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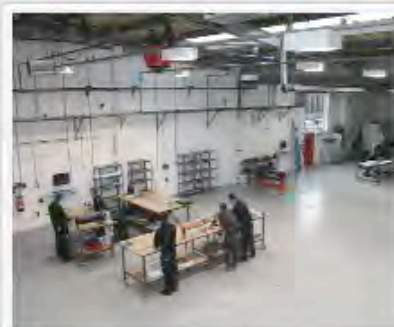
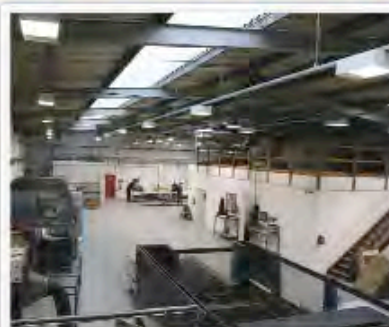
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## CONTENTS

- 5 **Welcome page**
- 6 - 32 **Product News**  
The latest product offerings: anti-vandal solutions from NovaDura, plotters/ cutters from Graphtec, Fujifilm UV inkjet printers and more.
- 34 - 41 **Inks Feature**  
We profile which environmentally friendly inks are available, Ashwin Mehra speaks to the experts at HP, Josero, Roland DG UK and AIT Shiraz, as well as profiling Matic Media as a case study.
- 44 - 58 **Product Choice**  
Who's chosen what, including signage solutions, printers, CNC routers, double sided adhesive tapes and software to name a few.
- 60 - 62 **Interview: Brian The Brush**  
Ashwin Mehra interviews master Gold Leaf gilder, Brian The Brush, on the benefits and potential pitfalls of using Gold Leaf material.
- 64 - 66 **RIP Software Feature**  
Roger Ward, Managing Director of AIT Shiraz Ltd and Rob Goleniowski, Business Manager at Roland DG UK speak to Ashwin Mehra about what RIP software is, and why sign makers should consider using it.
- 68 - 72 **Project News**  
Completed projects from around the country.
- 73 - 80 **Sign News**  
The latest news on product launches, events and partnerships from around the sign industry.

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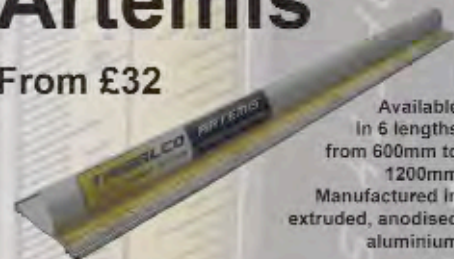
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## Guess who's back

**Yes, I had retired, but what can you do with the kinds of summers and winters we are having now.**

It's likely to make the sanest of us want to jump out of the window or..... go back to work to see the winter out. Jumping out of the window don't half hurt, so I went for the second option.

But believe you me, as soon as the warmer rain comes, I'm going back to retiring, joining all the other old people down in Eastbourne.

In the meantime I decided to get out and about, rather than sit in doors watching a load of rubbish on the telly.

Our loyal readers will remember *Sign Update* running a feature on sign makers in different counties all over the country, which we will be running until the warmer weather.

I've been down to Kent visiting sign makers and suppliers for the upcoming "Kentish Sign-maker" feature in our next issue.

I had to pick somewhere in the South, as that seems to be the last place in the UK to find anyone with work. The only downside with work is, you then have to try and get your customer to pay for that service that you've just provided (but, that's another story).

If you would like to be part of the Kent feature, just email me or ring any number on page 3. I must mention; you have to work in the county of Kent to participate.

My next mission will be Manchester. I may have picked the worst time of year to visit Manchester, but then it would still be raining if I picked June.

If you would like to be featured in the Manchester article then please give us a call and I will come out to you. I will finish off with Staffordshire and start again in the late autumn.

Finally, I will finish off with an article I read in the national papers, where a gentleman from outside of the EU came to this country and had one of those sham marriages to get a British passport.

He then went out to Spain and got on the wrong side of the law with burglary, mugging and whatever is the easiest way of making a dishonest living.

After going in and out of Spanish jails, the Spanish government decided enough was enough, and threw him out of the country.

And where did he have to go, yes the UK, naturally because he's British. I thought you couldn't have given the man a better punishment than to send him from that warm climate back to here.

That really did cheer me up.

The only downside, it's another parasite us tax payers have to look after.

Oh, and Happy New Year to all who took the trouble to read this.

*Roger Hinchliffe*



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## Epson launches SureColor SC-F series of dye sublimation printers 44 and 64-inch models

Epson has entered the dye sublimation printing market for the first time with the announcement of two roll-fed dye sublimation printers: the 44-inch SureColor SC-F6000 and the 64-inch SureColor SC-F7000.

Providing high quality output at up to 720 x 1440dpi on all leading transfer papers, the new printers are not only the first dye sublimation models from Epson, but also the first in this sector in which every component, from ink and printhead, to printer chassis and optional accessories, are all designed and manufactured by one company. This ensures that quality, performance and reliability are all optimised for maximum productive uptime and profit, and a low Total Cost of Ownership.

The SureColor SC-F models are durable and robust roll-fed CMYK printers that support an extensive range of applications. The mid-high volume 64-inch SureColor SC-F7000 and low-medium volume 44-inch SureColor SC-F6000 have been developed for the efficient production of quality soft signage, sportswear, apparel, accessories, customised promotional items and decorated gadgets.

Key Features	(SC-F7000)	(SC-F6000)
Productive, reliable and flexible dye sublimation printers	64-inch	44-inch
Epson engineered throughout for maximum productivity low Total Cost of Ownership (TCO)	•	•
Proven Epson MicroPiezo TFP Print Head for high throughput, 720 x 1440dpi resolution and long production life	•	•
Print CMYK on a wide range of dye sublimation transfer papers	Up to 64-inchwide	Up to 44-inch wide
Single-operator media loading with front access	-	•
Single-operator media loading with rear access	•	-
Automatic media tensioning control	-	•
Output speeds of up to 57m <sup>2</sup> /hr in Draft mode, 28m <sup>2</sup> /hr in Production mode, 16m <sup>2</sup> /hr in Quality mode <sup>1</sup>	•	•
Integral, easily-refillable 1.5 litre ink system for low maintenance and longer print runs	•	•
Auto take-up reel for long-run, damage-less printing	•	Optional
Optional media supply system for heavy rolls of up to 80kg	•	-
Epson UltraChrome DS aqueous ink for vibrant colours, sharp contours and smooth gradations with excellent light/wash-fastness and abrasion/perspiration resistance	•	•
Ethernet and USB connectivity	•	•

Innovative single-operator media loading and set-up features, such as automatic media tensioning and an intuitive LCD control panel, make both printers easy and quick to set up and use.

Both models output at speeds from 16 to 57m<sup>2</sup>/hr, depending upon application [1], and feature an integral and easily refillable, high-capacity 1.5 litre ink system. Furthermore, the auto take-up roll – standard for SC-F7000 and optional for the SureColor SC-F6000 – allows maximum uninterrupted production runs with minimal downtime for maintenance.

Epson's MicroPiezo TFP® Print Head, which is already an established technology within the dye sublimation sector, ensures precise and repeatable performance as well as excellent longevity. These, in conjunction with Epson UltraChrome DS ink, a specially-developed new aqueous ink, produces outstanding images with vibrant colours, intense blacks, sharp contours and smooth gradations. Textile print produced by the SureColor SC-F series printers also exhibits excellent light- and wash-fastness, as well as resistance to abrasion and perspiration.

Guy Martin, product manager, Epson Europe, says:

"Digitalisation of textile printing is still less than 2% of the market, but this application is growing rapidly. Our strategy is to increase that percentage, by providing professional print sectors with the most reliable and cost-effective production solutions for the growing short run production, fully engineered by Epson to deliver consistent quality results."

Guy adds: "The new SureColor SC-F6000 and SC-F7000 provide the dye-sublimation market with a choice of printers to suit a range of creative applications, backed up by Epson expertise and support. This is only a start for us and we will launch more products in the future."

[1] Specifications may change without notice. Please contact your local Epson dealer for further information.

For more information please visit [www.epson.co.uk](http://www.epson.co.uk) or call 0871 423 7766.





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## Victory introduce new product range: Poli-Print digital printing media

Victory Design has announced the launch of their new digital media range Poli-Print, manufactured by Poli-Tape in Germany.

Victory has added this media range to their existing digital range and Poli-Print will sit alongside their Jac and Avery digital products offering customers a wider choice of products.

The Poli-Print range has media with clear and grey adhesives; the grey adhesive products provide greater opacity for applications that require this.

Poli-Print media can be used for a wide variety of applications such as signs, exhibitions, vehicles and floor graphics.

There are both monomeric and polymeric media available. The monomeric products are ideal for flat, curved or slightly corrugated surfaces. The polymeric media are more suited to long term outdoor applications due to the UV and weather resisting solvent adhesive.

All Poli-Print products are available as 50m rolls in various widths of 760, 1370 and 1524mm.

The Poli-Print 810 monomeric transparent film acts as a dual product; a gloss digital and clear lamination film.



All Poli-Print products are available as 50m rolls in various widths of 760, 1370 and 1524mm.

This product can also be used as a laminate on the other monomeric digital products. Similarly in the polymeric range the Poli-Print 1010 is also a dual product – a digital and lamination film.

Victory Design has some low cost trial rolls available. For more information please visit [www.victorydesign.co.uk](http://www.victorydesign.co.uk) or call 01246 570570.

## 3M adds new colours and finishes to car wrap film series

**Colour-change films are becoming increasingly popular to enable even more creative vehicle personalisation. To meet this market trend, 3M has increased the number of colours and finishes in the Scotchprint Car Wrap Film Series 1080 to 39 brilliant formats.**

There are now 20 high-quality gloss colours from which to choose, together with further options in matte, brushed metal, carbon fibre and satin black finishes.

The films are highly durable and easy to apply and purposely remove and provide a paint-like finish to solid-colour vehicle detailing,

decoration and full vehicle wraps. They also provide excellent opacity when applied to high-contrast surfaces and offer the same superior installation characteristics as 3M's Controltac Graphic Films with Comply Adhesive.

