Canon enhances imagePROGRAF range with five new large format printers



Canon, a world leader in imaging solutions, has announced the launch of five new large format printers for the graphic arts markets. The new 24" to 60", 8-colour and 12-colour devices have been equipped with a host of new features to deliver superior image quality, productivity and usability.

All the new models use LUCIA EX inks, making Canon the only company to use a singular ink set across an entire large format range, and 'hot swap' technology. The ink set provides a wider colour gamut, more expressive blacks, better scratch resistance and a more stable colour for optimum image quality to ensure absolute consistency

between devices. The 'hot swap' technology gives the ability to replace ink whilst printing, providing uninterrupted production and reduced down time.

The 12-colour, 24" imagePROGRAF iPF6400 and iPF6450 are replacing the iPF6300 and iPF6350 models. The new optional spectrophotometer with the imagePROGRAF iPF6450 enables precise, highly stable and consistent colour that has a switchable UV filter to give users much greater flexibility with their range of media.

Calibration Link allows the spectrophotometer to provide a unified solution to all the 12-colour large format printers launched by Canon in 2012. Needing only to be installed

on the iPF6450 at one location, users can centrally control the colour management of multiple imagePROGRAF units installed in other sites, optimising output and ensuring uniformity of colour.

The imagePROGRAF range is further enhanced by the 44" imagePROGRAF iPF8400, a 12-colour printer, which replaces the iPF8300 that comes with an increased internal HDD of 250GB and a faster throughput. Also launching are the 60" imagePROGRAF iPF9400 and the imagePF9400S models, 12-colour and 8-colour respectively. Overall image quality is improved by using LUCIA-EX inks which provide approximately 20% wider colour gamut and the fast printing speed will appeal to the photographic, fine arts and in-house signage markets.

The iPF9400S's improved internal technology means less passes are needed when printing for fast production (approximately 1.5 times faster than the previous iPF9000S). The iPF9400S comes with bright colour reproduction and an updated print head ink sequence, to enable the printer to increase speed while printing - making it ideal for poster production.

Canon has also developed the Photoshop Plug-In to include a layout function with automated size adjustment, ideal for gallery wraps. In addition, the accounting, media configuration and calibration software, which is bundled with the new models, has been upgraded to give users the flexibility and usability to create, monitor and deliver all of their printing jobs to exact specifications.



Needing only to be installed on the iPF6450 at one location, users can centrally control the colour management of multiple imagePROGRAF units installed in other sites, optimising output and ensuring uniformity of colour.

You can find out more information on Canon products by calling 0208 588 8000 or visiting www.canon-europe.com

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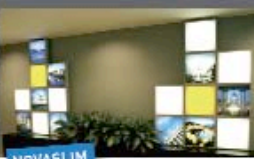
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Signscape Systems launches 'Avenue' poster cases

Leading sign trade supplier Signscape Systems have just launched their brand new range of 'Avenue' poster cases. Used throughout the retail, leisure, and education sectors, as well as most local authority spaces, poster cases are continuing to be a top choice for sign-makers when it comes to affordable information display.

Where others have ventured, Signscape have taken a much greater leap with 'The Avenue', which claims to 'maintain what the market already trusts, whilst providing more for less'.

Developed as a joint project with the Signscape North division, under the leadership of Simon Johnson, The Avenue has been specifically designed with the sign-maker in mind.

Simon Johnson explains: "We saw space in the market for a reliable and robust poster case, and in particular, one which excelled in external conditions. Several sign-makers had approached us looking for a product that could out-perform what was currently available. In 'The Avenue', we have developed a product that offers not only superior weather resistance, but also a range, that we believe, can fulfil the majority of poster case applications".

Signscape started developing this product back in the summer of 2011, after repeated calls from customers to add a work-horse



poster case to its premium Lynester notice board and other sign and display solutions.

Hamish Paterson, Signscape Managing Director adds: "The Avenue seems to have been in development for a long time, but we wanted to make sure we got it right in terms of the design, and in understanding what sign-makers would really want from a poster case range. Working alongside Simon and several sign-making customers has definitely helped us to understand this better, and we believe this case will be very popular."

Signscape claims 'The Avenue' provides a new benchmark for the exterior poster case, with a 'weight-saving design,

which allows for easier installation', and a 'user-friendly locking system' added to its enhanced weather protection.

At a suitably slim 40mm deep, 'The Avenue' range covers the 8 most popular poster sizes in both portrait and landscape, and comes with a choice of either a magnetic back insert, which is best for displaying multiple displays, or Correx insert complete with poster clips, for single-front poster mounting. It is available wall, rail or post mounted and has a range of optional extras including shaped aluminium headers and backing panels.

With the merger of Signscape and fellow sign-making supplier Signconex Ltd back in October 2011 now firmly bedded in, and the addition of the northern manufacturing facility.

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Roland introduces larger, faster SolJet Printer/Cutter

Roland DG Corporation, the leading worldwide provider of wide-format inkjet printers and printer/cutters for professional durable graphics, has announced the SolJet Pro4 XR-640, the industry's most advanced printer/cutter to date.

At 64 inches wide, the SolJet Pro4 XR-640 combines accelerated print speeds with Roland's renowned integrated print/cut technology, an innovative new print head design, both seven- and eight-colour configurations, and new Eco-Sol Max2 inks in nine colours: cyan, magenta, yellow and black (CMYK), plus light cyan (Lc), light magenta (Lm), white (Wh), metallic silver (Mt) and new light black (Lk).

"As the industry's first printer/cutter to offer this much power and versatility, the XR-640 is designed to maximise profitability in a production environment," says Brett Newman, Technical Director, Roland DG (UK). "The new high-density ink including white and metallic allows creative's to open up new profitable applications. The new light black ink and expanded colour gamut delivers the ultimate in print quality and colour reproduction."

The XR-640 is purpose built for production printing with a dual inline print head configuration that yields outstanding image quality at a maximum print speed of 49.1 m2/h (528.1 sqft./hr). The XR-640 fires droplets of seven different sizes for exceptionally smooth gradations and flawless solid colours. Integrated contour cutting produces graphics of any shape in one seamless workflow.

The Pro4 XR-640 features Eco-Sol Max2, a new generation of Roland's award-winning eco-solvent ink, in four configurations: CMYKLcLmWhMt, CMYKLcLmLkWh,

CMYKLcLmLkMt and CMYKLcLmLk. Eco-Sol Max2 dries fast and offers outstanding long-term outdoor durability, scratch and chemical resistance, broad media support and a wide gamut. Fully optimised for the XR-640's new print head design, Eco-Sol Max2 is ideal for popular applications, including banners, signage, POP, decals, labels, vehicle graphics, backlit displays, building wraps, package prototypes and photographic reproductions.

Eco-Sol Max2 adds value and impact to graphics with three specialty inks. New light black ink ensures a neutral grey for smooth grey scale gradations, natural skin tones and precise photographic images. An improved reformulated white ink offers even greater opacity for exceptionally bright white text, graphics and floods. Metallic silver, also improved for brighter colour, can be printed as a pure spot colour or combined with CMYK to create hundreds of shimmering metallic colours and effects.

SolJet Pro4 XR-640 Features:

The industry's most advanced print head technology for stable production, outstanding image quality and high productivity:

- Innovative new dual print head design fires droplets of seven different sizes, with settings that can be adjusted for specific media and print resolutions*2
- Ink configurations are mirrored through seven colours to ensure consistent imaging throughout bi-directional printing
- Production speeds of up to 49.1m2/h (528.1 sqft./hr) for both banner and vinyl media in high speed print modes



- Roland Intelligent Pass Control® precisely controls dot placement between passes for high quality images that are virtually free of banding

New Eco-Sol Max2 ink

- Highly durable, scratch resistant and virtually odourless
- Support for a range of coated and uncoated media
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The latest print control technology

- Maximises the performance of new dual print heads and Eco-Sol Max2 ink
- Delivers high-density coverage for vibrant, expressive colours even at high speeds

New Eco-Sol Max2 light black(Lk) ink

- Achieves accurate grey colour reproduction and seamless gradations
- Enhances the quality of subtle colours and skin tones which contain neutral colours

New white and metallic silver inks

- Higher-density White Eco-Sol Max2 ink expedites production while delivering brighter, more opaque white text and graphics
- Metallic Silver Eco-Sol Max2 pigments are more reflective for maximum brightness

Roland Print & Cut technology for versatility

- Prints and then automatically contour cuts images into any shape
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64-Inch SolJet Pro4 XR-640 Combines High-Speed Performance, Exceptional Image Quality, Integrated Contour Cutting and Specialty Inks, Including New Light Black.

For more information on the SolJet Pro4 XR-640 please call 0845 230 9060 or visit www.rolanddg.co.uk

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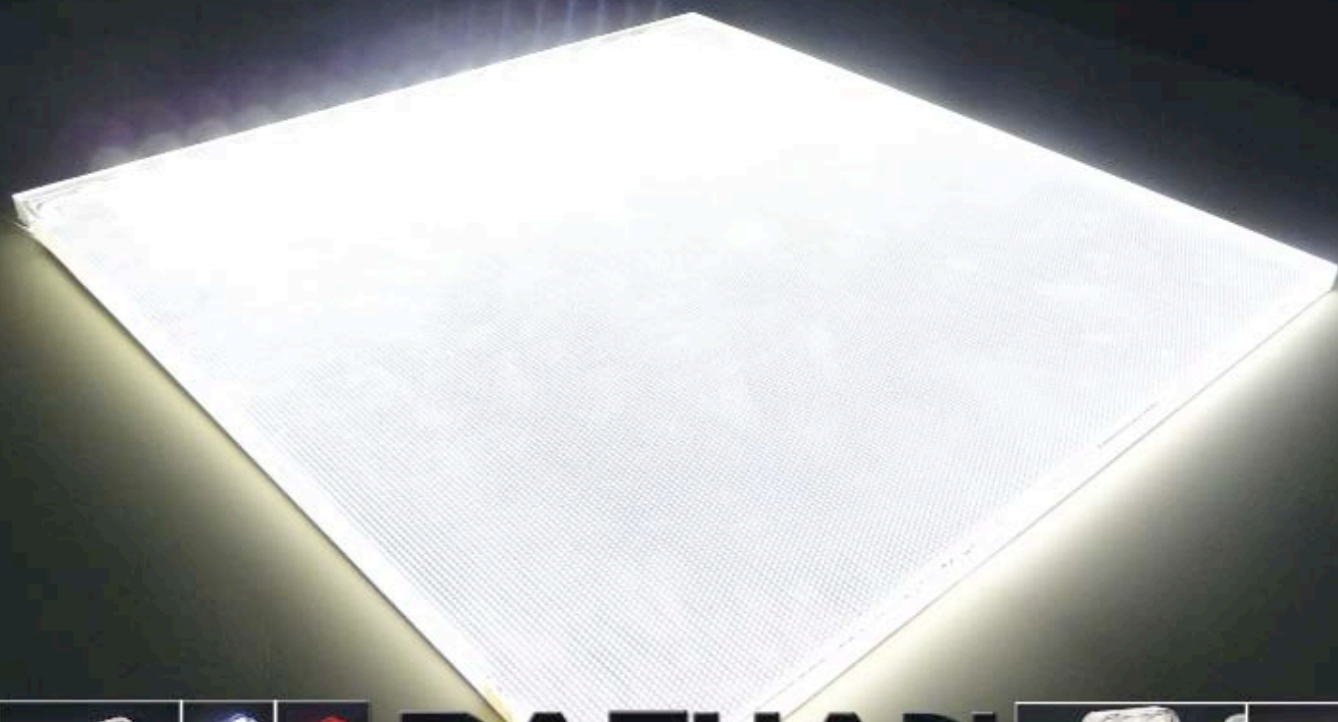
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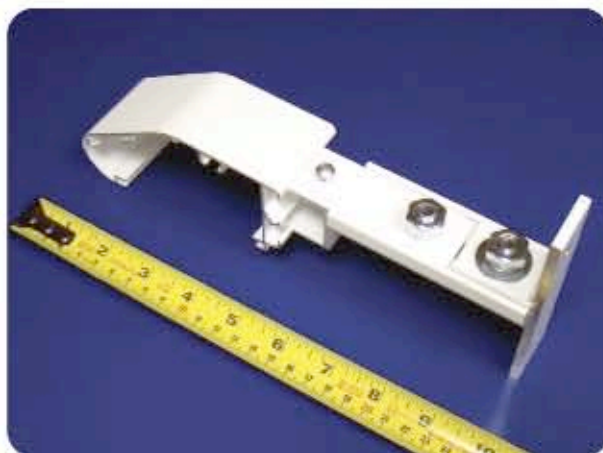
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PRODUCT *Review*

WrapCut[®]: Cutting without a blade

Martin Hinchliffe says: "I am pleasantly surprised with the results of this cheese wire-like cutting filament, offering accurate clean cut lines, with minimal fuss – I can really see the benefits for vehicle wrapping, even for those that are very skilled with a blade."

Sign Update's Managing Director, Martin Hinchliffe had a chance to get to grips with WrapCut fine filament edge cutting tape, courtesy of Paul at www.signmakingtools.co.uk – and he's discovered it's a handy piece of kit to use.

What is it?

For those who aren't familiar with WrapCut, it is a Fine Filament Edge Cutting Tape, which works as a problem-solving tool and method of trimming for the vehicle wrap industry.

WrapCut can be ideally used to make precise trim lines through many printed vinyl and protective film products such as thick film paint and epoxy coatings.

Having spoken to Paul about various possible uses, I thought I should put it to the test by placing down the WrapCut tape to map out our cutting line.

After which I then butted up two pieces of vinyl, which I did by placing the vinyl so that it overlapped the WrapCut tape, I then cut through the two layers and removed the excess.

Step 1:

First I put down the WrapCut tape to map out our cutting line. This is quite pliable and can be shaped into the desired curve quite easily as long as the curve is not too tight.

Step 2:

I then put down the orange vinyl to the right of this line with a little overlap.



In hindsight, I don't think having such a large overlap was a good idea.

Step 3:

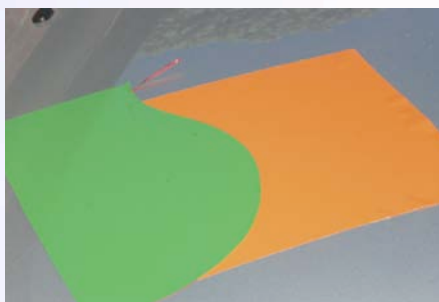
Next, I laid down the green vinyl to the left of the line, so that it overlaps the WrapCut tape again.

Step 4:

I can now start the cutting by separating the cutting filament from the base or carrier tape in which the filament is embedded on one edge.

The pulling of the filament needs to be done in one long smooth pulling motion. The important bit is the entry cut where you have to hold your thumb over the vinyl to stop it lifting.

For a full demonstration of how this works, go to www.signupdate.co.uk/wrapcut to check out a YouTube video.

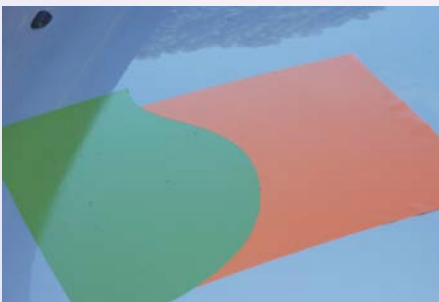


The filament has been pulled out and the overlapping green vinyl has been removed. This leaves the carrier component of the WrapCut tape still to be removed as well as some orange vinyl under the green.

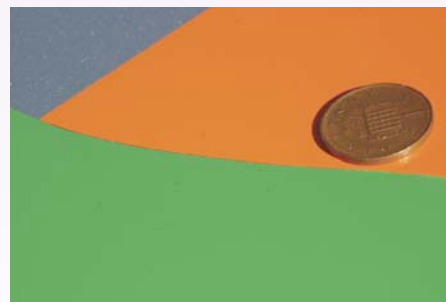
Step 5:

I peeled back the green vinyl and removed the overlapping orange vinyl and the carrier component of the WrapCut tape that was underneath this. After that, I laid the green back down and allowed it to butt up next to the orange.

If this was just one layer of vinyl I wouldn't need to peel back the vinyl as the carrier tape can just be pulled out and then the vinyl pushed back down again.



The finished result.



A close up showing a better than expected result.

WrapCut Vs Blade

Not as good a finish as a blade, but much better than I expected, and in the close up pictures, you can see it really does give a very good finish.

It is quite simple, but you do need to see the video to understand it properly. You have a lot more control than with a blade, as you can put the tape down and keep moving it until it is right. With a blade you only get one go. The obvious benefit is no blades on the vehicle too.

Typically, with a blade you are pushing into the vinyl so the rough side is the adhesive side. With this the filament is pulling through the vinyl so the rough side is the visible side (where the filament exits). This is the downside but you have to look quite hard to see the roughness, so not really an issue from my point of view.