With this advanced adhesive technology, millions of glass spheres embedded in the adhesive surface minimise the initial contact area to enable the film to slide and be repositioned for optimum alignment until firm pressure is applied to complete the application process. The non-visible air-release channels in the adhesive ensure fast and bubble-free results in all situations.

The films are available in 60-inch rolls to allow any section of a vehicle to be seamlessly wrapped. Because the films are removable, it is easier to return to the vehicle's original colour or to change the graphics as required.

3M 1080 films are available from 3M primary distributors William Smith and Spandex.

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

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BMW wrapped with 1080 film in satin black finish.



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## Crystal Displays launches slimline advertising displays

Crystal Displays have announced the introduction of a brand new range of Slimline Digital Advertising Displays; beginning with 22" and 32" models.

These will be followed by the release of 42", 46" and 55" models in due course.

The new generation of Slimline Digital Advertising Displays will retain many of the great features their predecessors had, such as a built in HD media player, flush fit wall mount for landscape or portrait mounting and free scheduling software. They will also have the following improved features:

- **Scrolling Text:** now supports scrolling text to compliment your content and get your message across more effectively
- **Tablet-like Aesthetics:** the rounded corners, slim profile, glass front and aluminium frame give the new range of screens greatly improved aesthetics
- **Improved Internal HD Media Player:** now supports a wider range of image and video file formats as well as the ability to transition between videos seamlessly
- **Internal Memory:** this has been doubled to 4GB

The new range of Slimline Digital Advertising Displays, 22" and 32", are now in stock and available for immediate dispatch.



*Slimline displays are launching 22" and 32" models, with 42", 46" and 55" models coming soon.*

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

## Colourgen introduces Value Mutoh all-in-one print & cut solutions



Colourgen has launched a unique product bundle designed to simplify the buying process and ensure the best possible value for customers.

The Mutoh all-in-one print and cut bundles offer end users everything they need for a complete solution at a competitive bundle deal price.

Each solution includes a ValueJet printer (three models available), a Kona cutter (to match the printer width), an ink set, software (either RIPCentre or Caldera VisualRIP), delivery, installation and training. There are four different bundles available: Entry-Level Solution, Semi-Pro Solution, Pro Solution One and Pro Solution Two, ranging from £10,895 (SRP) to £17,995 (SRP). These prices represent savings of up to £3,000 on Pro Solution Two.

Melanie Enser, Product Marketing Manager at Colourgen, explains: "With more end users wanting to expand their businesses by offering additional services, we've been getting more and more demand from Channel Partners for Mutoh print and cut bundles to fulfill demand. By combining proven, reliable products in to all-in-one solution bundles, we not only make the selection process easy, but can offer them at great value competitive prices to fit most budgets."

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



# APS launches tuning & cast vinyl films swatch for colour change cast & polymeric vinyls

Slough-based All Print Supplies (APS) is set to introduce the latest version of its 'colour change' vinyl swatch for car tuning and cast vinyl films.

The new swatch comprises over 170 different polymeric and cast colour change films from major manufacturers such as MACtac and KPMF and is being offered free to all customers.

The swatch includes a range of some of the most popular products on the market including KPMF K70000 opaque gloss, metallic and glitter cast vinyls; MACtac TF700 Sublime opaque gloss and matt polymeric vinyls with micro bubble-free adhesive. The swatch range also includes MACtac TF iridescent, textured, brushed and carbon fibre vinyls as well as supreme wrap opaque 80µ dual layer cast vinyls with

'Easy-To-Appl'y' adhesive.

Kevin Wallace, Managing Director, APS, explains: "All the films in our new swatch have been specifically developed for full and partial vehicle wraps. This market has grown substantially over the last five years as businesses recognise the cost savings and flexibility a vehicle wrap can offer over a traditional professional paint job. Typically, these films will last for over five years, change and improve the appearance of the vehicle, protect the bodywork from stone chips and can be easily removed prior to resale."

To encourage wider format printers and sign makers to extend their services and grow revenue streams, APS is also offering to organise training courses to help those who are considering venturing into this lucrative and rapidly expanding sector.

Mr Wallace continues: "The vehicle wrapping sector has seen huge growth over the past few years and there are some exciting new substrates available on the market. It's an area of the printing industry that has, I believe, a very positive future and I would encourage those looking for new and profitable services to add to their portfolio to seriously investigate the opportunities in this sector."

Each of the vinyls contained in the swatch is available under APS's "Buy the metre" programme, where there is no minimum order, allowing customers to buy only what they need.

Customers who would like a free swatch should contact APS South on 01753 696977, APS North on 01709 829800.



The new swatch comprises over 170 different polymeric and cast colour change films



## Hybrid's Tech Services offer 'Virtual Visits' with upgraded remote software

Mimaki's exclusive UK and Irish distributor, Hybrid Services Ltd, has a new and improved gadget in the Tech Services tool box; the latest TeamViewer remote support software, designed to offer spontaneous customer support.

Following escalation of a support case by one of Hybrid's resellers; technical staff at its Cheshire HQ are able to make 'virtual visits' to their customers' computers and resolve many software or computer related issues remotely, allowing faster problem solving and getting customers back printing as quickly as possible.

The fast and easy access offered by the new system means quick diagnosis and resolution of problems by allowing remote access to the customers' computer where a member of the technical team can do everything as if they were sat in front of the end users system. This saves the time involved in arranging and getting an engineer to visit the customers' premises, and with TeamViewer being secure and safe to use, it ensures the customers' files are protected at all times.

In addition to the technical team being able to access remote computers, Hybrid's setup allows for a two way dialogue, where files can be shared by Hybrid and accessed by the customer for testing or evaluation purposes, and with the additional feature



*Fast and easy access allows the technical team to remotely resolve issues, saving time and additional hassle of calling in engineers.*

of remote screen capture, Hybrid can analyse more complex tasks offline.

Hybrid's technical services manager, Andy Lewis considers this latest addition to the company's support capability to be a powerful tool. "The ability to rapidly respond to a customer is core to the service we offer at Hybrid. We have been pioneering remote software support for a number of years, but this latest addition ensures we're providing our customers with the best backup possible."

Offered free as part of Hybrid's Technical Services function – available to in-warranty Mimaki users and those with Customer Care packages – the TeamViewer application is downloaded from Hybrid's website in conjunction with instruction from a technician.

Further information on Hybrid's complete support and technical capabilities can be found by visiting [www.hybridservices.co.uk](http://www.hybridservices.co.uk) or calling 01270 501 900.



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Not only is the CE6000 packed full of new and improved features, we now include free of charge our own Graphtec Studio Sign Design software, designed exclusively for Graphtec, this feature rich software is built to drive your plotter with ease allowing you to take over control of the plotter from your Mac or PC.

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## Fujifilm introduces highly versatile Acuity Advance Select UV inkjet printer

Fujifilm has announced the introduction of the latest addition to the Acuity wide format UV inkjet family of printers – the Acuity Advance Select, which was launched towards the end of 2012.

The new Acuity Advance Select builds on all the advantages of the highly successful and popular Acuity Advance platform, with the same ultra-high print quality, but adds a number of new features that improve production efficiencies and extend the versatility of this platform, allowing it to be used for a much wider range of applications.

One of the key developments incorporated into the new Acuity Advance Select is the inclusion of eight independent ink channels. In addition to the standard CMYK ink set, the Acuity Advance Select includes additional white and clear ink channels. These can be configured in a number of ways:

### **Clear + White**

The addition of white and clear ink channels allows print service providers to print on a range of non-white substrates and add a spot or flood coat 'varnish' effect in a single operation all on one printer. This extends the application versatility of the Acuity Advance Select machine and improves the efficiency with which these types of added-value effects can be achieved.

### **White + White**

Alternatively, the Acuity Advance Select can be used with two white ink channels to improve the density of white in a single pass, which can be particularly useful for demanding backlit applications.



*In addition to the standard CMYK ink set, the Acuity Advance Select includes additional white and clear ink channels.*

The other two extra channels can be used for laying down additional cyan and magenta ink. This improves the quality that can be achieved in the higher speed Production printing mode allowing more demanding jobs to be printed up to 25% faster. The 8-channel Select also includes new print modes to further improve print speed. In either case, the Acuity Advance Select allows print service providers to print higher quality work faster.

The Acuity Advance Select features additional vacuum zones, further reducing manual masking, together with new job handling capabilities for more complex jobs or those requiring multiple sets of prints, advancements which help to improve overall production efficiencies.

The Acuity Advance Select's print performance is optimised by Fujifilm's uniquely

formulated Uvjet inks. These incorporate the company's proprietary 'Micro-V' dispersion technology that consistently delivers wide adhesion, superb colour vibrancy and excellent durability in every print.

The introduction of the Acuity Advance Select perfectly complements Fujifilm's recently launched Acuity LED1600 roll-fed LED UV printer, with both platforms now featuring eight ink channels and the versatility of printing clear ink 'varnish' type effects in a single pass. The combination of these two machines represents one of the strongest line ups of mid-range high performance inkjet printers on the market, with a clear migration path for printers looking to upgrade in the future.

For more information please visit [www.fujifilm.co.uk/gs](http://www.fujifilm.co.uk/gs) or call 01234 572 000.

## DMUK introduce two new LED plug 'n' play product solutions

**DMUK have introduced two brand new products, which were launched towards the end of 2012: The Standoff Back-lite and the Window-lite are both LED illuminated, simple plug 'n' play solutions and are available in standard and bespoke sizes.**

The Standoff Back-lite LED Lightbox features a standard 36mm back-lit box plus a 3mm opal back and a 2mm clear polycarbonate front sheet. Standoffs are used to fix components together to produce a modern 'frame-free' finish.

The whole display is consistently and perfectly illuminated thanks to a matrix of bright evenly spread Super bright LEDs.

This, combined with a new, improved opal sheet just introduced into DMUK's lightbox manufacturing process, ensures that the new product is impressively bright and attention grabbing due to the fact that the new opal allows more light than ever to pass through it.

The Window-lite LED Lightbox features a 12mm deep aluminium box, edge lit on all four sides by flexible strips of LEDs. The units can be easily attached to the interior of a window with the double sided tape supplied with the Window-lite.

For more information please visit [www.dmuk.co.uk](http://www.dmuk.co.uk) or call 01842 766 678.







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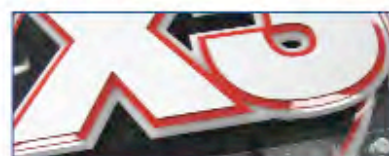
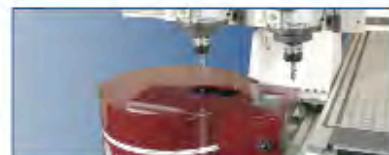
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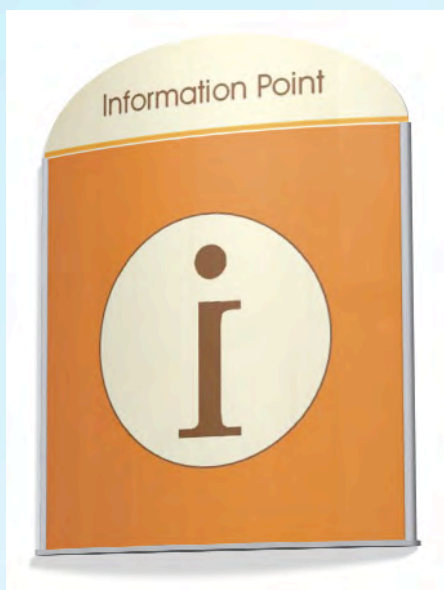
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# PRODUCT *News*

## Vista System unveils new accessories for creating custom designed wall signs that fit any project

Vista System International, a world leader in Modular Curved Frame Technology (MCFT), recently unveiled a few accessories to create custom designed wall signs that fit any project.



These accessories serve as an example of the endless variety of products available by using the MCFT concept.



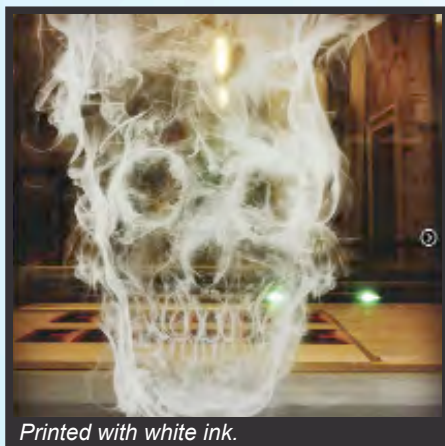
The new accessories take advantage of the extreme flexibility of Vista System's MCFT catalogue products to create new designs: A wall frame featuring a decoratively cut aluminium inserts that protrude out of the frame to create unique designs, and a decorative back plaque made of various materials, that attaches to the sign frame to create eye catching wall frame designs.

MCFT (Modular Curved Frame Technology) offers the best of both worlds by offering the advantages of a modern modular system with the ability to provide a highly customisable solution that meets the unique requirements for each sign project.

For further information, visit [www.vistasystem.co.uk](http://www.vistasystem.co.uk) or call 0800 404 9151.

## New additions to ADS materials range

Amari Digital Supplies has recently added new wall covering products to their expanding materials range. Manufactured by leading UK supplier of high-quality print media and specialist coating company, SIHL, aimed at the expanding interiors market.



Printed with white ink.

They include Wallpaper Sol Persomural in a choice of two standard non-scratch papers with the option of a pre-pasted version for easier application and PolySOL PET, a self-adhesive tear-resistant fabric that can be repositioned and removed without leaving any residue.

ADS are also supplying new products in the Poli-Print range of digital media from the German manufacturer Poli-Tape. These include white vinyl with a clear or grey opaque adhesive and clear vinyl with either a gloss or matte finish that can also be used for lamination purposes. The Poli-Etch Silver Frost vinyl with the option of an air-release adhesive for easier application is also available.

ADS is also a leading UK distributor of vinyl materials from MACtac that provide a wide choice of options from the MACmark sign making and IMAGin print and finishing media ranges, selective products from the MACscreen range and specialist laminates and mounting films from the PermaColor range. The company is also able to supply vinyl films that are designed specifically for

exterior wall and floor graphics applications and similarly testing and/or difficult installations. Within the extensive ADS portfolio are solutions for aqueous, solvent, eco-solvent, UVC and Latex printing technologies coupled with the increasing demand for more sustainable media.

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



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# PRODUCT *News*

## Graphtec CE6000 to set new cost-to-performance benchmark

*The CE6000 series features the latest ARMS 5.0 (Advanced Registration Mark Sensing) system that offers unparalleled media plotting and cutting accuracy via four-point rather than the traditional three-point registration.*

Described by Phil Kneale, Director of Graphtec GB, 'as the most significant machine upgrade to have taken place in the past decade', the new CE6000 series of plotter/cutters is destined to set a new level of performance in relation to its low cost that would be difficult to match by any similarly positioned machine currently available.

Combining all of the basic high-performance capabilities of the hugely successful CE5000 series that it now

replaces, the CE6000 offers a host of advanced production features and free Graphtec Studio cutting design software at a price that will be universally welcomed by the sign and graphics and digital printing industries faced with cost-cutting necessities.

Offering outstanding performance at a realistic cost, the CE6000 moves the cutting capabilities of the CE series nearer to those of Graphtec GB's flagship FC8000 series but without the need for a huge additional investment. Significantly, the CE6000 offers a much wider and longer-length cutting area capability, a dramatically increased cutting speed of up to 900mm/sec and a maximum cutting force of 500gf by comparison with the 300gf rating of the previous CE5000 machine.

The CE6000 series also features the latest ARMS 5.0 (Advanced Registration Mark Sensing) system that offers unparalleled media plotting and cutting accuracy via four-point rather than the traditional three-point registration, an automatic panning function for longer-length cutting and tracking requirements, a choice of operating modes to complement the user's skill levels and a range of different tool condition settings. The machines also feature an enhanced sorting

facility to minimise the amount of movement in the media feed function which leads to shorter cutting times and an LCD-inspired large-type easy-to-understand and navigate machine operating VDU panel.

Supplied in a choice of three models with cutting widths ranging from 15 to 48 inches to accommodate a range of different applications, the CE6000 is available from Graphtec GB authorised resellers.

For further information, visit [www.graphtecgb.co.uk](http://www.graphtecgb.co.uk) or telephone 01978 666700.



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# THE AVENUE : under examination

What are the potential benefits of this new poster case to signmakers, installers and users alike?

Locks fix underneath inner frame so they cannot mis-align.

Locks can be unscrewed by hand after initial turn with the security tool.

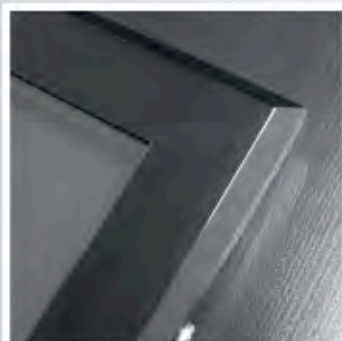
Glazing fitted using strong tape and nothing else, so damaged glazing can be replaced in-situ.

Hinge design allows left, right or top opening without having to decide in advance.

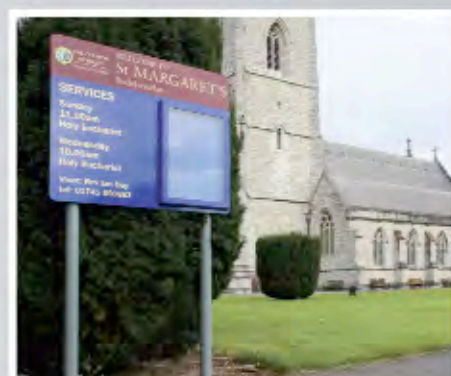
Continuous seal around the inner frame (no gaps for screws) for enhanced protection from water.

Hassle free installation with fixing holes positioned in the back frame, right up against your fixing surface.

Magnetic Insert or Correx front insert for the same price. Magnetic can be a different colour for no extra charge.







## 5 reasons to use The Avenue in 2013

1. Quick and easy to install
2. User-friendly lock and hinge design
3. Decide door orientation during install
4. Superior weather resistance
5. Great flexibility via tailoring options

Launched in September of last year, The Avenue poster case has begun to attract the eye of most avid sign-makers. What has yet to be revealed however, is how the clever design of the market's newest poster case can benefit sign-makers.

### Installation

One of the best aspects of the Avenue's design, is the ease at which it can be installed. It is fitted via holes formed in a recessed channel in the top and bottom frame. The recessed channel means the fitter can hold the case to the fixing surface and drill through just 1.5mm of aluminium frame before reaching the fixing surface. This is a installation delight when compared to other cases currently on the market. Fixing holes are pre-drilled on wall mounted cases to save even more installation time.

### Appearance

Based on a mitred corner design, The Avenue looks modern and chic, largely thanks to its pleasing lines and slim design. At only 40mm deep, The Avenue is very sleek, especially on sign panels and in rail mounted locations. The quality of the mitres is also excellent, barely visible unless viewed close up. The edges of the corners are also rounded off for a clean, smooth finish. Another small, but nice touch is that the case is assembled prior to powder-coating so the majority of screws and fixtures are coloured to match the frame.

### Weather Resistance

Until recently, there had been little choice on offer when it came to poster cases tough enough to withstand the harsh realities of exterior conditions. Designed primarily as an exterior case, The Avenue provides an excellent standard of weather resistance, as good as many far more expensive cases. Integral to its performance, is a continuous thick rubber seal that travels all the way around the inner frame to protect the display area from water ingress.

### Trade Pricing

Despite the extra benefits listed above, The Avenue is competitively priced when compared to other leading exterior cases - the prices speak for themselves:

"At only 40mm deep The Avenue is very sleek, especially on sign panels"

### Tailoring Options

The Avenue range offers wall, post, and rail ready mountings, aluminium headers and sign panels, and a unique lectern stand, all as standard. This certainly makes life easier for the Signmaker, with a huge number of potential applications filled by one product.

### Conclusion

The Avenue is certainly putting forward an excellent case for rivaling the best poster cases out there, and claims to offer a new standard in poster case design. On the basis of what is on offer, it would seem The Avenue deserves to be tested by you in 2013.

## Trade Pricing

A4	£82
A3	£86
A2	£99
20" x 30"	£122
A1	£136
40" x 30"	£174
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A0	£186

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# PRODUCT *News*

## Anti-vandal and anti-graffiti solution from NovaDura

**Vandalism and graffiti on signage, architectural cladding and decorative panels remains an expensive issue for high street retail outlets and local authorities.**

Dedicated trade supply company NovaDura has developed a robust and cost-effective answer to this problem through a multi-stage process that incorporates a direct-to-substrate method of printing using special patented inks applied to pre-treated aluminium that is then sealed and protected with a durable UV-resistant coating.