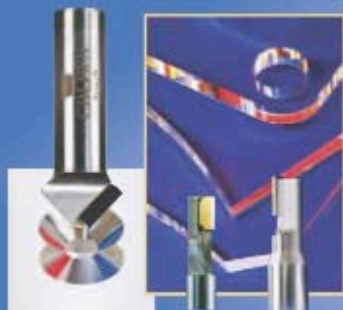
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ACRYLIC (10mm black, white & clear only)

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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VEHICLE LIVERY *Feature*

Vehicle Graphics - Life beyond liveries

Even the most basic of current graphic design and imaging technologies, when allied with today's versatile Digital Media and SignVinyl, comprise a force that's driving commercial and creative growth in the market for vehicle graphics and livery - we discovered what the materials company, Metamark are doing for vehicle livery.

Beginnings

Though it's difficult to pinpoint with absolute certainty where and precisely when it happened, whoever it was who first applied self-adhesive lettering or graphics to a vehicle would be fully justified in claiming that he or she had sparked a revolution. Until the advent of cut and applied graphics, the vehicle livery and graphics medium was, at one and the same time, propelled and confined by the creative and commercial potential that lay in the hands of signwriters.

Today, vehicle livery and graphics define a substantial market sector for sign and graphic producers to exploit. It's a sector that now has tendrils extending deep into further specialisations within new skill sets such as wrapping, or in application specific areas such as customisation and decorative markings. With the right skills, and the right technologies and materials, the sector can be among the most profitable of all the

graphics markets, and it seems to thrive in whatever the strength of the economic headwind.

The creative potential embodied in a process that can deposit durable, highly conformable colour upon a microns-thin material which can then be coerced over every inch of a vehicle's body work is inestimable. The value of the output this process produces towers above other forms of output produced using the same materials and technology and it is always in demand.

Why choose Livery?

General sentiment in marketing says that goods and services, "things" if you will, are worth what people are willing to pay for them. The worth of vehicle graphics therefore is driven by the value of the impressions they create in advertising, or the extent to which someone feels that applied graphics benefits the object of grand desire, an exotic car for example. Clearly, vehicle graphics' production and supply, is more than just a costs-plus exercise. Also, the market is by no means confined to advertising and branding applications.

The Materials Company, Metamark, is



responsible for designing, manufacturing and supplying the SignVinyl, Digital Media and Speciality Materials that underpin much of the creative potential that makes the vehicle graphics market such an attractive one. Metamark believes that, material technology advances, combined with application extending developments made possible by emerging hardware, are responsible for growing the market. The company has a point.

All it takes is an opinion leader to adopt something new in vehicle graphics, and the strength and pace of the market moving to adopt it too is surprising. A good example of this is applied finishes, simulated Carbon Fibre being a recent and notable case.

Carbon Fibre and other materials

Carbon Fibre, the real thing, is seen as an 'exotic material' that's used in high performance vehicles because it can be moulded to practically any shape, it's incredibly strong, and it's so light it's like holding an otherworldly ghost of some other material in the hand. All of these exotic credentials converge to one point - Carbon Fibre isn't cheap, then rapidly diverging to another - it's not widely available either.

Metamark was in the vanguard of companies introducing to the market a cosmetic applied Carbon Fibre material. Known to those who use it as Metamark MM-CF4, the film comprises a multi-layered construction featuring a highly textured face-film that looks and even feels, for the entire world, just like the real Carbon Fibre it aims to simulate. The material is highly conformable and so is used to wrap anything from small components to whole vehicles. The effect it achieves is head-turning; the profit potential makes it worth getting to know.

Hampshire based Spectral Design has used the material to great effect on behalf of many of its clients. The company has used it to wrap bonnets and roofs and even undertaken interior detailing with the material on car dashboards and trim.



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
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VEHICLE LIVERY *Feature*

Vehicle Graphics - Life beyond liveries

Metamark MM-CF4 material has become so popular that Metamark has introduced both MM-CF3 and MM-CF2 variants on the theme, one being a lower cost product and the other featuring a metallised carbon finish.

Applying textured and cosmetic films to vehicles involves substantially the same skill-set and employs the same hardware used in the production of cut and applied vehicle graphics. According to Metamark, buying patterns suggest that producers are offering textured and speciality applications as a condiment for the main event - printed vehicle graphics.

Wrapping vehicles in digitally printed media has often been characterised as a signmaker's greatest challenge. There's no doubt at all that there is a skill-set needed to do an accomplished job of wrapping a vehicle, but, says Metamark, it can be learned, and some materials are more cooperative than others in that process and in commercial terms.

"A lot of the materials sold for digital printing and wrapping today owe more to legacy methods of production than they do to today's digital means," say the experts at Metamark.

Vinyl that just happens to accept print doesn't necessarily deserve digital credentials. Material that's only marginally suited to digital printing may not perform at all well when it has to answer the demands of an extreme application like wrapping. That can make the already difficult job of applying material even more demanding and have a negative bearing on the durability of the finished job too.

Flagship media

Among Metamark's flagship digital media is its well known MD5 self-adhesive vinyl. This product is evidently chosen and specified by printers and brands around the world and apparently distinguishes itself from other media in some key areas that benefit the production of vehicle graphics.

MD5 is what's termed a reference quality material. It's often used by, for example, printer manufacturers seeking to validate or test hardware performance. Crucially, Metamark MD5 has by any standards what most people agree is a huge appetite for ink. Because of this, it can fully liberate the printer hardware's colour production potential, or "gamut" and so deliver graphics with the vibrant colour and "pop" favoured by advertisers and by graphics specialists.

In use, MD5 is a very compliant material for vehicle graphics and, says Metamark, was designed to deliver benefits at every phase of an applied vehicle graphic's life. During printing, it delivers better quality. During application it's easier to handle because of its novel, Apex adhesive that builds to a powerful application bond but is easy to reposition when being applied. In service, the graphics retains colour and potency. When the graphic's end-of-life is reached, MD5 removes cleanly without a trace so saving time and considerable sums of money that would otherwise be spent on clean-up.



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VEHICLE LIVERY

Vehicle Graphics - Life beyond liveries

Vehicle wrapping presents many application challenges but one of the most persistent has been eradicated thanks to the advent of Metamark's MetaScope adhesive system. With a Metamark MD5 face-film and the new MetaScope adhesive backing it up, new MD5-A doesn't give trapped air a chance.

Metamark's advances in materials technology have demonstrated their worth in many high profile campaigns. Raccoon Digital in Edenbridge produced a notable livery for Foxtons using Metamark MD5 which was screen printed with customised inks because no solid colour was available and digital print couldn't reach it either due to technical limitations of the process. The custom coloured and printed vinyl was then applied to the cars' panel work and the result is advertising taken to a high art. Over three hundred vehicles were wrapped.

Thanks to low origination costs, digital print is the primary process used by most producers for most of the application livery work that rolls in the door. Three hundred strong vehicle fleets don't come along every day and most companies exploring the market will often be working with single vehicles.

D-Signs recently demonstrated how accessible and powerful the wrapping medium is by taking a single vehicle and wrapping it singlehanded using Metamark MD7. The vehicle was used by the Race To Recovery team, as seen on the BBC's *Top Gear*.



In design terms, the application of print to vehicles has no practical limit. Anything a designer can imagine can easily be realised. The other side of the coin is that anything that "anyone" can imagine can be realised too and this means work is highly variable. Good design commands a premium and expert application is judged in the quality stakes.

Printed and applied vehicle liveries are very often used for short term work such as promotions and advertising. Advertising seasons are often less than ninety days and this demands clean removal. Metamark says that this was a key consideration when it was developing the MetaScope and Apex adhesive systems.

Wraps may enjoy their celebrity and there is no doubt, they can look stunning, but cut and applied graphics and printed component based livery and markings are still the most popular ways of producing vehicle graphics.

So-called dyed-in-the-mass or solid coloured materials are the staple ingredient in many liveries and graphics packages despite the advent of digital apparently heralding an end to their use. Metamark tells us, that, in its case at least the future of cut vinyl looks secure and that sales are strong in the category.

Metamark M7 is where signs and graphics producers turn when looking for potent self coloured materials that cut easily, weed reliably and apply with little effort in producing vehicle graphics. These materials trace their use to the legacy markets that pre-date digital but, in the right hands, they're being used to produce leading edge graphics that are very much a product of contemporary thinking.

Cycle sport has been in the news a lot lately and thanks to its work with Metamark M7 Vinyl, S and S Signs and Graphics has given Sigma Sport's vehicles an elevated profile among the sport's colourful entourage.

Feature

Familiarity with the medium suggests that a total, digital wrap is responsible for the crisp design's outcome, but the job is in fact a detail wrap with the red components being cut and applied, just like the rest of the livery's detailing. The job is an exemplar of technique with the Metamark M7 performing a job that would have once been the reserve of paint and today would really exercise the most experienced digital practitioners.

With a market as attractive as vehicle

graphics, the temptation is to be driven to specialisation. On the other hand though, substantially the same skills and minor

It makes a point - just because you can print and wrap, you don't always have to

variation in material specification mean that even a modestly equipped company can participate in producing lucrative work across a whole spread of graphic applications

with the only thing they may have in common being that, somewhere under all the high tech materials, is a vehicle you wouldn't otherwise look at twice.

Try before you fly, is Metamark's advice where vehicle graphics production is concerned.

The company is offering Sign Update readers free sample rolls of any of its Digital Media, SignVinyl or Speciality Materials to evaluate. Samples ship the day they're requested from sales@metamark.co.uk.

Avoid the price of graphics failure

Sign and graphics producers now have access to a high-performance solution that has set the industry standard in terms of cost effectiveness, quality and peace of mind for the owners of large commercial fleets. 3M's recently appointed Applications Specialist Andrew Gamble writes on how this has evolved.

Large-format full-colour fleet graphics and vehicle wraps are one of the fastest growing forms of out-of-home advertising, bringing maximum visibility and impact for businesses and brands at a cost-effective price. Fleet graphics advertising allows for unlimited levels of creativity, image enhancement, customisation and personalisation whilst also potentially increasing a vehicle's trade-in value when it is ready to be sold. Vehicle wraps can protect valuable original paintwork and be purposely removed without causing any damage once a promotion has run its course.



offering high-performance graphic solutions backed by the strongest graphics warranty currently available. Manufactured under a globally renowned brand that epitomises trust, leadership, quality and innovation, 3M™ Scotchprint® Graphics solutions help eliminate risk and provide confidence and peace of mind. Using a series of 3M-developed matched components aligned to specific printers, they have set the industry standard and have been designed, developed and tested for ultimate durability and compatibility.

Only finished graphics that have passed the criteria of this stringent system of matched components and are produced by a 3M Scotchprint Graphic Authorised Manufacturer using 3M-approved printing technologies are then supported by the industry-leading Scotchprint Premium Fleet Warranty. This is unique to 3M and gives fleet owners ultimate confidence and peace of mind. In the unlikely event of a Scotchprint Graphics failure, a full replacement will be given under this warranty. Graphics will be removed, re-printed and re-installed as part of the solution provided by these approved manufacturers.

It is this level of control and technical support that enables 3M to guarantee that each graphic will perform to the required standard throughout its life expectancy. Warranty provisions are based on proprietary test methods developed by 3M over decades and include real world outdoor weathering.

A key step to ensuring this level of performance is the choice of film. With the support of 3M Scotchprint Graphics Manufacturers, this task is simplified.

The success of fleet graphics advertising depends ultimately on the quality and performance of the components used. Without a reliable and comprehensive technical solution that covers every graphic component (film, protective layer, adhesive, ink and tape), end-user brands could be put at risk. Typical graphic failures seen on commercial vehicles include film shrinkage, cracking, tearing, wrinkles and bubbles, lifting around rivets and an inability to conform to irregular surfaces. So how can the danger of graphics failure be eliminated to ensure long-lasting customer satisfaction?

Finding a reputable manufacturer with known quality-tested products is the first step. Depending on customers' specific requirements, there are many different types of graphics products available but only certain manufacturers can guarantee that they will perform consistently in the correct combination and in the toughest environments likely to be encountered.

Diversified technology company 3M is a good example. The company has been a pioneering force in the commercial fleet graphics market for many years,



3M's Applications Specialist Andrew Gamble.

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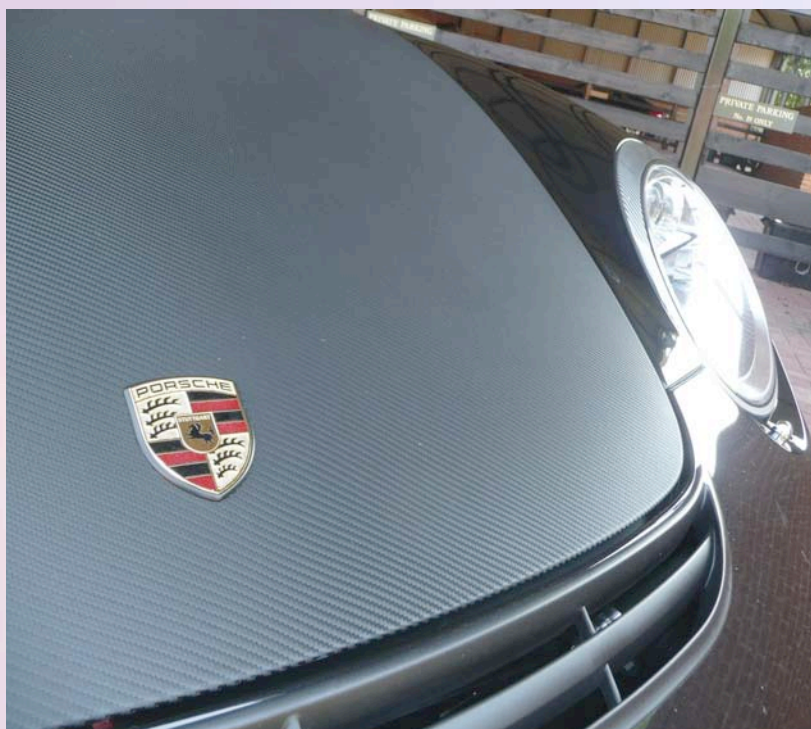
VEHICLE LIVERY

Avoid the price of graphics failure

Selected partners have all completed extensive training, have been involved in the development of 3M products and have invested in the best converting machinery to ensure customers choose the correct product for a given application.

3M Controllac Graphic Film IJ380 is arguably the ultimate vehicle wrapping solution, offering outstanding conformability on surfaces with deep corrugations or three-dimensional graphics found typically on many commercial vehicles.

Some films used for vehicle wrapping have failed due to lifting of the material in difficult recesses or cracking as a result of the high stress levels placed on the film during application. 3M Controllac Graphic Film IJ380 has demonstrated an ability to resolve these and similar problems and in consequence has become a preferred solution for vehicle wrapping specialists engaged in major branding projects.



Complementing this film and meeting the market's requirement for a more cost-effective solution for shorter-term applications is 3M Controllac Graphic Film IJ180 that incorporates 3M's renowned Comply Version 3 Adhesive Technology. This enables trapped air to escape during application via micro-replicated channels beneath the surface of the film to greatly reduce the risk of bubbling, stretching and cracking and to ensure a perfectly smooth finish.

3M Scotchcal Opaque Graphic Film Series 80 represents a premium quality, highly durable and competitively priced self-coloured cast film. Optimised for electro-cut conversion, the film is designed for application to flat or slightly curved surfaces and is available in a wide range of the most popular colours.

Good examples of 3M Scotchprint Graphics Authorised Manufacturers are Stewart Signs that provides all fleet livery requirements for Openreach (BT's local access network), Supersine Duramark (SSDM) that produces high-impact graphics for the Morrisons supermarket fleet and Owen Pilling Graphics (OPG) that is responsible for applying graphics to the Paragon Laundry fleet of bespoke vehicles. In each case, these customers had the benefit of the 3M Scotchprint Premium Fleet Warranty and the technical support of 3M's technical team.

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

Great choice of vehicle wrap films for all budgets

To ensure the widest possible choice of solutions for vehicle wraps, to meet both application and budget requirements, William Smith's Materials Supply service has recently been increasing its portfolio of vehicle wrapping products, which now includes:

3M 1080Cv3 Series – Coloured Film

Five hot new colours that have just been added to the 3M 1080Cv3 range of vehicle wrapping films, bring the current total of colours to 22. A choice of matte pink, matte blue metallic, matte orange, hot rod gloss red or matte black provides plenty of opportunity for dramatic effects. Whether for full or part wraps, detailing, striping or decorative effects, distinctive individual looks can be created for customers' vehicles.

3M 1080Cv3 is a long term, removable dual cast film that has been designed with sufficient rigidity to allow easy handling without the need for application tape. Featuring 3M's Controltac Comply Version 3 pressure-activated adhesive, 1080Cv3 is easy to reposition and ready to use straight from the box. With up to six years durability, these films offer excellent opacity and are highly weather resistant. 1080Cv3 is suitable for flat surfaces and simple curves.

Arlon Ultimate PremiumPlus – Coloured Film

Arlon's flagship wrapping product, is a cast PVC film which comes in a choice of 44 colours/effects: 10 metallic colours, 4 special effects colours, 10 matte effect colours, 8 matte 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.