The system offers a combination of anti-graffiti protection with a high level of resistance to abrasion and environmental degradation even in coastal locations where there is abrasion due to sand particles and salt. The system will even withstand contact with naked flames. As a result, exterior signage and associated architectural features can be retained in their original pristine condition for their predicted lifespan whilst eliminating the need for labour-intensive and costly alternative methods of maintenance or replacement. The system has also provided the ideal alternative to expensive vitreous enamel signage used in prestigious high street locations.

NovaDura was rigorously tested and



gained multiple approvals at Exova Warrington Fire Research, most notably to enable its use in passenger-carrying trains and on the London Underground network. An anti-bacterial version that has been tested to ISO 22196 and JIS Z 2801 is also

available for application to signage and claddings in the healthcare sector.

For further information, visit the website [www.novadura.com](http://www.novadura.com) or telephone 01282 867390.



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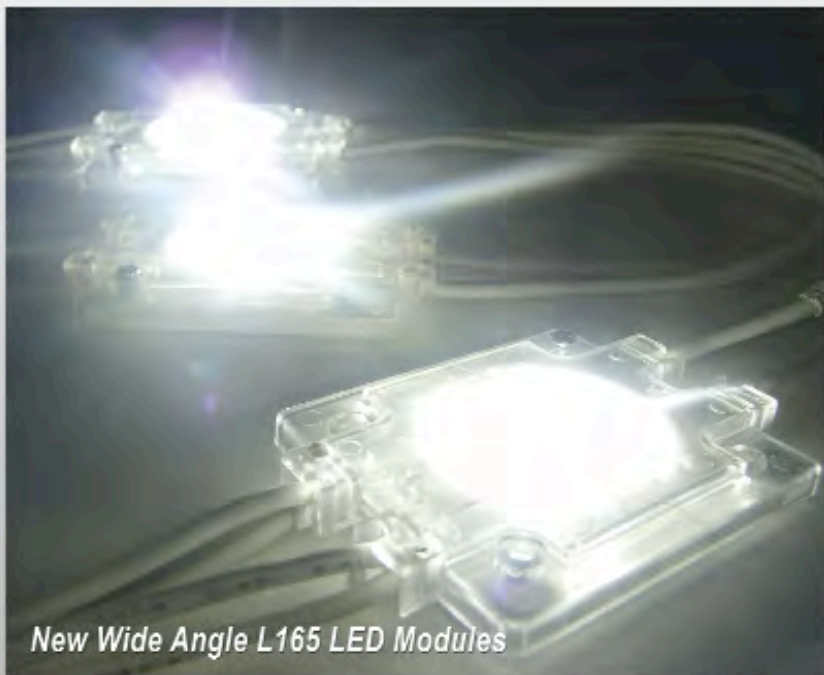


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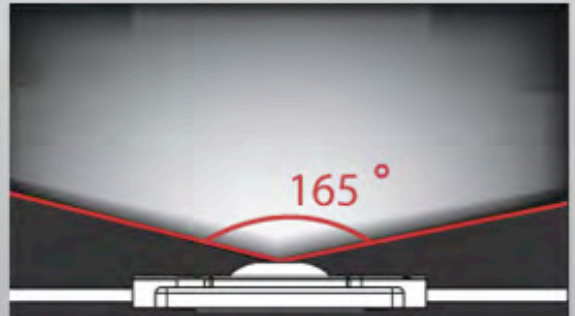
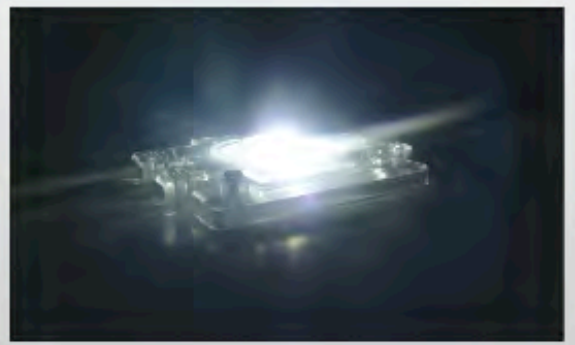
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## Metamark offer new MD-PP150 poster paper free

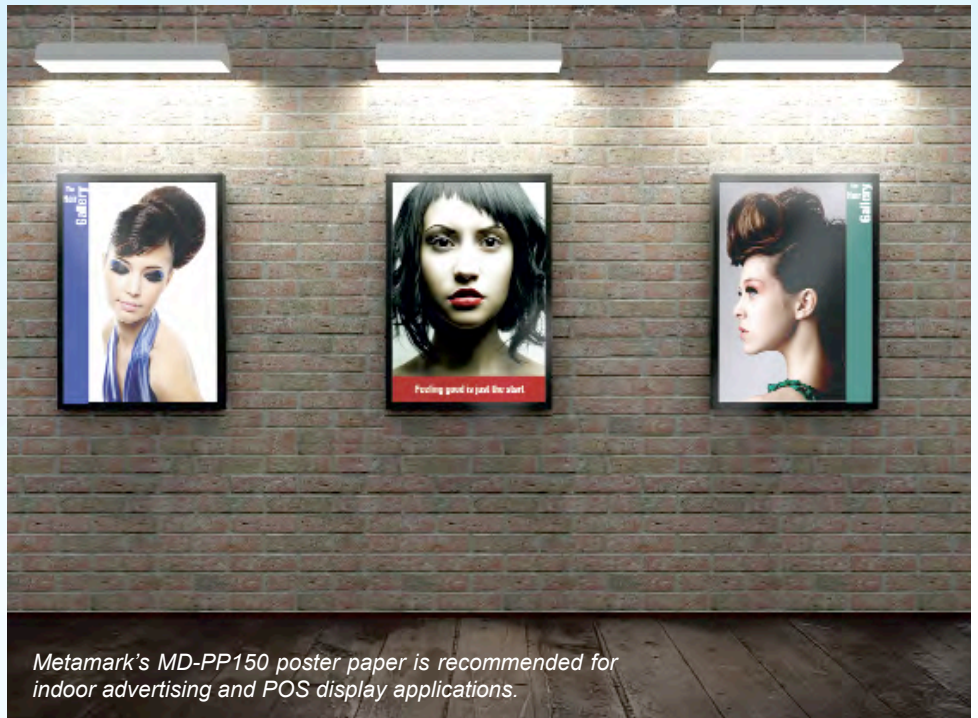
Materials company, Metamark has announced that it is offering customers a free sample of its latest MD-PP150 poster paper.

According to Metamark, the new material delivers all the pop and vibrancy that fans of MD-Class media have come to expect of Metamark's MD products, and is said to be fast drying and scuff resistant too. The matte finish is a crisp, polar white colour, delivering those poppy, slightly larger than life colours advertisers tend to favour.

The product is compatible with all solvent, UV, Eco-Solvent and Latex ink species and is recommended particularly for indoor advertising and POS display applications.

Despite its relatively light weight, Metamark MD-PP150 is also said to be impressively opaque so reducing the tendency for graphics to show through or for colour to wash out in bright lighting.

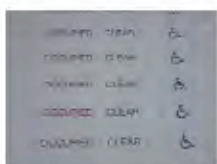
Contact [sales@metamark.co.uk](mailto:sales@metamark.co.uk) and your sample will be on its way the day you request it.



*Metamark's MD-PP150 poster paper is recommended for indoor advertising and POS display applications.*

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## Roland announces new VersaWorks® 4.8 RIP software

### Free upgrade for existing owners of Roland Inkjet printers/cutters.

Roland DG Corporation has announced VersaWorks Version 4.8, a full featured easy-to-use RIP software package developed exclusively for the company's wide-format inkjet printers and printer/cutters.

With the new version of VersaWorks, Roland has added a total of six libraries from the PANTONE PLUS and Goe™ product lines, valuable design and production tools for high-end graphics and any application where precise colour matching is vital. These libraries allow users to automatically convert a specific PANTONE spot colour in the design file to a CMYK value that can be reproduced on a Roland inkjet device.

This simplified workflow significantly reduces the amount of time required for colour matching and enables quick output of specific colours when working with properly profiled media.

Roland's latest version of VersaWorks also features a new spot colour replacement feature which allows users to replace a defined spot colour in the design file with another from any VersaWorks library, all without reopening the source file.

With VersaWorks, users have access to 16 spot colour libraries, including the new PANTONE libraries and the Roland Color System, Roland's own spot colour matching solution featuring more than 1,500 traditional

and metallic hues. Users can also replace the spot colours in their designs with white and clear ink options supported by several Roland inkjets.

"As a leader in the wide-format printing industry, Roland provides versatile production tools for some of the world's most creative businesses," says Andrew Hatkoff, vice president of technology licensing and business development. "We are pleased

printers and printer/cutters are ideal production tools for signs, banners, vehicle wraps, custom apparel, packaging prototypes, labels, decals and POP displays. Based on the latest Adobe CPSI 3019 engine, VersaWorks 4.8 RIP software works seamlessly with all Roland inkjets and is compatible with Windows 7, Vista and XP operating systems.

In addition to shipping with all new models, VersaWorks 4.8 is available to existing Roland inkjet customers free of charge through an Internet connection using the Roland@NET service.

Other valuable VersaWorks features include a range of print options that allow users to meet the demands of each job. Users can choose from high-speed mode for production banner printing, the MAX Impact preset for vivid outdoor graphics and Artistic mode for exceptional indoor graphics.

VersaWorks also features variable data printing, supports up to four Roland devices simultaneously, and offers support for Roland's GX series cutters. Embedded ICC profile support, ink level adjustment tools, soft proofing capabilities, and advanced cropping; tiling and nesting options are available as well. For flawless unattended printing, a predictive ink calculator allows users to estimate the amount of ink needed for each job.

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



to partner with Roland to bring all the advantages of PANTONE spot colour matching to these businesses. As the standard for the design and graphics industry, PANTONE provides end users with complete creative flexibility, precision colour matching and enhanced imaging across the applications driving their businesses."

The top choice of durable graphics professionals worldwide; Roland inkjet

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# SUMMA F SERIES™ Pro Flatbed Systems

The Summa F Series takes you to the cutting edge!  
**NEW Router Module** Now Available

The **Summa F Series Pro flatbed** system gives you a better way to maximise your workflow with Summa engineering excellence

The Summa F Series is capable of cutting rigid materials as well as roll stock and has a host of features designed to give maximum capability within a single unit. The new router module further enhances the range of print finishing jobs it can now tackle. The module has a 1Kw motor and is capable of handling a range of solid board, hard foam PVC, acrylic and aluminum covered foam board. Fully compatible with the existing F1612 installations. It can easily be mounted when required or dismantled when other modules or tools are needed.

## Summa F Series Pro Flatbed Systems F1612

- Three modules can be inserted at one time on the multi module tool holder. Changing tools and modules is quick and easy.
- Automatic tool recognition.
- Digital and mechanical depth control insures precision cutting on a wide variety of materials.
- Equipped with a swivel knife tool module and an optical camera recognition system for accurate contour cutting of printed flexible or rigid substrate materials.
- Laser pointer for manual origin registration.
- For roll stock, media handling support rollers and conveyor system make cutting over long distance trouble free.
- A variety of tool modules and blades are also available, depending on different applications.



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For further information, please visit our web site at [www.insightsignsystems.com](http://www.insightsignsystems.com)

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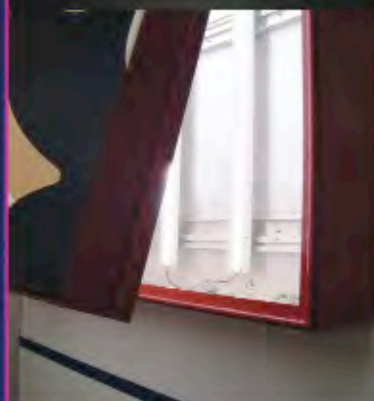
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Lumirescent LED light strip comes in 5m rolls, and is offered in three variations each with a different level of illumination. This allows you to choose between outright brightness, very economical, or somewhere in between. No matter which variation you choose, all have the ability to be cut to length at segments of three LEDs. Fitting could not be easier. Just peel and stick, as 3M VHB tape is fitted. All variations are environmentally friendly and will operate for over 50,000 hours. The photo's above-right show some of the many applications in which Lumirescent strip can be utilised. From top to bottom: built-up acrylic letters; Highlight overhead trough light; a ceiling grid; a flex face sign case. For full information visit our web site where you can check out how Lumirescent compares with other LED systems.

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For further information, please visit our web site at [www.insightsignsystems.com](http://www.insightsignsystems.com)  
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## Spandex launches the 'Sign in a Box' range of ready-made modular signs

**Sign makers can access the exclusive quality and design of Spandex Modular Sign Systems straight out of the box.**

Spandex, the one-stop supplier of innovative turnkey solutions to the digital printing and signmaking industries worldwide, announces the launch of the 'Sign in a Box' range of ready-made modular sign systems.

'Sign in a Box' is based on Spandex's world famous range of Infopanel modular signs system and was displayed for the first time at the Spandex Open House on November 7th and 8th 2012.

'Sign in a Box' offers sign makers the opportunity to order off-the-shelf signs in standard height, width and panel combinations. The range is ideal for external directories, corporate identity and generic signage and is available in three formats – Freestanding, Wall-mounted and Deep Panel. The selection of finishes include mill, silver anodised, white and colour powder coated.

'Sign in a Box' is designed to save construction time as all elements needed to build a sign are included in the box. It's just so easy to assemble", says Leon Watson, Spandex UK General Manager.



Many sign makers that are not used to dealing with modular signs systems can now access Spandex's exclusive Infopanel range through 'Sign in a Box'. Other differentiators of the Spandex range are that customers can buy the signs on their credit account and orders can be delivered next day depending on the finish.

"As usual with all Spandex sign and display systems, the quality of the product and level of service and support is excellent," adds Leon.

For more information please visit [www.spandex.com/uk](http://www.spandex.com/uk) or call 0800 772633.

## SignPost Solutions introduces 'Rejuven8' fast new post replacement system

**Installed in just 20 minutes, 'Rejuven8' will significantly reduce time on site, increase safety and drive down costs.**

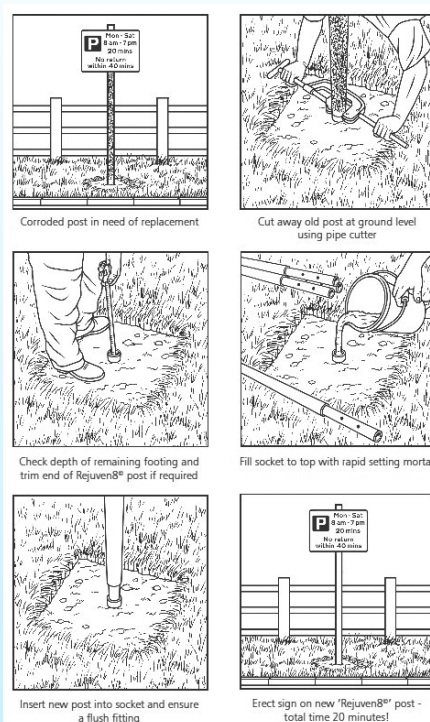
The 'Rejuven8' post is a very simple but highly effective idea that introduces a welded lower section to the post. The added section, which is of reduced diameter, fits snugly into the root below ground when the upper section is cut away.

The concept arose from Howard Jones of Enterprise Mouchel in Cornwall who was undertaking a large replacement programme to remove sign posts that were no longer fit for purpose, which realised that the roots of the posts were still in very good condition and wondered if there was a way

to install a new post by re-using this section. The 'Rejuven8' system was thus developed by the SignPost Solutions design team.


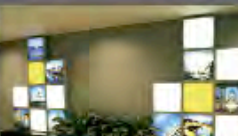


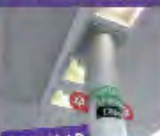



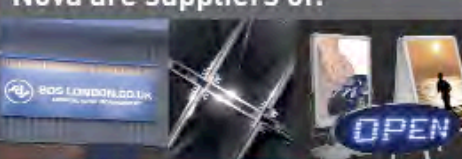
The benefits of using 'Rejuven8' are clear: no stats search, no cat scan, no digging, no spoil to remove, no concrete, reduced traffic management and pedestrian safety barriers and no need to return the next day to fit the sign – with the addition of 'Signstr8' technology, 'Rejuven8' also delivers total anti sign rotation.

Further information is available from SignPost Solutions Ltd, by calling 0121 506 4770 or visiting [www.signfix.co.uk](http://www.signfix.co.uk)





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<b>Wayfinding</b>  <b>POLE AND PLANK</b> <ul style="list-style-type: none"> <li>• An extremely simple system to work with which gives the fabricator all the required options you would expect from an exterior directional signage system.</li> </ul>	<b>Downlighters</b>  <b>NOVA BEAM/TUBE/HOOD</b> <ul style="list-style-type: none"> <li>• NovaBeam perfect for large displays. Novatube using LEDs or T5 energy saving tubes using electronic gear ing. Novahood is perfect for tray illumination.</li> </ul>	<b>Point of Sale</b>  <b>NOVATEX</b> <ul style="list-style-type: none"> <li>• Textile-based, rapid graphic exchange system for fluorescent or LED illuminated display units. Perfect for instore promotions.</li> </ul>	<b>Nova are suppliers of:</b>  <b>SIGN TRAYS</b> <b>BESPOKE EXTRUSIONS</b> <b>OFF THE SHELF</b> <ul style="list-style-type: none"> <li>• Bespoke Aluminium Extrusions, LED Open Signs, Pavement Signs, Illuminated Poster Units, Folded Aluminium Trays &amp; LED lighting</li> <li>• Contact our sales team today for your comprehensive sign catalogue.</li> </ul>

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## Poster case attracts growing interest from sign makers

Launched in September of last year, The Avenue poster case has begun to attract the eye of most avid sign-makers. Signscape believe the design of the market's newest poster case can really benefit sign-makers.

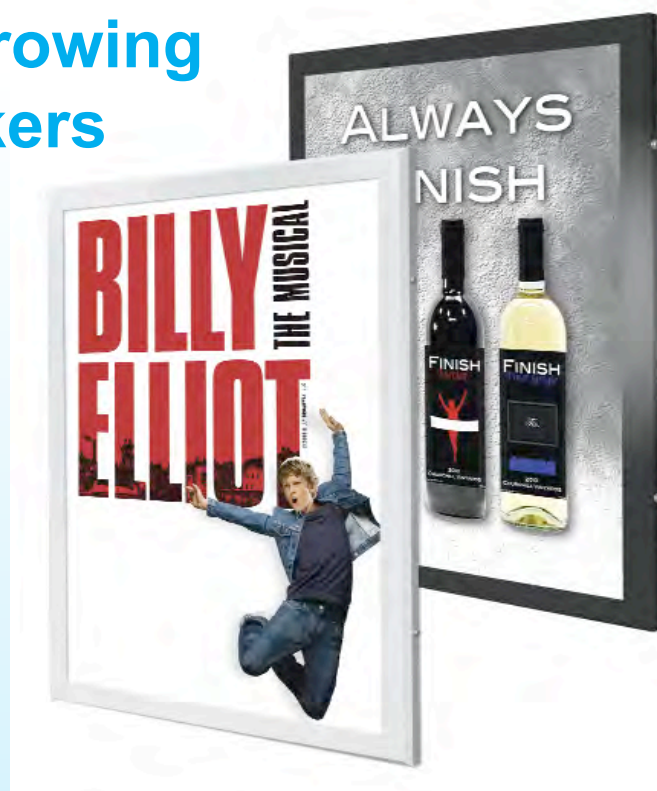
A major time saving benefit of the Avenue, is the ease at which it can be installed. It is fitted via holes drilled into a recessed channel within the top and bottom back frame. This recessed channel means the fitter can hold the case to the fixing surface and drill through just 1.5mm of aluminium frame before reaching the fixing surface.

The Avenue contains a very clever hinge design, which allows any case to be mounted with a left, right or top opening door. This could be of great benefit to many jobs, allowing decisions on the door orientation to be made, or amended during installation.

With the 2mm polycarbonate glazing fitted to the case via extra-strong glazing tape (but no other fixings), the Avenue would allow replacement glazing to be fitted more easily in situ, than other cases on the market.