Isee2 Total Wrap – Coloured Film

This car wrapping film is a hybrid and modified PVC film that comes in 14 gloss colours, 9 matte colours, 10 carbon effect colours and a selection of specialist effects. Suitable for flat or gently curved surfaces, Total Wrap is easy to apply and comes with a five year durability.

3M Controltac IJ380 – Digital Print Film

Specifically designed for application of large format graphics onto recessed and corrugated surfaces, IJ380 is a highly

innovative film that 'remembers' its new shape. IJ380 was developed for perfect 3D conformity, and stays in position even in the most difficult application areas with no need for cutting to relieve stress. This not only enables valuable time savings to be made, but also eliminates many of the risks involved in full vehicle wraps.

3M Controltac IJ180Cv3 – Digital Print Film

This short to long term removable film for inkjet and screen printing offers great conformability and can be applied in extreme hot and cold temperatures, so that workshop temperature is less critical. It is suitable for vehicle wraps, vehicle livery and advertising wraps and comes with 10 years durability and 6 years MCS warranty. IJ180Cv3 is suitable for curved surfaces but not deep recesses.

In addition, Controltac Adhesive makes IJ380 and IJ180Cv3 easy to reposition - enabling faster and easier application for large format graphics. With improved finish, resulting in time savings, faster turnaround and reduced wastage.

Arlon 6000RP and 6000XRP graphic films for complex curves

These gloss white cast vinyl films have been specifically designed for large format graphics. Arlon 6000 films are ideal for fleet and vehicle graphics and can be applied to flat, riveted, contoured and complex curved surfaces where good conformability is required. A special lay-flat liner and permanent pressure-sensitive adhesive make Arlon 6000RP easy to apply and give excellent opacity. 6000XRP features x-scape air-release adhesive, which ensures a bubble-free finish. The Arlon 6000 range comes with up to 7 years outdoor durability; and a clear version is also available for window and second surface signage.

Full and part rolls are available for all product ranges and same day despatch is offered on orders received up to 6.00pm.

For more information or to order from William Smith call 01833 694707 or visit www.williamsmith.co.uk



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3M's 1080Cv3 series coloured film in matte pink.

PRODUCT *Choice*

ALD Print comes out fighting with the Roland DG VersaUV LEF-12, desktop UV-inkjet printer

Instead of battening down the hatches and weathering recent economic storms, Sheffield's ALD Print has fought back by diversifying its print business with the recession-busting VersaUV LEF-12 desktop UV-inkjet printer from Roland DG.

Established as a graphic design company 22 years ago, ALD responded to the recession in the 90s by expanding into commercial print and digital sign printing, having spotted that people were making healthy returns. Further growth since then has seen ALD evolve into a comprehensive print supplier, with screen, four-colour litho and digital technology all in house.

Litho remains ALD Print's core business, but as proactivity had served owner Alistair Lofthouse well in previous periods of financial pressure recently began exploring new markets and technology and instantly recognised the potential of the VersaUV LEF-12.

"Finding new markets have been essential for us because it's a difficult time for commercial printers and with the VersaUV LEF-12 we are now personalising pens, USBs, even restaurant menus on wood and much more, for new and existing customers. Recently we printed a range of die cast model cars for a motoring heritage museum and expect this to be repeat business, while the same customer now buys printed rubbers, rulers and pencils for the gift shop from us," explains Alistair Lofthouse.

The VersaUV LEF-12 printer is designed to bring lucrative customisation and personalisation opportunities within reach of businesses of all sizes. As straightforward to use as an ordinary desktop printer, it's an extraordinary machine that can print logos, images and text direct to a huge range of materials and objects up to 100mm deep, including wood, card, papers, films, glass, polyesters, metal, leather and plastics.

The on-demand nature of inkjet printing and the non-existent set-up costs have been critical to establishing ALD in its new markets and building trust with its customers.

A welcome surprise for



Alistair has been the amount of new customers brought to the business by the VersaUV LEF-12, that have also become customers for his more established print services.

"The local police are a good example," says Alistair. "They heard about the new printer and wanted to see how it would handle producing durable anti-graffiti signs on PVC, which are longer lasting than the vinyl mounted on Corex they used to buy. Obviously, it performed very well and this opened the door to provide them with litho printing services."

Being heavily experienced in the art of litho and screen printing, the learning curve

associated with adopting UV-inkjet did not present a problem thanks to Roland's proprietary RIP software, VersaWorks.

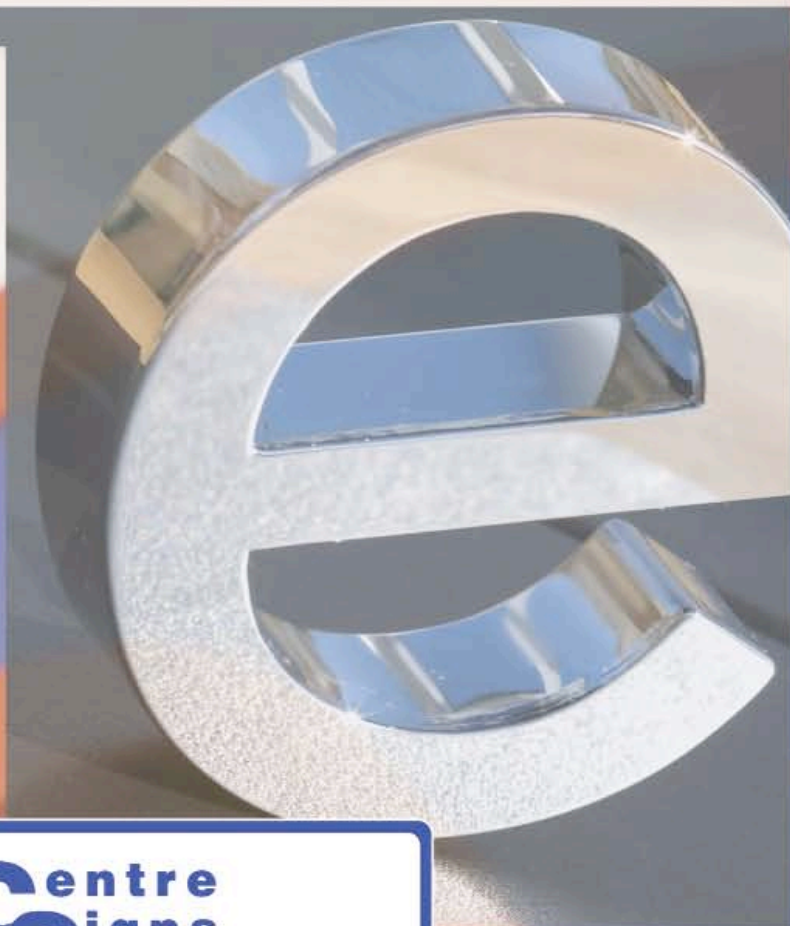
"We bought the machine through Grafityp, a Roland Authorised Dealer, and the installation was straightforward and the induction training provided was good – we were up and running in a day and a short while afterwards an engineer returned to help optimise ink usage with a software upgrade free of charge.

"The machine is so versatile and we are learning new techniques all the time. I even put slate into it recently to produce a picture of a bride and groom, and wood is also particularly easy to print," adds Alistair.

ALD Print also used the VersaUV LEF-12 to catch the eye of the judges for the BPIF Excellence Awards by printing its entry for the Innovation award onto foam board 3mm deep, resulting in a nomination for its diverse range of printed items.

To find out more about the VersaUV LEF-12 from Roland DG, visit www.rolanddg.co.uk/LEF or call 0845 230 9060 to arrange a personal demonstration.





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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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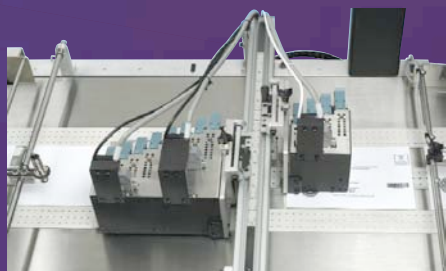
PRODUCT *Choice*

VIDEOJET is first choice investment for P2H Direct Mail

Mailing Specialist Start-up Picks Videojet's 4320 Inkjet Addressing and Imaging System and 7000 Cheshire base

When newly-established Northampton P2H Direct Mail Ltd was deciding on essential equipment for a long and profitable future Videojet's 4320 Inkjet Addressing and Imaging system and 7000 Cheshire base was top of its shopping list.

The direct mail solutions company was established last year as a specialist provider of a wide range of direct mail and print finishing services to the printing industry, treating each requirement individually, with an experienced team and warehouse facility, promising to deliver 'on time, on budget,



Combined Videojet 4320 Inkjet Addressing and 7000 Cheshire base is capable of producing 30,000 items per hour.

every time. As such it thrives on challenging projects with niche businesses and labour intensive jobs which is why the Videojet 4320 Inkjet Addressing and Imaging system and 7000 Cheshire base was picked.

Videojet 4320's operational features and its ability to create a variety of work opportunities was something Business Development Director James Adams, was well aware of from previous experience.

"Videojet have supplied an inkjet printer that has a superb print quality and high productivity speeds as well as great integration with the Cheshire base," he says. "With limited inkjets in the market, it soon came clear this solution was the printer to purchase and assist in our future growth. The service is excellent, and the bulk-ink delivery system helps to reduce printing costs, which is ideal for keeping consumable costs down," says James Adams.

Used to print addresses in various fonts on to products such as postcards, mailers and envelopes, the combined Videojet 4320 Inkjet Addressing and 7000 Cheshire base is capable of producing 30,000 items per hour. As a result it is ideal for simplex name, address mailings and CBC barcodes for postage requirements.



from left to right: John Unwin, Graphics Sales Manager UK James Adams, Business Development Director P2H Direct Mail.

The Videojet 4320 is quick and reliable, and has "on or offline PDF proofing" removing the need for sample runs for customer approvals. It is proven technology and incorporates durable and economical HP inkjet cartridges. With adjustable print resolution of 150, 200, 300 or 600 dpi and expandable printhead configurations from 2 to 8 inches, in 2 or 4 inch increments, the Videojet 4320 can print promotional messages, coupons, graphics and spot colour, as well as basic eight-line addresses. It can also over print variable data on any other kind of materials. The print configuration of the Videojet 4320 can be changed or expanded at any time to run all kinds of jobs.

For more information call 0870 240 5542 or visit www.videojet.com

Graphtec cutter ups the tempo at Ideas Unlimited

Graphtec cutting technology installed at North Kent-based Ideas Unlimited is helping increase productivity and enhancing this company's reputation for quality and reliability.

Ideas Unlimited is a relatively small but innovative producer of printed garments for corporate customers requiring high-volume output and private individuals requiring personalised leisure wear, both of which are now enabling sign manufacturers to utilise their existing cutting machines and introduce vital new revenue streams beyond their core manufacturing activities.

The company purchased a Graphtec GB CE5000 cutter following recommendation by The Magic Touch, a prominent Graphtec GB dealer and long-term supplier of cutting solutions to Ideas Unlimited. Proprietor Pete Sparrow explains: "Because of the cutter's reliability and capacity for working non-stop on a daily basis, downtime on breakdown or

maintenance is zero which makes turnaround on orders much quicker and enhances our reputation as a reliable supplier."

The CE5000 series of cutters offers production capabilities normally found in more expensive machines and shares many of the features of the higher-end FC8000 series of cutters but is designed to help small companies grow via cutting technology that does not require a huge up-front investment. Like all Graphtec cutters, the CE5000 incorporates Graphtec's proprietary ARMS 4.0 (Advanced Registration Mark System) that provides four-point rather than the traditional three-point registration marks, leading to greater accuracy and higher productivity as a result of reduced material wastage and increased material utilisation. Furthermore, the system's dual-axes correction and four-point registration mark sensing ensures high-precision cutting of images that may have become distorted during the printing process.

The CE5000 operates at speeds of up to 1,000mm/sec, has acceleration of 21.2mm/sec and shares the same cutting force of the FC8000 at 600gf. The machine has a maximum cut area of 603mm x 50mm and will accommodate a wide range of media up to a thickness of 0.25mm. It will process virtually any material used in the print wear and promotional products sector, including flex, flock, vinyl, rhinestone and a wide selection of fabrics.

Pete Sparrow adds: "The Graphtec cutter has performed faultlessly under the most demanding conditions. We recently completed an order for 600 bespoke garments that was required within a five-day time frame. Each garment had three different designs and the Graphtec cutter worked virtually non-stop to enable the order to be completed on time. I cannot recommend this cutter too highly as a truly reliable workhorse solution, with problem-free uninterrupted running a real bonus."

For further information on Graphtec GB cutting solutions visit www.graphtecgb.co.uk or telephone 01978 666700.

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PRODUCT *Choice*

Brunel expands trade engraving service with major investments in technology

Leading commercial and industrial engraving specialist, Brunel Engraving Company Ltd, has enhanced its offer to sign trade customers with a significant investment in state of the art engraving and print technology.

The investment enables the North Somerset based company, which provides bespoke engraving services for local, national and overseas customers, to provide a reliable and competitive bespoke trade service at highly competitive prices.

Brunel has spent over £75,000 on upgrading its technology and expanding the premises over the past two years with the installation of a Wide Format Sublimation printer, a Flat bed UV printer and a Chemical Etching machine with associated equipment.

The technologically advanced machinery, used for producing printed metal labels, name plates and exterior signs, allows the company to undertake sophisticated operations and to tackle the most complicated procedures with a quick turn round, increased production levels and improved overall quality.

"We are currently producing over 40,000 nameplates, plaques, labels and trophies per year", says Managing Director, Martyn Wright, a qualified engineer who established Brunel Engraving over 23 years ago in 1989.

"Our investment in the very latest computer controlled machinery places



Martyn Wright, Managing Director of Brunel Engraving, and Carolyn Smith, Office Manager, check details from the Mimaki Dye sublimation printer.

us in a very strong position to provide a full trade engraving service to sign makers and trophy shops at very competitive prices. It means we can meet a whole host of engraving needs; from name plates, plaques, and slatz office signage to badges and labels."

Brunel Engraving combined its retail outlet and workshop in modern 5,000 square foot premises at Clevedon, North Somerset, in 2010. The relocation brought the company's offices, workshop and design facility together, improving efficiency and accommodating its expansion plans. Eighteen full time staff are currently employed at the site.

The company's work is in evidence throughout the whole of the country; from signs and plaques in offices, hospitals and schools, to inscriptions on trophies and awards.

"There will always be a place for traditional engraving but the market is moving towards more complicated signs and name plates with an increased use of colour and therefore a need for print and etched plaques. Our investment in advanced technology gives us the capability to offer all of these products to our trade clients", adds Wright.

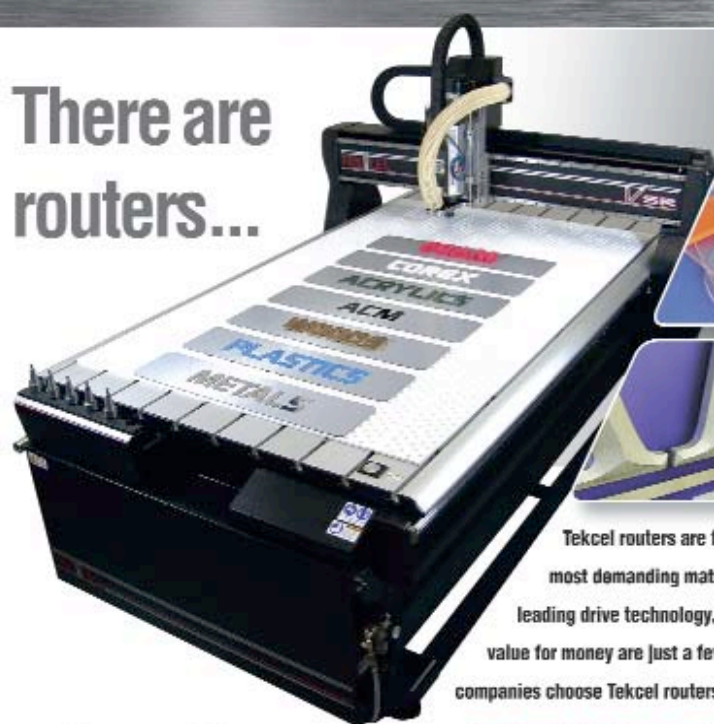
"We aim to support and work in partnership with our trade customers, providing them with a convenient, reliable, hassle free service at a realistic price and enabling them, in turn, to offer a full service to their own clients."



Martyn Wright, Managing Director of Brunel Engraving, and Carolyn Smith, Office Manager, examine a nameplate, in front of the Mimaki Flatbed UV printer.

For more information call 01275 871 720 or visit www.brunelengraving.co.uk

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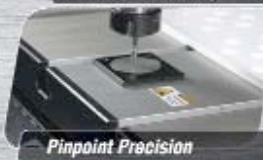
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PRODUCT *Choice*

Blaze Signs UK lights up Olympic Park with help from GE Lighting

Lighting the way for the many thousands of visitors who passed through the gates of the Olympic Park - GE Lighting has supplied Blaze Signs UK with circa 25,000 Tetra® PowerMAX LED modules to deliver bright white light output and unparalleled uniformity across a range of sign faces.

London 2012 has been the catalyst for transforming 2.5 square kilometers of land in East London. What was once industrial land has been rapidly transformed over the last few years into green space that both visitors to the Olympic Games and local residents can enjoy, and it is now officially the Olympic Park.

When leading Signage Company Blaze Signs was selected to provide the Primary Way Finding Signage for the Olympic Park, the team turned to GE Lighting to provide a unique lighting solution that could deliver powerful performance but also contribute towards the sustainable legacy of the Olympic Games.

For the London Organising Committee of the Olympic and Paralympic Games (LOCOG), it was particularly important, that visitors could easily find their way when moving around the Olympic Park. Creating a clear and visible signage system was a key part of building a customer friendly



environment, where people can move from one event to the other with relative ease.

Tetra® PowerMAX LED Modules were selected for this purpose as they utilise Optilens (a GE Lighting patented lens technology) to create a wide distribution of

light, capturing otherwise wasted light and redirecting it towards the illuminated surface. This unique lens optimises each LED Module, which helps to reduce the amount of material needed in each sign – ultimately allowing greater ease of installation, super long life, greater energy efficiency and total reliability.

In terms of energy efficiency, the Way Finding Signs installed at the Olympic Park consume up to 90% less energy than comparable signs illuminated with conventional lamp technology, an amazing feat when there is a huge area of sign face to illuminate both brightly and uniformly.

Sustainability and environmental requirements have also been met by the fact that the LEDs installed have a useable life of 50,000 hours, do not contain materials hazardous to health or the environment and are mounted in such a way that when some of the signs are removed after the Olympic Games, all of the LED modules recovered can be re-used in other illuminated signage applications for many more years to come.

Russell Watkins of Blaze Signs comments: "We were delighted with the finished results. With the assistance of GE Lighting we were able to create iconic signage which guided and directed a huge amount of visitors around the vast Olympic Park."

To read more about GE Lighting's Olympic commitment, products and services visit www.gelighting.com/eu



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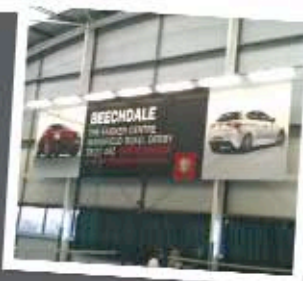
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PRODUCT *Choice*

Sign Solutions SW Ltd orders Europe's first Roland SolJet Pro 4 XR-640



The rapidly expanding, Somerset based print company has ordered the first XR-640 in Europe from Roland's most successful authorised dealer, printMAX.

As an existing customer of printMAX, from their previous purchase of a Roland VS, Sign Solutions knew they wanted to upgrade with a new Roland through printMAX.

On the day of the launch, Kate Murray, Director, Sign Solutions SW Ltd contacted printMAX for further information on the new Roland release. She was left astounded by the capabilities of the machine and instantly saw the potential to enhance her business and placed her order on the very same day.

Kate at Sign Solutions SW currently operates a VS and XJ but has been looking to upgrade in order to keep up with the latest technology. The XR-640 posed the perfect opportunity. By trading in the XJ printer, the XR would operate on a similar level to her

VS machine as both use the same Piezo Gold inkjet printheads along with offering the print and cut facility which the XJ had been lacking.

The XR-640 with the all new Light Black Eco-Sol Max2 ink enhances the accuracy of the printing, a key decision making factor in the purchase from Sign Solutions SW. The ability to print more precise gray scaling effects and skin tones using the new inks will enable the company to fulfil the customer's print requirements at the next level.

"I'm delighted to be the first customer in Europe to order the XR-640. The high printing speeds allow us a faster production rate without compromising the quality we rely on. The added features in VersaWorks along with the ink modifications will not only enhance our printing but allow for a smoother process. I'm really looking forward

to taking delivery of the printer later in the year and am grateful for the advice and dedicated support provided by printMAX," says Kate Murray, Director, Sign Solutions SW Ltd.

printMAX are pleased to have become the first dealer in Europe to sell the new XR-640 but are even happier that the sale will benefit such a loyal customer.

The XR-640 is due for delivery in November with limited UK availability before 2013.

For further information on the Roland SolJet Pro 4 XR-640 or any other Roland products you can contact printMAX on +44 (0)1420 511539 or 0800 567 7676, alternatively visit www.printMAX.co.uk for product specifications.

For more information on Sign Solutions SW Ltd visit www.signsolutionssw.com

Sign 2000 re-brand for UK's primary photographic gallery

Kent-based corporate signage specialist, Sign 2000 has completed re-branding of The Photographers' Gallery, the UK's primary venue for photography and the first independent gallery devoted to the photographer's art.

Founded by Sue Davies in 1971 and consisting originally of two separate buildings situated in the heart of London at Great Newport Street, the Gallery reopened in May 2012 at a new facility in the same area and featured a three-tier facility comprising a studio floor for educational activities, a bookshop, café and print sales space.

External signage consisted of two sets of vertically mounted halo-illuminated built-up powder-coated stainless steel letters, with the brand type incorporating a camera lens. This was completed by an internally illuminated projecting sign with the same contemporary 'feel' and complemented by high-level window imagery incorporating a polished metal appearance.

The signage re-branding carried out by Sign 2000 reflected the importance of The Photographers' Gallery as the UK's primary showcase facility for photography, and its role in establishing photography as an important cultural and social activity via work featuring the world's



leading photographers covering fashion, photo-journalism, documentary and contemporary art subjects as well as promoting the work of well-known UK-based practitioners.

For further information on the services provided by Sign 2000, visit www.sign2000.co.uk or call 0845 265 2000.

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PRODUCT *Choice*

Silver Bullet chooses Epson SureColor SC-S30600 to power new walk-in concept

Event and retail display graphics specialist Silver Bullet has installed one of the UK's first Epson SureColor SC-S30600 wide-format inkjet printers at its new walk-in service point in Sandy, Bedfordshire.

The 64-inch (162.6cm), four-colour, roll-fed machine was supplied by Epson reseller Spandex, and joins a Summa plotter and laminator.

The Sandy based project is the first of a network of large-format digital print walk-in centres that Silver Bullet will be rolling out over the coming months and plans to franchise.

"It's always been our ambition to open a chain of print shops and take control of digital print services in-house," says MD Matthew Kingsford. "We want the best of both worlds: the ability to produce some fast turnaround, high-quality signage products in-house, while still working with our partners to supply litho and screen print. In addition to servicing major retail clients with European-wide projects, we can now also provide a service to smaller local companies on a walk-in basis."

The company's strong focus on customer care has attracted some well-known customers, including energy drinks company Monster Energy. "We produce a lot of event material for Monster Energy, often within tight deadlines," says Matthew. A recent high-pro-

file event was the Monster Energy rig at the MotoGP in Le Mans in May for which Silver Bullet produced event graphics. "We welcome any brief – the more challenging the better – and like to come up with creative ideas and solutions," adds Matthew.

The company worked closely with one of the UK's largest suppliers to the sign and display industry, Spandex, to suggest the best equipment to produce quality pop-ups, pull-ups, vehicle livery and large graphics.

"At Spandex we pride ourselves in being able to provide complete solutions that fully meet the application needs of our customers. This can only be achieved by working closely with leading industry suppliers such as Epson. As always, we will continue to work closely with our customers to ensure they have the right tools to be effective and profitable, even in the most competitive markets" says Leon Watson, Spandex General Manager UK.

Launched earlier this year, the SureColor SC-S30600 sets a new price/performance ratio in a highly competitive sector,



delivering efficient, environmentally-friendly production at the lowest total cost of ownership. Epson has designed the new printer to be fast and easy to set up and use. Loading heavy media rolls, usually a two-person job can be handled by one operator with ease thanks to a unique jack device. Media tensioning, traditionally only accessible from the front of the printer, is controllable from both front and rear, so operators do not waste time going back and forth. This reduces set-up time and maximises productivity.

For more information please call 01767 680035 or visit www.sbsg.co.uk

Wye Media Invest in Mutoh ValueJet for Business Expansion

Wye Media buy the Mutoh Value Jet 1304 from Colourgen reseller

Digital printer, Wye Media in Monmouth has been providing high quality printed solutions for almost all areas of printing and graphic design for over 15 years. Prior to investing in the Mutoh ValueJet 1304, their focus was on short and long run digital print and design, but the company's strategy to extend its services led Wye Media to look at investing in a wide format printer.



Mutoh ValueJet 1304:
£8,590 SRP ex VAT.

Chris McGowan of Wye Media, explains: "We were taking on a lot of wide format work, but didn't have a suitable printer for the job – we had to outsource everything. This meant that we weren't in control of the process or costs and as the volumes increased we decided to invest in a device so that we could bring the work in-house. The diverse range of work drove the need for a printer that was above all both cost-effective and flexible."

He continues: "We obviously looked around for the best price within the range of target printers suitable for our applications. As part of the process, Design Supply presented the eco-solvent Mutoh ValueJet 1304 to us and the decision was made. This printer not only offered us great value in terms of a low capital investment, but also the flexibility and quality we needed.

"We now have full control of the

process and output quality. Not only has this printer given us an extra revenue stream, we are very happy with its performance and running costs. We can also take on different jobs now and offer point of sale poster printing, roller banners, outdoor signage and vinyl graphics and we plan to offer much more to our customers using the Mutoh in 2013."

The Mutoh ValueJet 1304 eco-solvent printer has a media width of 54" (1371.5mm) and print width of 53.36" (1355.5mm). This printer is ideal for current users of water-based printers who want to branch out in to durable indoor and outdoor signage, but also for those more experienced users who want extra capacity and are limited on space.

The Mutoh ValueJet is available from Design Supply www.designsupply.co.uk. Wye Media can be contacted on 01600 775350 or you can visit www.wyemedia.co.uk

Signwise upgrades to Koolkut for strong performance

Tougher economic circumstances deliver opportunities as well as challenges, companies that recognise those opportunities and capitalise on them that thrive and prosper in such times. Visiting Signwise UK Ltd in Reading, Berkshire, UK, it quickly becomes apparent that here is one such company.

Gerry Poulton, founder and director of Signwise, explains: "There are sign makers across the country with limited capacity or facilities; they're a ready-made market for a well-equipped company like us." Over the last couple of years Signwise has focused increasingly on serving this market, rather than chasing after long sales-cycle business from end clients.

New focus

The shift in focus meant reduced margins, but has dramatically increased the amount of business coming in and slashed the sales effort necessary to secure it: Signwise has grown steadily throughout the recession. "We've been running 24 hours a day for the last month," Gerry noted.

That tell-tale phrase "well-equipped company" goes right to the heart of the success

of Signwise's course change. The company's facility, a large, light and airy building, bristles with sophisticated technology, from CNC routers to large format printers, and for the past eight years or so, a Sagetech Koolkut vertical panel saw has been a key component in the company's extensive tool kit.

Initially selecting a Koolkut KK12, which cuts sheets of up to 2500mm x 1250mm (8' x 4') Signwise upgraded, in 2008, to a KK16, for sheets of up to 3100mm x 1600mm (10' x 5'). The larger saw supported the company's move towards larger format signage.

Versatile, reliable and economical

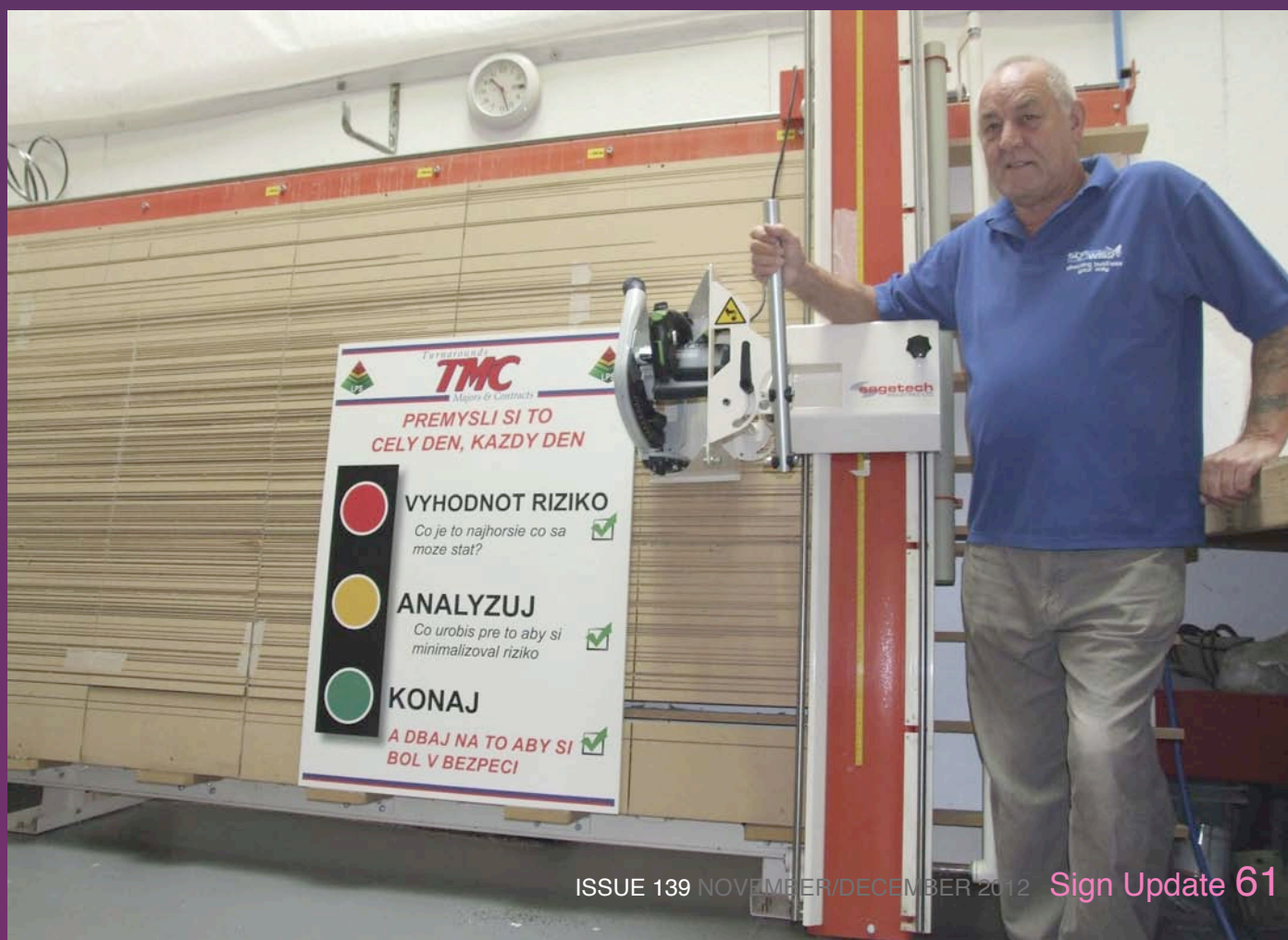
"We use the Koolkut for cutting Foamex, Dibond, aluminium and perspex," said Gerry. "We've used and abused it for four years straight now, at workloads of over 100 sheets a month (Koolkuts will in fact cope happily with anything up to around 100 sheets a week) and it's never needed anything other than replacement blades." The saw contributes considerably to a smooth and brisk work-flow, too: cutting large sheets is much easier and faster on a vertical panel saw than on a table saw, not to mention safer and more accurate.

The KK12 and KK16 form part of the larger family of Koolkut wall saws. Completing the line up are the KK21S and the KK21L, respectively catering for sheets of up to 3100mm x 2100mm and 4200mm x 2100mm. All four models run on a standard single phase 13 amp supply and offer an extensive feature set including simple and compound angle cutting to the full length and breadth of the sheet, wall or floor mounting, and plunge and bevel cutting. With prices starting at just £4,595, the Koolkut range offers probably the best value available among low-to-medium usage wall saws.

Value for money

Gerry was impressed with the price, too. "We've well and truly had our money back," he observed. "The Koolkuts offered far and away the best value for money – some of the other saws we looked at were just 'stupid money'. I'd definitely recommend it – especially for smaller businesses and start-ups."

For further information on Sagetech's space-saving moving-column Koolkut vertical panel saw range please call 0118 970 1950 or visit www.sagetech.co.uk.



PROJECT *News*

Signtek delivers fast turnaround on Lotus wrapping project

In today's fast moving world, it can be necessary to deliver products and services at very short notice indeed. But it's also essential that quick turnarounds do not mean a lowering in standards, especially when you are dealing with a globally recognised brand such as Lotus.

Established over twenty years ago, Signtek is one of South East England's most trusted and innovative suppliers of signage, print and vehicle livery.

Signtek was contacted by the team from Lotus Sport at 5.15pm on a Wednesday evening to ask if it was possible to wrap a Lotus Evora in time for a race in the British GT Championship on the Friday.