Designed primarily as an exterior case, The Avenue provides an excellent standard of weather resistance, and therefore offers another robust and viable option at the budget end of the poster display market. Integral to its excellent performance, is a continuous thick rubber seal that travels all of the way around the inner frame (in a recessed groove) to protect the display area from any water ingress.

The other significant benefit to many sign makers would be the fact that The Avenue range comes complete with wall, post, and rail ready mountings, aluminium headers and sign panels, and a unique lectern stand, as standard. This certainly makes life easier for the busy or smaller sign maker, with a huge number of variations available with or without applied graphics.



The Avenue is competitively priced when compared to other budget-end exterior cases - the trade prices speak for themselves, starting from £82 for an A4, £136 for an A1 and £186 for an A0 size.

For more information please visit [www.signscape.co.uk](http://www.signscape.co.uk) or call 0161 850 8650.



# INKS *Feature*

Every year there seems to be a variety of new 'eco-friendly' inks on the market. We decided that it was time we found out what it was all about.

In this feature, we profile which environmentally friendly inks are available, what the experts at HP, Josero, Roland DG UK and AIT Shiraz say, we also profile Matic Media as a case study.

## Environmentally friendly inks

Going 'Green' is a very important factor in the world of ink production these days, and one of the companies striving to make it an integral part of everything they do is Inx Digital, the manufacturers of Triangle Inks.

This includes product and packaging design, the production process right through to the waste management of finished ink cartridges. Careful thought and consideration for the environmental impact goes into each aspect of the whole process.

How they impact the environment is also important and environmental considerations are an integral part of INX Digital's business practices.

From the earliest stages of product design through manufacturing and use, the company takes care to keep its activities and products environmentally sound. Four areas that are given particular attention are product and packaging design, responsible manufacturing and energy efficiency. Each aspect of the design cycle provides significant challenges, yet Inx Digital's efforts



in these areas have resulted in some impressive results.

Reducing the environmental impact of products starts with the product design. Design dictates the quantity of raw materials, the type and recyclability of materials, methods for manufacturing and use and ease of disposing.

One key green product is Triangle Eco Bulk which represents a new type of ink delivery system. With a unique cardboard design it comprises of one box instead of five, 440 ml cartridges and the ink is housed within a foil bag. Once emptied, the bag is disposed of and replaced, making it a much more sustainable solution compared to plastic. The foil bag can contain up to two litres of ink, double the current industry standard of one litre packaging resulting in less waste. However, 440 ml cartridges do remain available for customers using less ink. A test program showed that more volume allows for greater consistency of the product being delivered through the network.

Triangle EDX is an eco solvent ink introduced to the market around 12 months



Triangle Eco Bulk with a unique cardboard design comprises of one box instead of five, 440 ml cartridges and the ink is housed within a foil bag.





ago. The introduction of these inks marked the first time INX Digital's Triangle brand offered a colour and chemically compatible ECO product for the alternative market. With dual compatibility, users can perform cartridge-by-cartridge changeover without wasting ink. New colour profiles are not required in order to obtain the same colour as OEM inks when printing. They are fast drying inks with low odour, and EDX has low HAPS formulation

and provides significant cost savings when compared to OEM eco inks.

Nathan Ward, Director at Anglia Graphics comments: "I converted my Roland SP540i at the beginning of the year to Triangle EDX inks, and am pleased to say that they are running just as smoothly as the OEM ink. The ink performance has been perfect and after several cartridge changes due to the volume of work we are

undertaking there has been no colour shift whatsoever. We've actually gone from EDX cartridges to an EDX bulk ink feed system recently and are now saving well over 50% on the OEM price. The Josero team is extremely knowledgeable and not only help with our inks but maintain our machines, and with a large number of spare parts in stock this makes any downtime very limited."

### The switch

The progressive switch of PVC-based materials and solvent inks towards a green production environment caused high interest for these direct-to-textile inks. Designed for use on direct and transfer printing with synthetic fabrics with Epson print heads, they deliver optimal quality and a wide colour gamut whilst displaying fast drying characteristics on polyesters with minimum 60 percent blends. DTX also has optimal ink fluidity and excellent image definition and fastness properties.

"We are extremely proud to have three outstanding sustainable products in our catalogue," said Paolo Capano, Director of INX Digital Italy. "INX Digital has a multi-year plan in place to develop more sustainable and environmentally friendly products, and these three represent those efforts across the board. We believe the timing is perfect for the EDX inks, and the DTX textile inks are solid proof of our commitment to water-based technology."

For more information on Josero please visit [www.josero.com](http://www.josero.com) or call 01954 232564.



## Case study: Nailing Down New Opportunities

**We sat down with Richard McCombe, Managing Director of Matic Media to find out how latex ink technology has turned the fortunes of the company around.**

Environmental consciousness is a widespread expression nowadays and certainly an important term within the printing industry. All around the globe, awareness of a greener planet and sustainable products is rising, and everyone wants to be part of the 'green-boom'.

One print company that is committed to environmental awareness is Matic Media Services Ltd, of Coatbridge, near Glasgow, Scotland.

This year has seen Matic Media committed to following a policy with the environment in mind and operate a 100 per cent solvent-ink free printing facility, in which it serves a broad range of applications, such as POS/POP displays, exhibition stands, vehicle wraps and posters.

The latest additions to Matic Media's product portfolio include indoor signage, wallpaper and textiles printed with Latex Ink using the HP Designjet L28500 printer.

"We were looking for good alternatives to solvent printers to further enhance our environmental policy, and we made the decision to install HP Latex Technology. The HP Designjet L28500 printer, which has

environmental certifications and awards, fits perfectly within our existing range of 'environmentally-friendly' technology," says McCombe.

Matic Media, which employs 20 people, made some significant investments to become a 100 per cent solvent-ink free Print Service Provider (PSP), but as McCombe stated, the investment was worthwhile. Having had numerous water-based ink printers before, its latest purchase of a HP Designjet L28500 printer was the company's first printer with HP Latex Technology. This was purchased through HP dealer CWE Solutions, an HP Gold Preferred Partner and a UK reseller for HP Designjet Latex printers.



# INKS *Feature*

## 100 per cent solvent-ink free

"Based on professional advice from CWE Solutions and the live demonstration they gave us at their Sheffield office, we chose HP Latex Ink Technology because we were sure that our business would benefit from it in many ways, not only from an environmental perspective."

"The printer provides us with high-quality and versatile products. In addition, as CWE Solutions explained, the print width(i) enables us to add a range of different indoor and outdoor applications to our offering, such as banners, posters and large-format graphics."

The 2.64m (104in) wide HP Designjet L28500 printer is ideal for soft-signage, pop-up displays, wallpaper and textile printing. A key benefit of the water-based HP Latex Ink is the ability to produce odourless prints(ii) that can extend PSPs' applications while enabling them to meet the changing environmental needs of customers.

## Small prints with huge effects

"With our new HP Latex Technology, we can now also further develop our two subsidiary companies," said McCombe.

One company, NailART Warehouse, is an online 'Design Your Own' nail wrap business. It offers a variety of instant manicure and pedicure designs, printed on a silicone release liner vinyl. As the HP Latex Ink is completely dry as soon as it comes out of the printer, the stickers are immediately ready for finishing and dispatch.

Customers can choose from predefined templates, such as coloured stripes, zebra print, national flags or even create their own unique nail designs.

"There are no limits to inventiveness - whether it is a photograph of your loved one or your favourite singer, a famous piece of artwork or a unique pattern that matches a particular dress," McCombe adds.

"The print quality of the HP Designjet L28500 printer is superb. It is producing sharply defined lines and vivid colours, even though the nail stickers have a very limited print size. No job is too small for Matic Media."



To get the business started, McCombe had the idea to launch the company's own software, which is used for designing the wrap sticker. It is based on a concept for home furnishings but has been created to allow users to select from various templates, choose the colour and customise their own pattern.

"To make sure we keep this uniqueness of our business, we would like to reinforce that we are using Latex Ink to print the stickers. The feedback we get is amazing, and in 2011, we sold more than 20,000 stickers."

The new printer also supports the second subsidiary, Photo Art Warehouse, which produces personalised canvas prints, posters, wallpapers and fridge magnets.

"Customers simply upload their images to our website, choose a preferred design and size, and within a few working days the final product is delivered," explained McCombe. "We produced more than 25,000 photo canvases in the last nine months, and the numbers show that customers as well as end consumers trust our high-quality products."

"The latex printer takes over all manufacturing jobs on canvas, assuring a good workflow, even when left unattended at night and at weekends. Another plus is the integrated automated notification by SMS or email in case of an unexpected problem," he adds.



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# INKS Feature

## Better working conditions and increased productivity

With the HP Designjet L28500 Printer even short-run printing jobs can be cost-effective and economical, and Matic Media's productivity can be increased by the printing speed up to 70m<sup>2</sup> per hour.

"The printer took over all our banner, vinyl and textile production fulfilment the day it was installed, enabling us to produce an extended range of short-run, high-quality indoor and outdoor graphics with a very fast changeover between jobs."

"Other positive effects can be seen during the everyday work of our operators," mentioned McCombe. "Now there is no more need for our operators to stand next to the press, watch the job and intervene if necessary. The printer runs on its own, enabling a continuous workflow. This saves us a lot of time which we can invest in the preparation of our next printing job."

In addition, when working with HP Latex Inks, operators do not need to wear gloves or eye-protection, and special

ventilation is not necessary (iii).

"With the media versatility of the HP printer, we can now offer our customers a number of environmentally-conscious alternatives to traditional PVC signage applications, and we've also successfully expanded our product offering to include fabric and textile printing."

Richard McCombe is confident that the press will help to grow the business in other ways too:

"As a wide format print services provider, we experience a lot of competition, and speaking to CWE Solutions helped us to better understand the possibilities of the HP Latex Technology. Utilising the right hardware is the key to a successful business and satisfied customers. Installing the HP Latex printer will support us in many ways, as the printer is very reliable and comes with some amazing features."

"Another advantage is the Latex Ink, which is instantly dry as soon as it comes off

the printer. Hence, off-gassing time is not necessary. I am positive that our business profits from all these improvements and that we are well positioned to maintain our position as a solvent-ink free business," concludes McCombe.

For more information on Matic Media, please visit [www.maticmedia.co.uk](http://www.maticmedia.co.uk) or call 0844 209 2274.