The challenge involved the team at Signtek recreating from scratch the artwork using photos for reference and producing the specialist vinyl needed to wrap the car. They also had to strip the car of its existing livery, featuring the previous season's design and clean it before applying the new wrap - all within a 36-hour period.

Quality was paramount, there was no margin for error - the end result had to reflect Lotus's standing as a high profile team in the GT Championship.

The pressure was on, Lotus Sport needed the project completed on time in order to transport the car to the world famous Nürburgring in Germany in time for the qualification session.

The wrap for the Lotus Evora was to be produced using Orafol vinyl film, a high impact graphics solution, available exclusively from Robert Horne Group, which offers exceptional rendering, durability and ease of use.

"Talk about pressure! We got on the phone to the guys at Robert Horne and they pulled out all the stops to ensure the specialist vinyl we needed was with us at 7am the next morning," says Chris Manlow, Company Director, Signtek.



The team from Signtek worked round the clock until 3.00am on the Friday morning, during which time they produced the graphics to the specification of Lotus, stripped off the old livery and wrapped the vehicle in a black and gold finish utilising the Orafol vinyl which arrived as promised.

Thanks to Robert Horne Group's fast and efficient service, the Orafol vinyl needed to wrap the Lotus Evora was supplied overnight. The vinyl performed perfectly and

Signtek's trained and experienced vehicle wrappers were able to get the job done; putting the finishing touches by 5am.

This was the first time that Lotus had approached Signtek and they were delighted with the result (both of the wrap and the car's performance). Signtek has since completed a second wrap for Lotus and has been asked to wrap another race car imminently.

For more information please call 01323 642625 or visit www.signtek.co.uk



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Range Rover transformed by VSigns

Swansea based VSigns had undertaken projects for Celtic Mitsubishi before and wasn't too surprised to be called upon to do another job. The job itself though was a bit of a novelty - wrap a black Range Rover totally in white.

Ever willing, VSigns set to with a roll of Metamark's new MD5-A digital vinyl. Forget all about the product's prodigious appetite for ink and its reference quality resolution holding capability; don't worry about its inter-roll consistency and generously cut off-the-site profiles - it wasn't printed.

VSigns chose MD5-A because using it, means wrapping just sails along. Trapped air doesn't stand a chance because there is no trapped air. It all whistles cleanly up the channels the product's air evacuation adhesive system provides for the purpose.

Taken with Metamark MD5-A's credentials, VSigns' hands-on skills made short work of what might have been a long job. One moody looking black Range Rover now rolls the roads in a sparkling new suit of white. Contrasts don't get any more pronounced than that. The car's owner is said to be delighted with the result and, even if he were to change his mind, the MD5-A removes cleanly without a trace.



VSigns wraps black Range Rover to white, using Metamark's MD5-A digital vinyl.

For more information please call 01792 584444 or visit www.vsigns.co.uk

Robert Horne Group puts on a show with PayneShurvell

PayneShurvell, one of the UK's most innovative contemporary art galleries turned to Robert Horne Group, a PaperlinX company, for help selecting and sourcing the materials required for a key exhibit for a show at its Shoreditch gallery.

The show, called Islands of Swarm, is a joint venture between PayneShurvell, the

Berlin based artist Kai Schiemenz and architects Casper Muller Kneer; best known for their RIBA award winning design of White Cube, an exhibition space and gallery in Bermondsey.

The exhibition explores the many facets of stadiums, arenas, auditoriums and related architectural forms including their

history, social role and relationship with the people who use them. Drawing on Kai Schiemenz's extensive archive and specially designed to make the best use of the space at the PayneShurvell gallery, as a sponsor, Robert Horne Group worked closely with the gallery team to specify and supply the materials needed to create a stunning site-specific art installation. The sculpture, entitled Mr Hyde III was made from white gloss foam PVC, a material recommended by Robert Horne because it is easy to fold, drill and rout.

"Creating a sculptural piece of this scale meant we had to work carefully with the existing gallery space and choose a partner who could advise on the best materials as this was the first time we'd exhibited this kind of artwork in our gallery," says Jo Shurvell the gallery's co-owner. "It was essential that we worked with a partner that had both the materials expertise as well as the ability to respond within a tight time frame. We were delighted with the response from Robert Horne, it exceeded all our expectations and we look forward to collaborating with them again in the future."

For more information please visit www.roberthorne.co.uk



Claytons Rebrand Thanks to Allen Signs

A long-standing Lincolnshire carpet and furnishings firm has undergone a facelift after having the same logo for over 3 decades.

In preparation for their 50th Anniversary next year, independent Lincoln family-run firm Claytons appointed award-winning sign-makers and vehicle livery specialists Allen Signs to rebrand their store on Tritton Road.

Claytons were initially planning a simple refurbishment of their existing signs but Allen Signs put forward a more extensive proposal for a complete rebrand including a new logo and colour scheme.

Director of Claytons Simon Burt says the new look has resulted in an increase in business: "The rebrand has definitely had a positive impact; we have noticed an increase in footfall which has in turn boosted sales, the signage looks very up to date and is now more in keeping with the quality brands that we sell in store."

"Allen Signs worked really hard and did an excellent job achieving the new look for us and after seeing the team's proposal we were only too happy to take their ideas on board and extend our original plans."

Managing Director of Allen Signs David Allen said it's been a privilege to work with a fellow local family-run firm.

"We're thrilled to have worked with a long-standing business like Claytons,



helping them to rebrand their store and adding a new modern look which has already attracted new customers."

The project, which included concept design, applying for planning permission and manufacturing and installing the new signage, took about a year from start to finish.

New flex face boxes were installed on the front and right-hand side of the building.

Allen Signs also put a new skin on an existing box at the rear of the showroom and aluminium lettering was applied to all sides of the building. The team also fabricated a fret cut illuminated aluminium tray to put over an existing box above the main entrance. The next stage of the project will involve rebranding the window graphics and the company vehicles.

For more information please call 01522 501500 or visit www.allen-signs.co.uk

Firm flies the flag for British Rowing Championships

Hampshire Flag Company has played its part in the British Rowing Championships 2012 without picking up an oar.

The leading flag manufacturer produced an array of bespoke products especially for the 40th annual event which took place in the summer.

Bespoke bunting, feather flags and directional signs were manufactured for the high profile regatta at the National Water Sports Centre, near Nottingham and the feather flags took pride of place either side of the medal rostrum.

Jim Harlow, Chairman of the British Rowing Championships explains: "The flags, bunting and signage looked great and really helped to create a sense of occasion at our 40th anniversary event as well as serving a practical purpose."

"Hampshire Flag's products are high quality, robust and eye-catching, and we will certainly be placing an order for next year's event," added Jim.

Graham Wilkinson, Hampshire Flag's Managing Director said: "We're delighted to have been selected to help make an impact at the British Rowing Championships, especially as this is such a momentous year for the event."

Hampshire Flag's team of 24 produces hand-sewn national and international flags, printed flags and digitally printed banners. It also offers a bespoke flag design service, PVC banners, marine flags, bunting, table flags, exhibition graphics and event systems in addition to the supply and installation an extensive range of flagpoles.

Its prestigious portfolio of clients includes Selfridges, the BBC, Channel 4, Portsmouth Football Club, IBM and British Airways. The multi-award winning firm provides on-going support for various charities and expeditions including Action for Kids and Samaritans.

For more information please call 02392 237 130 or visit www.hampshireflag.co.uk



INTERVIEW *Trade Etching Direct*

Sign Maker's Corner

We spoke to Anthony Dullaghan, Managing Director of Trade Etching Direct, who shares his expert views and opinions on why sign makers should consider Etching as a way of increasing their revenue.

What is your background?

I started work for the family business, Masteretch Services, fourteen years ago. Masteretch manufacture etching equipment for a variety of industries and my job function was to work in the R&D department working on developing processes for customers around the world. The job involved travelling to meet customers both in the UK and the USA. After leaving Masteretch I worked for a leading company in the etched sign business for two years before starting my own company Trade Etching Direct. I realised there was an opportunity for a company to offer a first class service to the etching industry and my previous experience has put me in an excellent position to do this.

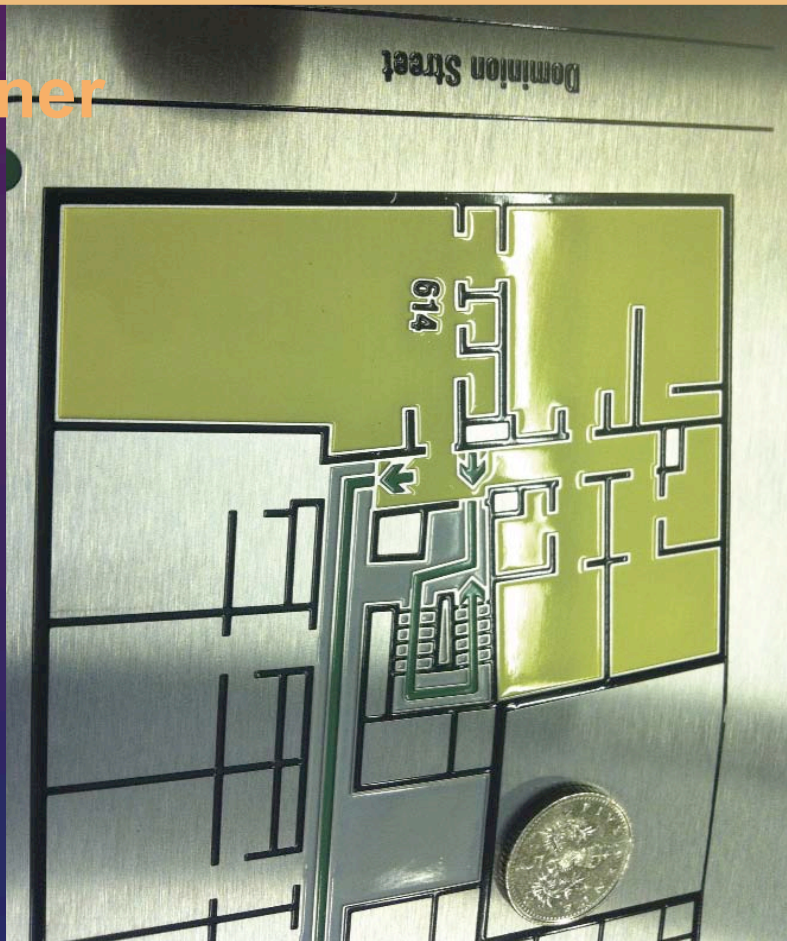
What is the difference between Etching and Engraving?

With engraving the engraver has to cut each individual word and also, with stainless steel, pay attention to keeping the tools sharp etc. This is time consuming and makes very detailed work difficult. With etching, a photosensitive film allows us to etch any image that can be printed as artwork and as the plate is etched with a high pressure acid spray the amount of detail does not affect the etch time.

What kind of research have you been involved in?

A wide variety of projects for sign, automotive, aerospace, medical, lighting companies and these include:

- Embossing dies for laminate flooring
- Stainless steel gobos for projected signs (this is a service we will shortly be offering at TED)
- Etching of amputation tools for a surgical instruments company
- Heating elements for airframes to ensure that ice does not build up on wings etc.
- Etching of Dichroic filters used in stage lighting
- Steel pad printing clichés for high volume pad printing of ceramic transfers
- Developing a 'lathe' etcher for etching cylinders used in printing
- Magnesium and Zinc etching systems for hot foil stamping



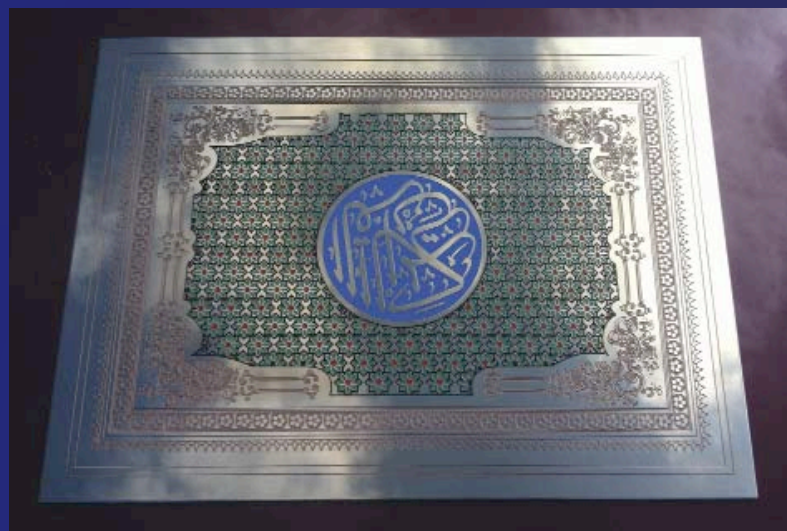
Do you feel that Etching is a viable added revenue stream for enterprising sign makers? Why?

A wide variety of outdoor signage is produced in stainless steel, brass etc. and offering this service is easy for sign companies because it does not involve capital investment – they merely produce the artwork and email it to an etching company who do the rest.

Clearly it is essential to hook up with an etching company who can do a fast service, offer a first class product and most importantly set the price at a rate that allows a trade customer to make a good margin – all of these things are available with Trade Etching Direct. We want to develop long term relationships with customers who will come to think of us as 'their own etching department'.

What are your top 5 tips for sign makers who want to get involved in Etching?

- Hook up with an etching company who can offer a fast 'trade' service
- The price should allow the sign maker to build in a decent profit margin
- The quality should be first class and a no quibble guarantee that anything that is not perfect is put right
- Look for new business outside the traditional sign makers market – engineering companies who require rating plates for equipment, elevator signage, consider offering the projected signs available from TED,
- Remember that this is an opportunity to increase your turnover without any capital investment



For more information please email tradeetching@gmail.com or call 01536 203 813 to speak to Anthony.



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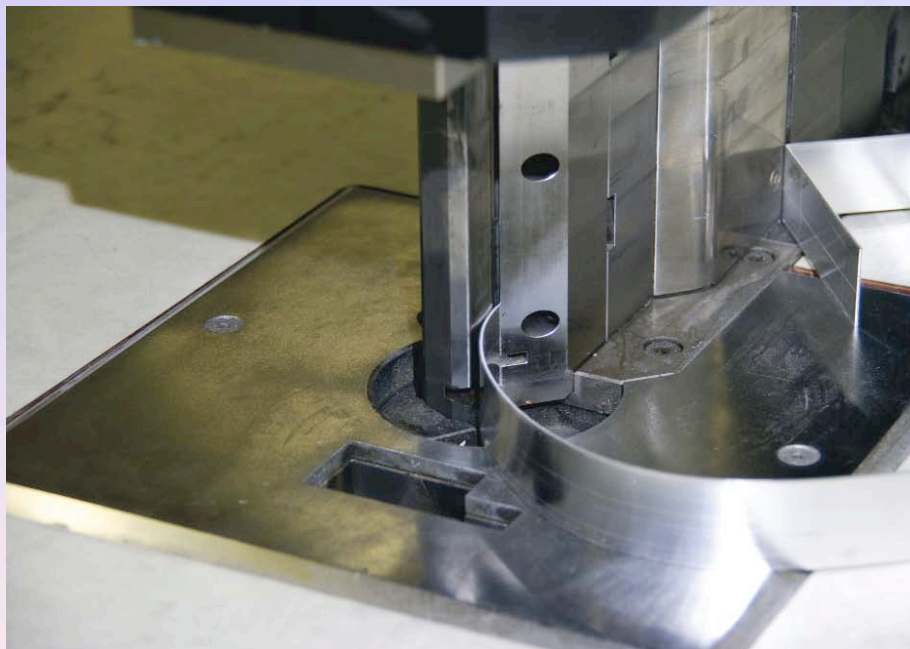
In Focus: Built Up Lettering

Here at *Sign Update*, we believe that, no matter how big or small your firm is, it's about getting the job done right that is the key to becoming a known 'face' in the industry. That's why we have profiled two well-established companies; Applelec and Sygnet Signs on how the latest developments in built up lettering can help your business.

Applelec fuse the latest technology in letter construction with the traditional skills of the company's letter fabrication team.

From a letter making machine which creates returns for built-up letters in seconds to the time honoured practices of metal letter workers hand finishing each letter individually, Applelec have a variety of systems in place to maximise speed whilst delivering exceptional quality. This combination of established and innovative techniques creates an adaptable and efficient letter making environment to suit the needs of Applelec's customers who may require fully fabricated signage solutions featuring built-up letters or simply the raw letter parts to finish in their own workshops. Indeed this part production of letters is proving to be a significant asset to a growing number of the UK's sign makers.

Andy Armitage, Applelec's Business Development Manager, explains: 'As our relationships with medium to large sign makers strengthen, we have found that in some cases we are only making the mill finish built-up letter for our customers to finish and assemble in-house. As built-up letters are labour intensive this can often



Applelec use the Letter-Bending-HW 0182 to produce their built up lettering.

allow our customers to free up the time of their letter making team or prevent a bottle neck in their own plant or factory.' With their production staff free to concentrate on in-house production specialities, sign makers are then able to take on additional work, knowing elements of the letter construction can be accommodated at Applelec. Andy Armitage continues: "Of course our core offering is still



Applelec's Business Development Manager, Andy Armitage.