*\*i The HP Designjet L28500 printer has a print width of 263cm (103.6in).*

*\*ii Some substrates may have inherent odour.*

*\*iii Special ventilation is not required to meet U.S. OSHA requirements on occupational exposure to VOCs from HP Latex Inks. Special ventilation equipment installation is at the discretion of the customer – no specific HP recommendation is intended. Customers should consult local requirements and regulations.*

## Is Green your colour?

**Roger Ward from sign industry suppliers, AIT Shiraz Ltd, spoke to us about things to consider when using latex inks in comparison to solvent inks.**

AIT Shiraz Ltd, are particularly involved with entry level digital printing installations where the initial investment is sub-£30,000.

Traditionally their customers have opted for solvent printers but many have since migrated to latex machines, no doubt influenced by the arguments about inks with low odour, an ability to print onto a wider range of textile substrates, no need for out-gassing, vibrant colours, lower machine maintenance and ostensibly, a greener 'water-based' product.

Ward's advice is to select a machine that is best suited for the end-user's main market: "There have also been a number of advances with solvent technology in terms of odour and safety and these low cost products are ideal for short-run, low-cost advertising. Sensible use of third party solvent inks can also help keep costs to a minimum."

Ward agrees that it is tempting for users with limited budgets to opt for a machine that will help their green credentials but highlights that whilst the latex inks may be more environmentally-friendly than their full solvent counterparts, the printing machines may not; they need more heat to dry the prints, and the print heads are often consumable items.

AIT Shiraz Ltd, who are based in Kings Hill in Kent and offer the ColorSolve range of

solvent inks for printers such as the Mimaki JV3 and JV33. Ward comments that third party solvent inks are now as good if not better than their OEM counterparts:

"ColorSolve inks are manufactured in Europe to ISO 9001 standards and have been successfully used at over 200 sites in the UK. They are colour matched to the OEM inks and can be swapped as the originals expire."

"The key advantage over OEM ink is the reduced cost, typically ColorSolve are about 40% cheaper than original inks so the savings of £35 per cartridge are achievable. We support our users with UK based engineers and there are cost savings in this area too, especially on spare parts," Ward explains.

AIT have recently tested an eco-solvent style ink from Korea and have been very impressed with the results. It is designed for use with DX5 print heads and is completely odourless, can be used without extraction and is perfectly safe for normal office environments, but is priced at about one third the price of competitive inks.

It is fast drying, UV resistant and comes with a 3 year outdoor warranty:

"We have produced some very impressive results using a Shiraz RIP and a



AIT ColorSolve inks for Mimaki JV33.

low cost Galaxy printer fitted with a bulk ink system. It can be used for producing prints on everything from posters and banners to self-adhesive vinyls and canvas. Its vibrant colours and wide colour gamut make it suitable for any number of applications, from photographic and fine art to information signage and vehicle wraps. But its key advantage, with its strong primary colours and especially red, is in its creative, eye-catching use in advertising. With ink costs of about 40p per square metre it is ideal for short term signage," Ward concludes.

For more information on AIT Shiraz Ltd, please visit [www.applied-image.com](http://www.applied-image.com) or call 01732 875000.



# INKS Feature

## In Focus: Eco solvent and eco-UV inks

**Rob Goleniowski, Business Manager – Sign & Graphics at Roland DG UK highlights the importance of using the right equipment and effective eco-solvent and eco-UV inks to better increase your output workflow.**

Roland DG prides itself on being at the forefront of ink technology and has designed a range of inks to enhance the performance of Roland printers and thus deliver greater flexibility and creativity to users. We have seen a lot of innovation in the ink sector in recent years and this is particularly true for



*Rob Goleniowski, Business Manager  
- Sign & Graphics, Roland DG UK.*

## Going green with latex

**HP's Environmental Program Manager, Stephen Goddard writes on why HP's sustainable latex printing technology are worth considering for printers and sign shops.**

Here's a fact: As a large format print service provider (PSP) or sign business, printing with the environment in mind can be good for your business; it can save you money, and even make you money. And here's one of the key reasons why: be it through personal conviction, or to align with corporate sustainability goals, your customers are increasingly looking to source printed graphics with a better environmental profile, and from suppliers that can produce them using a more sustainable approach.

The major brands have long been aware of the need to review their processes to reduce their environmental footprint. However, up to now many have only addressed those areas that are the principal drivers of their environmental impact. For example, having looked at the sourcing of its water or the types of packaging it uses, a soft drinks manufacturer might now be ready to consider how its POP/POS signage could be

produced in a more sustainable way. As a result, more and more international brand owners are driving their suppliers to implement more sustainable production methods.

The interesting news for PSPs is that print buyers need help to achieve their corporate sustainability objectives and are looking for knowledgeable partners to proactively offer consultative expertise in order to help them achieve these goals. Many PSPs are already acting as print service consultants, rather than just 'order takers.' They realise the need to work closely with their customers to establish their sustainability goals; advice on where the environmental impact is coming from, and guide them to the best methods to help reduce that environmental impact. Naturally, such customers are increasingly looking towards those suppliers who have a record of achievement in sustainability.

However, the topic of sustainability can seem rather daunting; what does 'green' mean in sign & display printing? What should your priorities be? Are there frameworks available

## Get trained to go green

However, the topic of sustainability can seem rather daunting; what does 'green' mean in sign & display printing? What should your priorities be? Are there frameworks available



*Roland Eco-Sol Max CMYK cartridges.*

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



*Stephen Goddard, Environmental  
Program Manager at HP.*



to help you take a more sustainable approach to printing? And what do all those eco-labels mean—and which are important?

Fortunately HP has developed free and convenient downloadable training for users of HP Latex printers to help them address



HP Scitex LX850 latex ink printer.

just these sorts of questions.

HP Latex printers like the HP Designjet L series printers can produce wide format graphics on a broad range of flexible media – from papers to vinyls to fabrics – for a wide variety of outdoor and indoor applications. The outstanding image quality of up to 1200dpi and wide colour gamut help to create eye-catching graphics with rich hues and vibrant tones. The prints also provide display permanence of up to three years outdoors without lamination—comparable to eco-solvent inks.

Once you have your HP Latex printer you can undertake the HP EcoSolutions training at any time. To be able to do so, you

just need to supply a few details, including the serial number of your printer.

Completing the training takes about two hours in total, but it consists of nine modules that can be completed in one sitting or one by one. Collectively they offer training and advice related to three main themes; getting the most out of a HP Latex printer in sustainability terms, 'going green' in a print shop and how a PSP can engage their customer base to help differentiate their business in terms of sustainability and to increase sales as a result.

HP Latex printer users that complete the training even receive a promotional icon and a personalised, framed certificate.

## Getting the most out of a HP Latex printer in sustainability terms

This part of the training looks at some of the inherent characteristics of HP Latex Printing Technologies – such as odourless prints, which can give a PSP a competitive edge for graphics that will be used in indoor areas where odour might be a concern, such as in schools, hospitals or restaurants. This is great news for applications like wall coverings, wall papers, and soft signage using textiles, which might cover a large surface, and where any odour would be immediately noticeable.

The section also covers topics such as the environmental certifications associated with HP Latex. For example, prints produced with HP Latex Inks on HP PVC-free Wall Paper have also achieved health-related environmental approvals which can help to reassure customers. They are GREENGUARD Children & Schools CertifiedSM and meet AgBB criteria. This wall paper is also Forest Stewardship Council (FSC®) certified. And it contains 10 per cent recycled content from post-consumer waste.

## Engaging customers on sustainability

The third section of the training looks at how you can engage clients on sustainability, identifying which are most likely to be interested in print sustainability and in

helping to match solutions to the individual sustainability priorities of clients. It also covers the importance of making environmental claims to customers in the right way, without being drawn into 'greenwashing'.

Your customers are increasingly sourcing their printed graphics from suppli-

ers that can deliver it using sustainable means. This by itself upholds the argument that printing with the environment in mind really is good for your business.

For more information please visit [www.hp.com/uk](http://www.hp.com/uk) or call 0845 270 4142.





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# PRODUCT *Choice*

## arken display signage stars within latest Scott Cinemas revamp

As part of its ongoing refurbishment programme, Devon-based cinema chain Scott Cinemas has invested in a number of new poster light boxes installations to showcase new film releases and enhance its visitor experience.

With help from graphic display specialist arken, a total of six Quad Slimlite Lightboxes have been installed at the cinema chain's Bristol site where they have been used to house posters promoting current and forthcoming film titles. Elsewhere, A2 Purelite LED Ultragrip Lightboxes have been installed within the groups' only site outside the South West, in East Grinstead. Here, Lightboxes have been used to house graphics promoting available confectionary and drinks.

The arken Lightbox products have been designed to make it easy for internal staff to change graphics, without the need for external contractors, whilst at the same time offering illumination to really make the posters 'pop out' and attract customer attention. The LED Ultragrip Lightboxes also benefit from being incredibly economical to run – with posters illuminated purely by LEDs, which also makes them very low maintenance.

"The light boxes are of a really good quality, they are robust, have nice even light



*The LED Ultragrip Lightboxes benefit from being incredibly economical to run – with posters illuminated purely by LEDs, which also makes them very low maintenance.*

dispersal and have been easy to install. These will become standard products for us throughout the group in the near future. With many planned refurbishments, the two products combined allow for dynamic promotion of both our film and concessions offers," explains Dan Harris, Media Operations Manager with Scott Cinemas.

Scott Cinemas Ltd currently has a total of eight cinemas, comprising 19 screens with expansion plans for further acquisitions in the near future.

For more information please visit the website [www.arken-pop.com](http://www.arken-pop.com) or call 01638 565 656.

## Chaggars Display signs up to a Mutoh ValueJet



Mutoh ValueJet 1304: £8,590 SRP ex VAT

Chaggars Display in Southall has bought the Mutoh ValueJet 1304 from Colourgen reseller, Design Supply

Chaggars Display has two businesses – one specialises in printing and framing, the other in sign-making. The framing business has been established for some years, but as Ricky Chaggar explains: "We kept being asked if we could also provide signage. However, we also wanted to extend our business, so we looked around for a printer that could not only cater for our printing and framing business, but also allow us to get in to the sign business cost effectively."