Applelec's 8,000 square foot manufacturing unit in Leeds.

to manufacture, assemble and deliver a fully made sign ready to fit on the wall. We want to give our customers the confidence to take on work that they are often not fully conversant with themselves."

With two factories now operational in West Yorkshire, including the 8,000 square foot manufacturing unit in Leeds, Applelec have increased production capacity and have been looking at a range of ways to improve their offering to the sign industry over the last twelve months. Rather than being known simply for LED innovation or for the supply of fully fabricated signage, Applelec is seeking to blend its products, services and competencies around the increasingly varied

needs of customers, each with their own unique set of requirements.

A key piece of machinery at the heart of Applelec's built-up letter production is an automated return shaper, a specialised piece of equipment which is located at the company's Leeds factory. The machine is programmed using vector artwork and can produce letters with a variety of return sizes ranging from 20mm to 120mm.

Requiring a single technician to operate it, the machine is fed with coiled metal in stainless steel and aluminium. Andy Armitage says: "Unlike a digital printer or plotter you cannot simply press go and wait for the finished product. The operator needs to be fully conversant with the letter building techniques. The time savings however are well worth the investment as returns are shaped with precision and accuracy in a fraction of the time"

The machine is particularly efficient when multiple letter sizes are required for a cohesive project or roll out. Indeed, the

automated machinery is already utilised in several national roll outs with internationally known brands. Once the returns have been shaped, they are hand assembled with a metal letter face and can be delivered at this stage or finished according to specification with paint processes or the addition of LED illumination.

Of course not all letters are created in-house at Applelec with premium finish letters an example of the diverse range of lettering products available from the company. The premium range letters can be produced to sizes as small as 50mm in height with 6mm returns and with small stroke widths. The fully blended edges eliminate all sharp points to create a touchable smooth finish which typifies the superior quality of these letters. Along with the standardised metals routinely selected for built-up letters, the premium range can be created in unusual materials including brass, copper and black titanium or with distinct

effects such as verdigris. For exterior applications, titanium letters offer a striking alternative to brass.

Andy Armitage states: "The premium range of letters has to be seen to be believed, the quality and craftsmanship exceeds anything that can be manufactured in the UK. The letters are particularly effective when used for eye level signage as seen in the receptions of law firms and architectural practices where the detailing of the letters can be appreciated."

As Applelec approaches its 15 year anniversary in 2013, it is hoped that by continuing to improve procedures and by bringing exciting new products to market, the company will continue to offer customers a valued service as a confidential trade supplier to the thriving UK sign industry.

For more information about Applelec's Built Up Lettering services please visit www.applelecsign.co.uk or call 01274 774 477/ 01442 500 050.

Illuminated Built Up Lettering by Sygnet Signs

Sygnet Signs have been established since 1974 and manufacture all of their Built up Letters in-house by their skilled fabricators, who have at least 10 years experience in the sign trade. One of Sygnet Signs specialities are 'Illuminated Built Up Letters' as they not only have their own in-house letter shop dedicated to the manufacture of Built Up Letters but they also have an in-house LED company available too. LED Solutions are a trading division of Sygnet Signs and have shared the same Leicester based premises with Sygnet since they started trading back in 2005. LED Solutions are the UK Distributor for Daehan LED who use Samsung LED chips and specialise in LED modules designed for the illumination of signage. The Daehan LED modules are IP Rated and come available in a variety of profiles and colours all with a comforting 5 year warranty.

Sygnet Signs work very closely with LED Solutions in making sure that every Illuminated Built up Letter they manufacture has a bright and consistent illumination with no LED board spotting. This has allowed Sygnet to recommend and advice their clients on how best to illuminate their letters in terms of return depth or stroke width at the early stage of the quotation process.

Sales estimator at Sygnet Signs Darren Jones comments: "Here at Sygnet we always advice our clients on how best to illuminate their signs as soon as we receive the enquiry. We work together with LED Solutions and always offer



an honest opinion on how we would illuminate their signs without any illumination problems."

Sygnet manufacture their built up letters to suit the type of illumination required for instance Face illuminated letters may require Rimless or Rim and Return Built Up Letters whereas Halo illuminated letters may require flat faced built up letters. On the other hand if a more complete illumination effect is

required then acrylic letters can be used where the face of the letter and the returns can be fully illuminated.

Sygnet Signs are starting to receive more bespoke requests for their built up letters such as open faced trough letters with LED Neon flex placed inside to create a Neon like illumination effect around the border of the letter.

.....continued on page 70

BUILT UP Letters

Illuminated Built Up Lettering by Sygnet Signs

.....continued from page 69

Another trend seems to be for built up letters to be manufactured with a perforated face with push through LED modules placed inside to create an array of miniature bulbs illuminating the whole face of the letter.

The sales team at Sygnet have noticed over the past 6 months that the requirement for a more retro themed built up letter has been created with LED Bulbs embedded into the face of the letter in popular demand. Darren Jones again adds: "We have noticed the trend for a more retro-like built up letter to be required at the moment. The specifications we receive are for Built Up trough letters with LED Bulbs inserted inside to give a 50's theatre like design. Sygnet feel confident that their in-house expertise will allow them to offer a solution to all of their clients built up letter specifications."

To view Sygnet signs Built Up Lettering solutions please visit www.sygnet signs.com or call 0116 262 6288.





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Electrician joins Applelec, completes NVQ Level 3

Applelec has announced the appointment of Gareth Smith, who joins the company as an Electrician.

Gareth joins the technical team responsible for a variety of electrical work undertaken by Applelec in the creation of illuminated signage and systems which employ LED Light Sheet. Gareth has responsibility for programming colour shows and sequences for LED illuminated signage and LED Light Sheet units created with RGB (colour changing) LEDs. In addition to this, Gareth will be liaising with clients to understand the effects and sequences they require before delivering tailored programming prior to systems leaving Applelec's factories or onsite following installation.

Ian Drinkwater, Applelec Managing Director, comments: 'We have seen a steadily increasing demand for signage and LED Light Sheet panels featuring colour changing sequences with Gareth joining the in-house programming team. For large and complex projects we are able to send Gareth to site, in plain clothes, to work on behalf of our clients and provide a service which

has been frequently requested. I am delighted to employ a young man who is passionate about electronics and lighting and predict great things for Gareth.'

Since joining Applelec, Gareth has completed his NVQ Level 3 in Electrotechnical Services which covers installation and maintenance and ensures Gareth is qualified to work onsite to provide electrical services following health and safety regulations. Prior to his appointment at Applelec, Gareth worked for a domestic electrical installer, Paul Philips Electrical, for a little over three years.

Gareth is responsible for solving electrical issues as diverse as planning wiring systems, building power supply enclosures, researching new electrical components and advising the sales team on their integration within illuminated signage. Already with a number of high profile projects under his belt for Applelec, Gareth has programmed a dramatic rainbow colour changing scheme for an office entrance tunnel created with 40



individually controlled units of RGB LED Light Sheet. Gareth is currently researching and adapting new technologies to devise touch and sense activated on/off control of LED Light Sheet.

For more information please call 01274 774 477/ 01442 500 050 or visit www.applelecsign.co.uk

Screenprint & Display Ltd appoints Terry Cooke as new Operations Manager



Yorkshire based Screenprint & Display Ltd has recruited Terry Cooke to fill the new role as Operations Manager.

Cooke began his career in the print industry, over 20 years ago, on a YTS Scheme with Sovereign Plastics (Derby) and hasn't looked back since. Furthering his career working for Scarborough firm Duraweld, where he held a variety of positions before settling in the role of Sales Manager. Terry is delighted to have recently made the move to Screenprint & Display Ltd.

Screenprint & Display Ltd established in 1987, specialises in outdoor and in store Point of Sale, display and branding material. Following the investment in flat bed printing technology the company has seen significant growth and new opportunities arising, resulting in the creation of this new role.

David Willis, Managing Director, Screenprint & Display comments: "Within the current climate we feel it is important to continue to look for ways to develop our business and hope that Terry's enthusiasm and knowledge of the industry will assist us achieving this."

For more information please call 01347 823 230 or visit www.screenprintanddisplay.com

Drytac Europe appoints new managing director

Drytac® Europe Ltd, a UK-based manufacturer of graphic finishing products and equipment, has appointed Hayden Kelley BA, MBA, as Managing Director.

As Managing Director, Kelley will shape the future for Drytac Europe. He will develop and implement corporate strategy to move Drytac Europe forward with new products and services, while continuing the company's reputation for quality and service.

"I am very excited about my new roll at Drytac Europe," says Kelley "This is a very busy time and there are a number of exciting opportunities ahead for us. I am looking forward to playing a significant part in the future of Drytac Europe."

Kelley's previous roles include Regional Sales Manager for Drytac's Western United States territory; Vice President of Sales and Marketing for Drytac Canada; and Investment Advisor for BMO Nesbitt Burns, a position for which he also received CSE, WME and LLQP designations.

Founded over 35 years ago, Drytac is a highly regarded distributor and manufacturers of self-adhesive films and custom coating services. Drytac supplies a variety of markets with a range of graphics finishing supplies and equipment at competitive prices. For more product information, visit the company's website at <http://www.drytac.com>.



Fujifilm announces new head of European Graphic Systems Division

FUJIFILM Europe has announced that Mr Yasufumi Morimoto has been appointed as Senior Vice President, FUJIFILM Europe GmbH, with overall responsibility for the Graphic Systems Division in Europe.

This move coincides with the creation of a new Fujifilm organisation in Japan called the FUJIFILM Global Graphic Systems Company Ltd. (FFGS) which will begin trading from October 1st 2012. In addition to his appointment as the head of the Graphic Systems business in Europe, Mr. Morimoto has also been assigned as a board member of the new FFGS company in Japan.

FFGS has been formed by the integration of three organisations: FUJIFILM Graphic Systems Co. Ltd., a sales, marketing and technical services subsidiary for the Japanese market, FUJIFILM Simple Products Co. Ltd., a development and sales subsidiary of domestic print production workflow software, and FUJIFILM Corporation's Graphic Systems Business Division, responsible for the global development of products for the Graphics market. The integration of these three separate businesses will strengthen Fujifilm's ability to market Graphic Systems products worldwide. The new company will be responsible for the sales, marketing and technical support of Fujifilm Graphic System's products worldwide.

Mr Yasufumi Morimoto first joined Fujifilm in 1984 and spent 18 years working in new product development, evaluation and quality assurance, spending some of this time at the Ashigara plate manufacturing facility. From 2002 to 2012 he was responsible for technical support and new product planning for graphics products at FUJIFILM Corporation's Graphic Systems Division in Tokyo.

Earlier this year he moved to Düsseldorf to take up his new role of Senior Vice President, FUJIFILM Europe GmbH, succeeding Mr Ryuta Masui, in preparation for his place on the board of the newly formed FFGS company and head of the European Graphic Division.

"I am excited to be part of the new FFGS company right from the outset," comments Mr Morimoto. "I am very much looking forward to my new role within Europe and all of the opportunities this brings."

For more information please call 01234 245 210 or visit www.fujifilm.eu/uk



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Corporate and digital signage company selected by European partner

Leeds based signage/ digital signage consultants and installers Signlex, have secured a large contract with European signage giant, Westiform as part of a multi-million pound project throughout the UK.

Simon Belton, Managing Director of Signlex explains: "Westiform spent time researching UK signage companies - this is a major coup for Signlex and we are very excited about the future of our business.

"Westiform is a Swiss family enterprise and a leading European provider of planning and realisation services in the field of visual communication. The company provides illuminated signage and lettering, POS and shop fitting elements, digital signage and directional systems on an international scale. Employing several hundred people around the globe, Westiform has specially selected Signlex as one of their partners to deliver their products and services in the UK."

In addition to supplying signage, Signlex provide dynamic digital technology and audio visual solutions having found that both the private and



Left to right: David Lord, David Crossley, Danielle Cammack, Simon Belton and Chris Brown.

public sector are recognising the power it has to enhance both brand and profile at a time when standing out from the crowd is more important than ever.

For more information about Signlex's products and services call 0113 350 7445 or visit www.signlex.com

Corel announces new £90 cashback offer on full version of CorelDRAW® Graphics Suite X6

Corel has launched an exclusive cashback promotion on CorelDRAW® Graphics Suite X6. Customers purchasing a full standard version of Corel's latest flagship graphics suite are entitled to claim £90 cashback. The promotion runs from 1 October 2012 to 31 January 2013 (inclusive).

With superior vector illustration and page layout, versatile drawing and tracing tools, professional photo editing-capabilities and powerful website design software, CorelDRAW Graphics Suite X6 is the perfect all-in-one solution for any type of graphics project. With CorelDRAW you have everything you need to express your style

and creativity with endless possibilities, and as an added bonus, you can now get even better value than ever. For more information on CorelDRAW Graphics Suite X6 please visit: www.corel.com/coreldraw.

Cashback promotion details

To be eligible for CorelDRAW Graphics Suite X6 cashback promotion, users need to purchase a full standard version of CorelDRAW Graphics Suite X6, either through one of Corel's authorised resellers or from Corel's eStore at www.corel.com. Suggested retail pricing (SRP) is £399, excluding VAT.

To find a reseller, please visit www.corel.com/cashback. The promotion is

only valid for box or electronic software download purchases of specific CorelDRAW product codes. For a full list of codes, please visit www.corel.com/cashback.

Countries included in the offer are: UK, France, Germany, Austria, Switzerland, Italy, Spain, Portugal, Poland, the Netherlands, Belgium, Czech Republic, Slovakia, Finland, Sweden, and Ireland. Terms and conditions apply.

For more information about CorelDRAW Graphics Suite X6 cashback promotion, such as how to claim the offer, and terms and conditions, please visit www.corel.com/cashback.

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DISQ Group continues to grow with the inclusion of Alfa Display

The DISQ Group has announced that the partnership of leading suppliers of display products to the trade has agreed terms to expand its membership to include Alfa Display one of the UK's leading suppliers of modular exhibition solutions to the trade.

The DISQ group is a unique combination of UK display product manufacturers bought together under one brand with the sole aim of providing resellers with the best products, service and support available in the UK.

The DISQ Group currently comprises of three businesses; Eurostand Display, one of the UK's leading manufacturers and distributors of indoor and outdoor display products; Promotor Industries International the world's leading manufacturers of promotional units for the retail sector and Eve Products the UK's leading display product innovations company and creator of the Twist range.



Philippe Jeffery, Managing Director of Promotor said: "We have made great progress over the past year with the DISQ Group and our clients have begun to see the benefits that we are able to bring to them from our partnership. We have better supported our client's sales teams and this is leading to more sales, which is of course what any graphic, display or

event business wants to see at the moment. We now want to take the Group to the next level and to provide the best support to our customer's sales efforts will be the key to further success. Alfa Display adds a new dimension to our offering in the design, manufacture and installation of modular exhibition stands. We are now able to offer resellers a total event and display product support service from large exhibition stands and innovative display systems to portable displays for event and retail use.

Luke Facey MD of Alfa has a wealth of experience is well respected in the industry we are delighted that Alfa has joined us to help drive the DISQ Group forward."

For more information please call 0425 653 943/ 01756 792972 or visit www.disqgroup.com

Exclusive IG Wrap system dealership for Josero

Josero has recently signed a deal to become the exclusive UK distributor of Kala's Image Gallery Wrap framing system.

This innovative tool-free canvas framing system stretches images onto a wooden frame and produces stunning gallery wraps in less than five minutes. The system is very simple to use and includes wooden framing bars with adhesive strips, reusable corner clamps, staples, acid-free glue and easy-to-follow instructions. Beyond these items, no other tools are required and it works perfectly with canvas and also with laminated paper.

Loic Delor, Managing Director of Josero comments: "Gallery wraps are hard to stretch and require a lot of patience, skill and time, thereby making them costly finishing options. However, the Image Gallery Wrap system is so simple that anyone can now frame canvases quickly and without the need for any training or the use of specialised tools. You can generate a perfect frame in 5 minutes tops!"

Loic continues: "It is the ideal system for printers and signmakers who want to expand their business and generate more profit without having to make huge investments in new technologies. The framing system complements many of the services these businesses currently offer and adds value to their printing services."

Josero has significantly increased its product range in recent months, incorporating printers (new and refurbished), laminators, eyelet machines, cutters and many other printing products to its core offering of Triangle inks. Josero has a dedicated team of engineers, customer service staff and sales staff working out of its head office in Cambridge, which is also supported by locally based resellers throughout the UK and Ireland.

For further details call 01954 232564 or visit www.josero.com



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3M announces its biggest Wrap & Win with NASCAR promotion

At a recent press reception held at 3M's UK headquarters in Bracknell, the second and biggest 3M Wrap & Win with NASCAR promotion was officially opened. It is the most significant event in 3M's programme of vehicle wrapping initiatives and offers a 'money can't buy' experience for the lucky winners.

In conjunction with primary distributors William Smith and Spandex, 3M is giving 3M Authorised Vehicle Wrappers the chance to win £100 each month until the end of January 2013, with every single entry into each monthly draw being automatically entered into the Grand Las Vegas Prize Draw. The winning entry will receive an all expenses-paid four-day trip for two to see the 3M-sponsored NASCAR (National Association for Stock Car Racing) Sprint Cup Series Race in Las Vegas in March 2013. The prize includes hotel accommodation, grandstand VIP tickets and trackside passes, spending money and the chance to meet the 3M-sponsored Roush Fenway racing team and 3M's official driver Greg Biffle for the annual Vegas Kobalt 400 event.

Customers are eligible to enter the promotion when purchasing qualifying 3M graphic films from either William Smith or Spandex (full details are available at www.williamsmith.co.uk or www.spandex.com/UK). The more qualifying purchases made, the greater the chance of winning the ultimate prize. Purchasers of qualifying 3M graphic films will receive a unique code either by e-mail or on the product packaging. Entry into the Wrap & Win with NASCAR competition can be made by visiting www.facebook.com/3Mgraphicsuk and clicking on the Wrap & Win tab to gain access.



The monthly prizes will be drawn until 31 January 2013 and consist of a £100 voucher that is accepted at more than 40,000 outlets nationwide. Monthly winners will be notified by e-mail following the draw, with the prizes delivered by 3M Account Managers.

Trade Marketing Manager at 3M's Commercial Graphics Division, Richard Davies comments: "Following the success of our Wrap & Win campaign in 2011, we decided to extend this year's competition to give customers and our distributor partners more chances to win. We also wanted to demonstrate our commitment to the vehicle wrapping and sign making communities by adding more products and smaller quantities to the qualifying portfolio and providing a more diverse selection of quality graphics solutions to suit a range of different applications."

3M's involvement with NASCAR goes beyond sponsorship. 3M products are used

throughout NASCAR and extend from vehicle maintenance to vehicle wrapping solutions. Most of the sports cars featured at the event are wrapped with 3M's IJ180 film because of its proven reliable performance under the most demanding conditions, speed of application and perfect finish.

All of the 3M qualifying films for the Wrap & Win with NASCAR promotion (including the new IJ680 reflective film and 3M's primary IJ380 cast vehicle wrapping film) are fully Latex-compatible. They are recommended for use on HP Latex printers that offer a number of performance-related and environmental benefits over solvent-based alternative systems.

For further information on how to enter the competition please visit www.facebook.com/3Mgraphicsuk or call 08705 360036.

3M acquires exclusive services of top graphics applicator

One of the UK's foremost vehicle wrapping experts, Andrew Gamble has joined 3M as its full-time Technical Application Specialist for all 3M Commercial Graphics' products, including the company's wide range of vehicle wrapping solutions.

Prior to joining 3M, Andrew had set up his own company, AG Graphic Applications, following 14 years working for William Smith, 3M's largest stockist and distributor. During that period, he gained experience in all of this company's departments, culminating in his appointment as William Smith's primary applicator.

Marketing Manager at William Smith, Chris Bradley commented: "Andrew is renowned for his attention to detail and his meticulous approach to the work he undertakes. He is never happy unless this is carried out to perfection. He is one of the best (if not the best) applicators in the UK and his appointment at 3M will help boost the vehicle wrapping and associated graphics sectors by enabling access to arguably the finest technical resource currently available."

For more information please call 08705 360036 or visit www.3Mgraphics.com



3M's Applications Specialist Andrew Gamble.

Industry shows strong support for Sign & Digital UK 2013



Sign & Digital UK 2013 is seeing a flurry of bookings with big name exhibitors committing to significant space at the event.

Epson, Roland DG, Hybrid Services/ Mimaki, Agfa Graphics, All Print Supplies, Digital Print Innovations, AXYZ, PrintMax, Dorotape, Signwaves, Ultima Displays, Signmaster Systems, Delcam, NCS Fabrications, Granthams, Blackburn Metals, Radecal Machine Sales & Services, Maxicam and The Sign Group are just some of the companies that have booked their space for the show.

Rudi Blackett, Event Director comments: "We are delighted to report strong stand sales already for Sign & Digital UK 2013, which will be held in 2013 at the NEC, Birmingham from April 30th to May 2nd. The show is well established as a business event for the sign & display graphics

industry and the growing number of end users of signage and digital printing output. Exhibitors at the 2012 show have reported significant sales onsite – confirming that Sign & Digital UK is without doubt a must-attend annual event for businesses to find the best deals, keep up with the latest technology and make informed purchasing decisions."

Hybrid's Marketing Manager and regular exhibitor at the show, Duncan Jefferies says: "Sign & Digital UK 2013 is set to play a very important part in Hybrid's plans for next year, affording us the opportunity to meet with our core UK & Irish customers. Historically, we've enjoyed great success at the show and fully expect next year's to be equally valuable."

Brett Newman, Technical Director at Roland DG (UK) explains: "In line with Roland DG's growing portfolio of innovative products

for the sign making and digital printing market, we have significantly increased our stand presence at Sign & Digital UK 2013, as we see the exhibition as a great opportunity to spend quality time and do business with both new and existing customers."

The 2013 show will also see the introduction of a business development learning zone, which will contain a number of niche areas, focusing on developing markets and dedicated to making money. One of the aims of these new areas will be to educate and demonstrate.

Sign & Digital UK takes place in Halls 3 & 3a at the NEC, Birmingham on 30 April to 2 May 2013.

For more information on Sign & Digital UK 2013 please call visit www.signuk.com

Perfect Colours supports HP's Autumn 2012 Latex Printing Technology Tour

Perfect Colours, a London-based value added reseller of large format digital printing solutions, has announced it will be supporting HP's Latex Printing Technology truck stop tour at sporting venues across the UK this autumn.

The Latex tour truck, which has a bespoke trailer is designed to showcase the latest large format print technology alongside a host of creative new ideas and applications. Jason Burroughs, Managing Director of HP reseller Perfect Colours, explains: "These inspirational days will show print service providers how they can expand their product offerings and target new markets with the addition of an HP Latex machine."

"Visitors will be able to learn firsthand from the very best HP specialists exactly

how HP's latex technology can help them produce better, faster, cheaper and greener output than that typically created using existing eco-solvent and low-solvent printing solutions," he adds.

Machines on show will include HP's Designjet L26500 and L28500 printers, alongside the Designjet Z6200 model. These latex solutions are highly versatile and cost-effective and applications range from interior wall decoration, fine art reproduction on canvases and indoor decoration on textiles, to PoPs, outdoor banners, window decoration and vehicle and object wrapping.

Perfect Colours will also be offering customer discounts up to £7k including trade-ins and special offers at the events (terms and conditions apply).

Places are limited and will be allocated

on a first come first serve basis. The events are open between 10am and 4pm and the dates and venues are as follows:

- 1st October 2012, Norwich City football ground
- 3rd October 2012, Sandown Park racecourse
- 5th October 2012, Bristol City football ground
- 8th October 2012, Aintree racecourse
- 10th October 2012, Newcastle Horse Racing
- 12th October 2012, Perth racecourse

To register, please visit www.perfect-colours.com/perfect-colours-in-partnership-with-hp/

Spandex Open House set to deliver practical advice to help visitors grow their business

Spandex, the one-stop supplier of innovative turnkey solutions to the digital printing and sign making industries will host its annual Open House event at its premises in Bristol on November 7th and 8th 2012. All visitors will receive a gift worth over £100 and the chance to win an Epson SureColor SCT-7000 printer worth £3,000.

The event will offer sign makers and digital print professionals the opportunity to be introduced to new ideas to grow and transform their business through conferences, practical expert advice, hardware and materials demonstrations, workshops and other activities.

"Feedback from previous events tells us that visitors value the extensive learning opportunities and the friendly atmosphere of our Open Houses", says Leon Watson, UK General Manager. "The 2012 is geared towards offering ideas, advice and practical support that will help visitors to widen their service capability and improve sales and profitability", adds Leon.

Conference

A highlight of the event will be the 'Do it Yourself Digital Marketing' conference by expert consultant Cat Young. The conference will reveal the secrets of Digital Marketing including Social Media and SEO (Search Engine Optimisation) and how businesses can implement these on a very limited budget. Attendees are also invited to sign up for a one-to-one consultation with Cat.

Workshops

A range of 'touch and try' workshops will equip visitors with practical tools to help them identify new business opportunities



and develop their range of services. Hands-on workshops include Vehicle Wrapping, Banner Finishing and Display Solutions, Modular Sign Systems, Textile Marking and Edge Media Applications.

Exhibition

Spandex offers the industry's widest range of brands and the event will give delegates the chance to consult the expertise of exhibitors including Avery, 3M, ImagePerfect, Gerber, American Biltrite and Onyx. Industry partners including the British Sign and Graphics Association and several leading specialist publications will be present, contributing to an informative event.

Throughout the day, visitors will experience live hands-on demonstrations of an extensive range of printing technologies including the latest UV flatbed printers from SwissQprint, plus wide format printers from Epson. In addition, Spandex will show its broad range of print finishing equipment from Roll-

scroller, Summa, Keencut and Vivid Laminators. The Gerber Edge FX thermal printer will be demonstrating a range of revenue-generating applications that cannot be easily reproduced with current inkjet technology.

The event will allow visitors to access materials specialists who will be on-hand to provide information on new substrates, as well as offer useful printing tips and techniques for various large format printing applications.

A number of promotions, prize draws and giveaways exclusive to the Open House will be available to visitors. Visitors on the first day are also invited to an entertaining evening of good food and drinks from 6pm.

Address: Spandex UK, 1600 Park Avenue, Aztec West, Almondsbury, Bristol BS32 4UA.

Spaces are limited; therefore delegates are encouraged to pre-register well in advance via www.spandex.co.uk or by calling 0800 77 26 33.

West Yorkshire Drawing Office Services Appointed Authorised Canon Partner

West Yorkshire Drawing Office Services (WYDOS) have been formally appointed to the Canon Partner Programme on 12th September 2012.

The ability to provide excellent sales and technical advice are vital elements in winning this accreditation.

WYDOS with their years of experience in the wide format print sector passed Canon's business assessment without a single issue.

"WYDOS are the ideal partner for Canon. Their high quality service and in depth knowledge of wide format print mean

they can build real solutions for their customers and have, over the years, made Canon the core of their large format printer business. They will make a superb addition to our channel and we look forward to working with them," comments Kevin Smith, Sales Development Manager at Large Format Solutions.

WYDOS will continue its proven course of solution sales with Canon and look to build new business over the coming months with the launch of new Canon products such as the iPF760/765 series.

"Our relationship with Canon is a long one and our appointment to the Authorised Partner channel really confirms our on-going commitment to them. Their new printers provide us with valuable opportunities for creating new business and we'll be working with our customers to ensure that they have the best large format print solutions possible," says Phil Johnson, Sales Manager at WYDOS.

For more information on West Yorkshire Drawing Office please call 0113 220 5400 or visit www.wydos.co.uk

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Mr. Mark Flanagan, Astra Signs Limited, 204 Dantzic Street, Manchester M4, 4DD. Tel: 0161 832 2429

You can also email your application

Email: mark.flanagan@astrasigns.com Web: www.astrasigns.com

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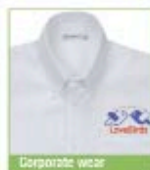
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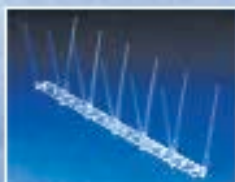
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DMUK is a UK based display equipment manufacturer specialising in LED illumination solutions. DMUK has over 30 years' experience and technical expertise in LED illumination and work with trade partners to deliver high quality products. DMUK is a manufacturing partner of Rotosigns and deal with all sales and marketing activity for their diverse range of pavement and projecting signs.

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info@w-co.co.uk

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www.mirrortechnology.co.uk

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ROMAC DISPLAY SOLUTIONS

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New Street, Slaithwaite, Huddersfield.
HD7 5BB

**Tel: 01484 847753 /
841362**

Fax: 01484 846085

sales@romacstainless.co.uk

www.romacstainless.co.uk

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

NUMBER PLATES

TENNANTS UK LTD

Tennant House, Mount Street, New
Basford, Nottingham NG7 7HX

Tel: 0115 973 8080

Fax: 0115 973 8090

sales@tennantsuk.com

www.tennantsuk.com

Distributors of quality number plate components and suppliers of the UK's best selling number plate printing package the 'Print Pro' system - Full colour number plate printing being used around the world. Our optimised number plate printer will also print Health & Safety Signs, Business Cards, Banners & more. For prices and a free no-obligation demonstration, please call or visit our website.

PAVEMENT SWINGER SIGNS

DMUK/ROTSIGNS

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Thetford, Norfolk, IP24 1HZ

Tel: 01842 766678

Fax: 01842 766320

sales@dmuk.co.uk

www.dmuk.co.uk

DMUK is a UK based display equipment manufacturer specialising in LED illuminated solutions. DMUK has over 30 years' experience and technical expertise in LED illumination and work with trade partners to deliver high quality products. DMUK is a manufacturing partner of Rotosigns and deal with all sales and marketing activity for their diverse range of pavement and projecting signs

PLASTICS DISTRIBUTORS

CENTURY PLASTICS LTD

Unit G, Vector 31, Waleswood Way,
Wales Bar, Sheffield, S26 5NU

Tel: 01909 773037

Fax: 01909 773038

sales@centuryplastics.co.uk

www.centuryplastics.co.uk

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

N E PLASTICS LTD

Unit 1, Ruxley Corner Industrial Estate,
Edgington Way, Sidcup, Kent DA14 5BL

Tel: 020 8308 9990

Fax: 020 8308 9995

sales@neplastics.co.uk

www.neplastics.co.uk

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.

PERSPEX DISTRIBUTION LTD

2-3 Lonebarn Link, Springfield Business
Park, Chelmsford, Essex CM2 5AR

Tel: 01245 232800

Fax: 01245 232801

sales.chelmsford@perspex.co.uk

www.perspex.co.uk

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

ROBERT HORNE GROUP

Huntsman House, Mansion Close,
Moulton Park, Northampton NN3 6LA

Tel: 01604 495333

Fax: 01604 491909

www.roberthorne.co.uk

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.

POINT OF SALE FITTINGS

UK POINT OF SALE GROUP LTD

Emery Court, The Embankment, Heaton
Mersey, Greater Manchester, SK4 3GL.

Tel: 0161 4314400 /

0161 4314411

www.ukpos.com

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

POLYSTYRENE SIGN SERVICE

Fonteyne Signs & Displays

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

Tel: 01727 832146

Fax: 01727 898828

studio@fonteynesigns.co.uk

www.fonteynesigns.co.uk

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

POSTER HOLDERS / CASES

ARKEN P-O-P INTERNATIONAL

Studlands Park Avenue, Newmarket,
Suffolk, CB8 7EA

Tel: 01638 565656

Fax: 01638 662770

info@arken-pop.com

www.arken-pop.com

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

5 Williamson Street, Hull, HU9 1ER

Tel: 01482 380900

Fax: 01482 380901

sales@browningltd.co.uk

www.browningltd.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".

GREEN MAGIC CO. UK LTD

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

Tel: 01489 896999

Fax: 01489 895899

info@green-magic.co.uk

www.sign-holders.co.uk

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

INSIGHT SIGN SYSTEMS

67 Dykehead Street, Queenslie Industrial
Estate, Glasgow G3 4AQ

Tel: 0141 774 5990

Fax: 0141 774 6653

sales@insightsignsystems.com

www.insightsignsystems.com

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

ONTHECASE

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

Tel: 01392 247577

sales@onthecase.co

www.onthecase.co

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

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New Street, Slaithwaite, Huddersfield.
HD7 5BB

Tel: 01484 847753 /

841362

Fax: 01484 846085

sales@romacstainless.co.uk

www.romacstainless.co.uk

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

SIGNSCAPE SYSTEMS LTD

Pear Tree Works, Bath Road, Upper Langford, Bristol BS40 5DJ

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.

UK POINT OF SALE GROUP LTD

Emery Court, The Embankment, Heaton Mersey, Greater Manchester, SK4 3GL.

Tel: 0161 4314400 /

0161 4314411

www.ukpos.com

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

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PROJECTING SIGNS

IRON DESIGN

PO Box 5423 Poole BH12 2ZW

Tel: 01202 463573

Fax: 01202 463564

enquiries@ironsigns.com

www.ironsigns.com

Leading trade suppliers of high quality traditional and contemporary projecting signs and brackets, offering a large range of brackets, panels and lights off the shelf, as well as a comprehensive bespoke service. Competitive prices and next day service. Please visit our website or phone for a brochure.

ROAD SIGNS

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Tennant House, Mount Street, New Basford, Nottingham NG7 7HX

Tel: 0115 973 8080

Fax: 0115 973 8090

sales@tennantsuk.com

www.tennantsuk.com

Tennants UK is one of the UK's largest manufacturers of temporary road signs and distribute economy grade Zintec road signs through to BS EN 12899-1 specified permanent signs. Many years have been spent working closely with leading Traffic Management and construction companies enabling Tennants UK to cater to their every need, including metal frames, cones, barriers, lamps & sign design software.

SCREEN PRINTING

3S PRINT & DISPLAY

Unit 9 Hortonwood 33, Telford, Shropshire TF1 7EX

Tel: 01952 677506

Fax: 01952 677464

sales@3s-signs.co.uk

www.3s-signs.co.uk

www.3sballoons.com

Screenprinters to the sign trade. POS, Estate Agency boards. Full colour up to 8' x 5', vinyl stickers, mark resist, Foamex. Contact us for best trade prices on large or small runs.

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Fax: 01442 231383

sales@ataeng.com

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Tel: 0151 420 2793

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Fax: 0151 495 1369

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Screenprinting at sensible prices to the trade - Huge Discounts on Retail Prices for Transport & Chemical Industry signs, eg reflective Hazchems & related signage. It's our speciality. Ring Steve for a sensible quote!

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Tel: 01482 380900

Fax: 01482 380901

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www.browningsltd.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".

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ATC LTD

Calf Hey South, off Well'ith Lane, Rochdale OL11 2JS

Tel: 01706 633043

Fax: 01706 710086

sales@apptape.co.uk

www.apptape.co.uk

Suppliers of Micro prismatic reflective tapes (3m, Avery, Reflexite) and glass bead reflective vinyl for use on emergency vehicles (police cars & chapter 8 legislation vehicles) also HGV markings as per EC 104. We stock Conspicuity tape manufactured by Reflexite and Avery which are some of the most reflective materials available on the market. Chapter 8 chevron kits also available.

EDWARD MATHIAS & CO

PO BOX 121, Frodsham, Cheshire, WA6 1AA

Tel: 01928 739 799

Fax: 0151 728 8851

info@edwardmathias.com

www.edwardmathias.com

Specialist manufacturers/suppliers of tungsten carbide plotter blades and router cutters. We don't just sell blades, we are the UK's leading manufacturer. Note - we have no connection with any other company who sell or re-sharpen blades.

CLEARSCORE LTD

Unit 1, Tudor Works, Turret Lane, Ipswich IP4 1DL

Tel: 01473 212751

Fax: 01473 233415

sales@clearscore.co.uk

www.clearscore.co.uk

Trade service for high quality screen printing, large or small runs on to most substrates. Providing high quality service and products since 1978.

GREEN MAGIC CO. UK LTD

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

Tel: 01489 896999

Fax: 01489 895899

info@green-magic.co.uk

www.sign-holders.co.uk

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

TENNANTS UK LTD

Tennant House, Mount Street, New Basford, Nottingham NG7 7HX

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Fax: 0115 973 8090

sales@tennantsuk.com

www.tennantsuk.com

The UK's largest distributor of Orafol and Reflexite reflective vinyl. Our range includes Class Ref.1, Class Ref.2, Micro-Prismatic, commercial grade, engineering grade, construction grade & hi-intensity in many colours. Used for chapter 8 chevron kits, ECE 104 conspicuity tape, permanent & temporary road signs & emergency vehicles. Visit our website for guides, prices & application instructions.

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PJ SIGNS LTD

Unit 22-24 Buckingham Square, Hurricane Way, Wickford, Essex SS11 8YQ

Tel: 01268 764874

Fax: 01268 764883

tony.sayers@pj-signs.com

www.pj-signs.com

Using our flat bed CNC 3mx2m routers there is virtually nothing that can't be cut out. Also using latest 3d software a wide range of finishes can be achieved. Offering excellent trade prices and a fast turnaround.

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Tel: 01279 467999

Fax: 01279 467888

sales@firstsignsandlabels.co.uk

www.firstsignsandlabels.co.uk

We specialise in high quality screen printing. We are suited to meet print requirements onto many substrates. We have finishing capabilities with die cutting and CNC routing. We offer a fast and efficient service, should you require 1 off's or larger run's give our team a call.

HUMPHREYS SIGNS LTD

Unit 6, Spencer Trading Estate, Denbigh,
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Tel: 01745 814066

Fax: 01745 815374

sales@humphreys-signs.co.uk

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Trade Printers for over 25 Years. Estate agency boards a speciality. Printing on corex, pvc, vinyls, acrylics, magnetics as well as digital printing. Large and small runs. Free delivery.

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We supply the sign trade with screen printing of all kinds, from small to large contracts. So for all the signs and screen printing you'll ever need, contact us for a competitive quote. Also, vehicles & side curtains, point of sale items, safety signs and banners etc.

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Fax: 01603 616781

mercpil@globalnet.co.uk

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High quality screen printing to all types of rigid and flexible base materials ie. self-adhesive vinyl, paper, plastic and metal. From single to full colour and small or large runs.

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BS31 1XG

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Fax: 0117 377 8816

bryan@bryanrawlings.com

www.bryanrawlings.com

Designers and makers of coats of arms, emblems and all types of sculptural and decorative signage. GRP, cast resins, metals, detailed hand painting and much more. Large range of royal coats of arms available. Specialist suppliers to the sign trade.

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BRETT MARTIN PLASTIC SHEETS

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BT36 4RB

Tel: 028 9083 4206

Fax: 028 9083 4235

semifinished@brettmartin.com

www.brettmartin.com

Brett Martin is a leading manufacturer of plastic sheet products for signage, interior design, shop outfitting, POS displays and fabrication. Products include a Foam PVC range in Bright White, Satin and Gloss colours and an environmentally friendly Recycled material in addition to Flat, Corrugated, Multiwall and Corrugated Multiwall Polycarbonate, Acrylic and aPET sheet.

CENTURY PLASTICS LTD

Unit G, Vector 31, Waleswood Way,
Wales Bar, Sheffield, S26 5NU

Tel: 01909 773037

Fax: 01909 773038

sales@centuryplastics.co.uk

www.centuryplastics.co.uk

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

N E PLASTICS LTD

Unit 1, Ruxley Corner Industrial Estate,
Edgington Way, Sidcup, Kent DA14 5BL

Tel: 020 8308 9990

Fax: 020 8308 9995

sales@neplastics.co.uk

www.neplastics.co.uk

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.

RIGHTON LTD

Righton House, Elliott Way, Nexus Point,
Holford, Birmingham B6 7AP

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Fax: 0121 344 4558

marketing@righton.co.uk

www.righton.co.uk

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. Aluminium Composite Sheet in a comprehensive range of colours, metallic, and mirror effects. Polycarbonate. Foam PVC. PET-G. Painted aluminium sheet. Aluminium extrusion. Ultragrain stainless steel sheet.

ROBERT HORNE GROUP

Huntsman House, Mansion Close,
Moulton Park, Northampton NN3 6LA.

Tel: 01604 495333

Fax: 01604 491909

www.roberthorne.co.uk

Through our nationwide branch network, Robert Horne offer a next day delivery for full sheets and cut panels of a wide range of sign materials - acrylic, foam PVC, polycarbonate, PET, PETG, PVC, aluminium composite, engraving laminates and mirrors. We also supply sign frames and cases, pre-made banners and pavement signs.

TELEGAN PRESSED PRODUCTS LTD.

Unit 3, Old Mercedes Building, Stour
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CO12 3HF

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Fax: 01255 554900

sales@teleganpressedproducts.com

www.teleganpressedproducts.com

Leading manufacturer of plate pressed PVC sheet offering equivalents to Darvic, Pacton and Cobex under our trade name TELBEX. We also manufacture VYNALAST™ engraving laminate. A comprehensive range of photoluminescent boards and self adhesive vinyl is available in PSPA class B and Class C to order.

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Fax: 01302 773482

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www.visionsinplastics.co.uk

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SIGN CASES

INSIGHT SIGN SYSTEMS

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

Tel: 0141 774 5990

Fax: 0141 774 6653

sales@insightsignsystems.com

www.insightsignsystems.com

Insight is a trade only manufacturer, offering a made to measure service, with in-house powder coating. A wide range of aluminium signcases are available, ready to accept acrylic panels, with several trim styles to choose from, and various options including hinged opening fronts, gas strut assisted opening, stand-off brackets etc.

ROMAC DISPLAY SOLUTIONS

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

Tel: 01484 847753 /

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Extensive range of notice boards/poster cases/menu cases and snapframes. Internal & external use. Vandal & weather resistant options. High quality, low prices. Powder coated steel, anodised aluminium, stainless steel & brass. Wall mount, post mount and lectern style. Also available illuminated, including energy efficient LED. Plus a full range of internal and external display systems.

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127 Albert Street, Fleet, Hants GU51 3SN

Tel: 0845 619 9880

Fax: 01252 812 123

sales@fairfielddisplays.co.uk

www.fairfielddisplays.co.uk

Sign support systems for any internal signage. Wall mounts, directory systems, hanging banner systems, suspended cable/rod systems. Custom made acrylic signs supplied as blanks or printed to your requirements. Best quality components at highly attractive trade terms. See the full range on the website or call for a comprehensive brochure. Showrooms in Fleet & Shrewsbury

I-SPI LTD

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Glasgow G32 0RP

Tel: 0845 241 2467

Fax: 0141 778 5824

sales@ispitrade.com

www.ispitrade.com

I-SPI Trade supplier of sign support systems. Our range includes wall mounts, cable&rod display systems, screw covers, LED lighting and much more all at THE REAL TRADE PRICE. Massive stocks and next day delivery. See our products on our web site or give Stephen or Sean a call for a brochure.

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The Display Centre, Knights Way,
Battlefield Enterprise Park, Shrewsbury
SY1 3AB

Tel: 01743 465531

Fax: 01743 465532

sales@midwestdisplays.co.uk

www.MidWestDisplays.co.uk

Mid West Displays stock a wide range of sign support systems. We also stock wall mounts, snap frames, mirror screws, cable/rod suspended systems, lighting, poster pockets and many more. We are pleased to be working with the highest quality materials at competitive prices.

UK POINT OF SALE GROUP LTD

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Tel: 0161 4314400 /

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SIGN TRADE SUPPLIERS

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Fax: 01482 380901

sales@browningsltd.co.uk

www.browningsltd.co.uk

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Unit 22-24 Buckingham Square,
Hurricane Way, Wickford, Essex
SS11 8YQ

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Fax: 01268 764883

tony.sayers@pj-signs.com

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Specialist sign company where almost anything is possible. Using all latest technology as well as traditional methods to cater for all, keeping many aspects in house to achieve a competitive price.

SIGNSCAPE SYSTEMS LTD

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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.

SYGNET SIGNS LTD

129 Humberstone Rd, Leicester,
LE5 3AP

Tel: 0116 262 6288

Fax: 0116 262 6061

sales@sygnetsigns.com

www.sygnetsigns.com

We manufacture most sign solutions you will ever need. Fascia's, built up letters/logos, flat cut letters/logos, laser/router cutting service, "off the shelf" or made to measure illuminated poster cases, LED illumination, powder/stove enamel coatings, 3D development in both design and manufacture. All works carried out in-house.

THE SIGN GROUP

Victoria Works, Bruntcliffe Road, Morley,

Leeds, West Yorkshire, LS27 0LF

Tel: 0113 25 24 706

Fax: 0113 25 24 797

info@thesigngroup.co.uk

www.thesigngroup.co.uk

We are a manufacturer of trade signage consisting of acrylic/metal fabrication, sign trays and CNC work, with our speciality being bespoke signage. We create construction methods & source materials that are best suited to the job. This approach is what makes us different from the rest. "A Truly Bespoke Supplier"

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Calf Hey South, Off Well'ith Lane,
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Fax: 01706 710086

sales@apptape.co.uk

www.apptape.co.uk

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MACTAC UK LTD

37 Tenter Road, Moulton Park,
Northampton NN3 6AX

Tel: 01604 644697

Fax: 01604 790495

www.mactac.eu

MACTac are global manufacturers of self-adhesive Speciality Films incl PVC, PET, PP, PE and more. World renowned brands include MACmark (coloured Vinyls) MACscreen, Imagin and Permacolor inkjet printable films and Protection Laminates. Also available, a diverse range of Technical Tapes and Label substrates using Speciality Films and products Class O fire-rated and CBS Outdoors (Viacom) approved.

THE VINYL CORPORATION

51 Awsworth Lane, Cossall,
Nottinghamshire, NG16 2SA

Tel: 0115 930 1133

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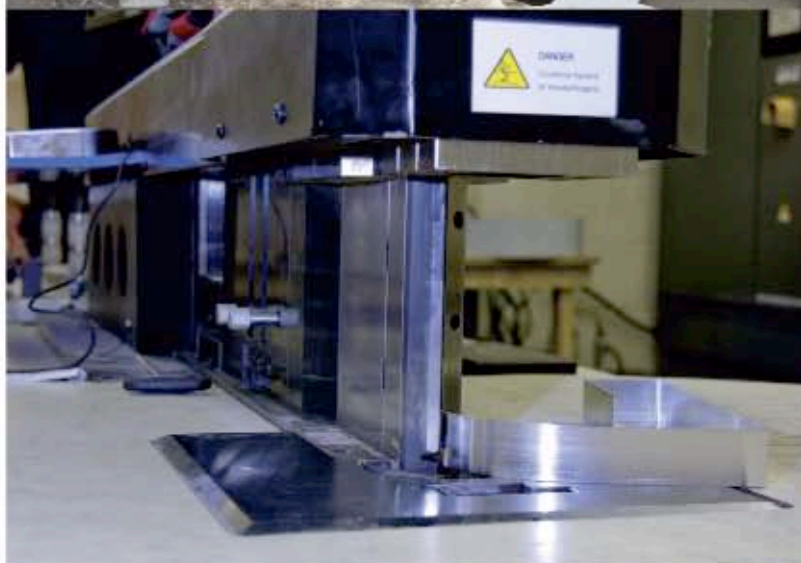
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3mm	£0.61	£0.80	£0.93	£1.22	£1.46	£1.82	£2.42	£3.03	£3.28	£3.76	£4.61	£6.86	£8.37	£10.31	£12.49	£48.51
5mm	£0.91	£1.15	£1.46	£1.82	£2.30	£2.79	£3.63	£4.98	£5.76	£6.51	£7.88	£10.92	£13.94	£16.98	£26.71	£66.71
10mm	£1.83	£2.32	£2.91	£3.64	£4.61	£5.57	£7.26	£9.98	£11.53	£12.81	£15.77	£21.90	£27.83	£33.96	£53.40	£133.40

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

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3mm	£0.42	£0.53	£0.85	£1.03	£1.14	£1.39	£1.57	£2.12	£2.42	£2.72	£3.03	£4.00	£4.85	£5.76	£7.88	£18.20
5mm	£0.48	£0.72	£1.09	£1.46	£2.00	£2.30	£2.67	£3.15	£3.64	£4.37	£5.15	£6.07	£6.87	£8.00	£11.03	£30.32
10mm	£0.95	£1.33	£1.70	£2.55	£3.52	£4.37	£4.98	£6.07	£7.28	£8.32	£9.34	£11.52	£13.34	£16.98	£21.59	£58.21
19mm	£1.82	£2.55	£3.64	£4.74	£4.85	£6.67	£8.49	£9.41	£10.92	£12.42	£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	£2.81	£3.88	£4.66	£5.16	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.16	£19.10	£58.21
18mm	£1.57	£2.42	£2.96	£4.06	£5.03	£6.18	£7.64	£8.61	£10.92	£12.42	£14.92	£17.10	£20.84	£21.83	£29.11	£87.32

3mm ALUMINIUM COMPOSITE (Dibond, Alupanel)

NO MINIMUM ORDER

height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
standard colours	£1.09	£1.52	£1.99	£2.55	£2.91	£3.39	£4.85	£5.70	£6.67	£7.28	£8.21	£9.70	£11.28	£15.77	£19.10	£60.71
Chrome	£2.00	£2.55	£2.91	£4.28	£5.82	£7.01	£8.19	£9.46	£11.28	£13.79	£15.52	£17.56	£20.93	£25.76	£31.75	£98.25
Brushed finish	£1.33	£1.70	£2.31	£2.86	£3.88	£4.67	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.17	£21.83	£65.49

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MINIMUM ORDER £95

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3mm	£2.91	£3.67	£4.51	£5.63	£6.26	£7.18	£8.10	£9.38	£10.59	£12.08	£13.67	£17.88	£21.41	£27.22	£36.11	£110.11
5mm	£3.46	£4.33	£5.36	£6.64	£7.30	£8.47	£9.55	£11.07	£12.49	£14.25	£16.13	£21.10	£25.76	£32.12	£42.64	£132.64

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MINIMUM ORDER £95

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Satin Brush	£4.72	£5.09	£6.18	£7.10	£7.64	£10.74	£13.61	£16.01	£17.20	£19.01	£21.83	£27.11	£31.80	£43.65	£52.75	£152.75
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	£160.03

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