He continues: "We had a limited budget and equally didn't want to invest heavily at the start-up stage of the sign business. Design Supply took us through a number of solutions, but it was clear that the eco-solvent Mutoh ValueJet 1304 was the best because it offered us the flexibility to print the output for both businesses. Now we print vinyl, canvas, photographic, banner and backlit output all on the Mutoh. As time goes by, I'm sure we'll be doing even more with it. The printer is a great all-rounder and we are more than happy with it!"

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](http://www.designsupply.co.uk). Chaggars Display can be contacted on 0208 574 5551.



# Extreme Graphics Northern go for quality with Mutoh ValueJet 1624

**Extreme Graphics Northern buys the new Mutoh ValueJet 1624 from Colourgen reseller, Lomas & Thorpe**

Exhibition graphics printer, Extreme Graphics Northern, based in Hindley near Wigan, has been active in the exhibition market for over 4 years with a large portfolio of customers. Until recently, all their work was printed on a 64" aqueous printer, which has now been complemented with the new 64" eco-solvent Mutoh ValueJet 1624. The printer has been selected for three reasons; firstly to increase the capacity for exhibition work; secondly to be able to offer more and varied application options (particularly to the outdoor market); and thirdly, to attract more business.

Jeff and Amanda Pilkington, Owners of EGN, explains, "It was in our budget to invest in a printer suitable for outdoor applications this year simply because we have a demand for outdoor work and we wanted to add to our portfolio of services. Jeff worked with one of the first Mutoh ValueJets that incorporated Interweaving Technology several years ago, so he knew how good the quality was and how reliable they were. We did look at several other options to be sure there was nothing else that better suited our business or fitted our requirements quite as well as the Mutoh ValueJet 1624."

The new 4-colour, ValueJet 1624 (64") wide format printer is the fastest ValueJet in the Mutoh range. As well as incorporating Mutoh's proven design features, these printers have a brand new drop-on-demand printhead with 1440 nozzles to deliver stunning performance at up to 29m<sup>2</sup>/h as well as improved print quality at higher speeds.

For more information on Extreme Graphics Northern call 01942 253719 or you can visit their website [www.extremegn.co.uk](http://www.extremegn.co.uk)

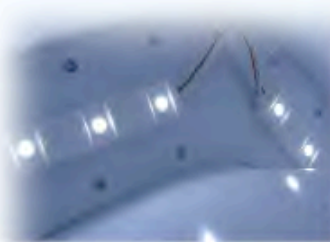
Mutoh ValueJet 1624: £ 13,950 SRP ex VAT



Jeff and Amanda Pilkington, owners of Extreme Graphics North, with their Mutoh ValueJet 1624.

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# PRODUCT *Choice*

## Image Factory continues migration to digital with installation of HP Scitex FB7600 Industrial Press

*Additional white ink enables more work to move from screen*

HP has announced that Image Factory, of Chippenham, Wiltshire, has installed an HP Scitex FB7600 Industrial Press to provide cost-effective, versatile solutions for customers.

The installation of the HP Scitex FB7600 Industrial Press follows the installation of an HP Scitex FB7500 Industrial Press less than a year ago. The company is now able to continue the migration of POS/POP and other graphic displays from screen to digital.

In October 2011, when HP launched the FB7600 press, it also made an optional Upgrade Kit available to HP Scitex FB7500 Industrial Press users, which Image Factory installed. Image Factory has added the optional HP Scitex FB7500/FB7600 White Ink Kit to one of its presses and can use HP FB225 White Scitex Ink on the full range of substrates.

"The addition of the white ink was part of the process to phase out screen printing," said Tim Boore, Head of Digital Technologies, Image Factory. "The results are excellent and it is far more cost-effective. The ability to print white really puts the last nail in the coffin for screen as far as we're concerned. We will retain our last screen line for one- and two-colour jobs and special projects requiring metallic inks, but our normal work is going to be digital."

The HP Scitex FB7600 Industrial Press uses UV-curable inks and is capable of imaging a broad range of substrates, from films, papers, and boards to more unusual materials like metal, glass and wood up to 25mm thick. With the optional multi-sheet loader on both presses enabling the simultaneous printing of four sheets, Image Factory is able to maximise productivity.

"The result of these investments is that we have presses with identical functionality that enable us to move work from screen to digital," says Boore.

While the market remains challenging, Boore feels that Image Factory is well positioned to give its customers the quality and service that they want, while ensuring its competitiveness and margins.

"Using our MIS system we have been monitoring our press speeds, ink, and material use and production throughput carefully," Tim Boore added. "The presses are performing at the levels promised by HP, and our customers have been impressed with the improvements in print quality and speed of delivery."

The HP Scitex FB7600 Digital Press can print up to 95 full-size sheets per hour, but for POP/POS display quality, POP55 mode (up to 55 sheets per hour) offers maximum productivity of 290m<sup>2</sup>/hr (3120ft<sup>2</sup>/hr).

For more information please visit the website [www.imagefactoryuk.com](http://www.imagefactoryuk.com) or call 01249 4566 54.



Tim Boore, Head of Digital Technologies, Image Factory,





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# trade cut-outs & moulded lettering

Trade Prices 2013

more than just signs

## ACRYLIC (perspex - including gold & silver) (10mm: white black & clear)

no minimum order

Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	700mm	750mm	800mm	900mm	1200mm
3mm	0.70	1.10	2.03	2.74	4.00	5.50	6.31	7.25	8.02	9.19	10.66	14.76	21.63	30.34	38.32	42.28
5mm	1.19	1.80	3.00	4.77	6.79	7.88	9.13	11.02	12.40	13.65	15.03	20.95	25.24	33.32	45.85	58.43
10mm	2.34	2.92	5.84	9.30	11.69	14.95	17.55	20.87	23.45	25.73	29.28	40.50	49.44	54.56	84.98	107.82

## 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	0.72	1.00	1.39	2.13	2.70	3.48	3.83	4.81	5.09	6.14	7.06	9.02	12.88	15.45	17.51	19.00
5mm	1.06	1.74	2.34	3.14	4.52	5.12	5.75	6.53	7.10	8.62	9.38	12.68	17.00	21.12	25.24	26.50
10mm	1.47	3.07	4.38	6.40	8.10	9.11	10.79	12.90	14.84	17.20	19.62	25.69	35.02	41.42	47.38	49.95
19mm	3.20	4.22	7.45	9.70	13.65	14.26	16.68	18.42	20.71	22.94	24.98	30.20	47.38	55.11	61.80	67.90

## 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	1.69	2.34	4.02	5.57	7.00	7.83	9.25	11.26	13.80	15.47	17.00	20.98	24.10	28.10	36.00	50.59
Mirror	2.38	4.86	6.79	9.32	13.77	14.83	17.31	19.70	23.13	25.00	28.12	34.94	36.10	41.50	51.00	82.21
Brushed	1.96	3.28	4.39	6.12	8.83	9.85	11.15	13.16	15.28	16.77	19.08	23.61	26.10	31.50	39.00	56.92

## MILL FINISH ALUMINIUM (Comes in its raw form ready for coating)

no minimum order

Height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	700mm
2mm	2.88	3.68	4.38	5.56	6.18	6.95	7.73	9.01	10.04	11.07	12.10	15.19	18.28	23.43	30.64	41.97
3mm	2.85	3.56	4.40	5.46	6.07	6.96	7.86	9.10	10.27	11.72	13.26	17.34	20.77	26.40	35.06	56.65
5mm	3.36	4.20	5.20	6.44	7.17	8.22	9.26	10.74	12.40	14.25	16.00	21.00	24.64	31.23	41.36	63.86

## EXTERIOR MDF

Height	50mm	75mm	100mm	125mm	150mm	175mm	200mm	225mm	250mm	275mm	300mm	375mm	425mm	500mm	600mm	1200mm
5mm	0.36	0.82	1.18	1.60	2.40	2.55	2.95	3.70	4.27	5.09	6.60	9.30	10.70	12.10	14.20	43.16
12mm	0.88	1.52	1.88	2.76	3.85	4.52	5.30	6.12	7.29	9.12	10.00	11.60	13.70	16.80	18.82	57.23
18mm	1.55	2.40	2.91	4.00	4.95	6.05	7.50	8.40	10.60	12.10	14.50	16.60	20.21	21.80	28.50	85.36

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Height	152mm	203mm	254mm	305mm	380mm	457mm	610mm
Colours*	4.45	6.98	10.92	12.40	16.40	20.80	34.90

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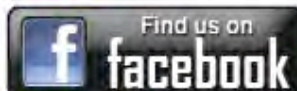
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# PRODUCT *Choice*

## Repro & Press Solutions offers wide format with Mutoh ValueJet

Repro & Press Solutions has bought the new Mutoh ValueJet 1324 from Colourgen reseller, Litho Supplies.

Plate and digital print provider, Repro & Press Solutions in Luton has been active in the repro trade for over 10 years and has added various services to their portfolio in that time. The company has most recently invested in the compact Mutoh ValueJet 1324 eco-solvent wide format printer specifically to be able to provide roll-ups.

Steve Loasby, Owner of RPS explains: "We had one customer in particular that kept asking us if we could produce their roll-ups, which at the time we couldn't. Realising we were missing out on a fair amount of work, we started evaluating suitable printers so that we could do the work rather than have him going elsewhere for it. We looked at several different models and none of them fitted our requirements quite as well as the Mutoh ValueJet 1324. There were several factors in its favour – cost and print quality being key with good productivity also being important to us, but also the fact that it is nice and compact – some of the printers we looked at were simply

too big for our premises even though there was little difference in their actual print width."

Steve continues: "So far we are printing the roll-ups for this particular client, but we are now doing posters for several customers and will look to promote the production of banners and other outdoor signage in the not too distant future. We are extremely pleased with the Mutoh – it's been very easy to use and understand and we're really looking forward to doing more with it soon."

The new 4-colour, ValueJet 1324 (54") wide format printer is the fastest ValueJet in the Mutoh range. As well as incorporating Mutoh's proven design features, these printers have a brand new drop-on-demand printhead with 1440 nozzles to deliver stunning performance at up to 29m<sup>2</sup>/h as well as improved print quality at higher speeds.



Mutoh ValueJet 1324:  
9,950 SRP ex VAT

The Mutoh ValueJet range is available from Litho Supplies UK Ltd [www.litho.co.uk](http://www.litho.co.uk) Repro & Press Solutions can be contacted on 01582 564894 or you can visit [www.reprosolutions.co.uk](http://www.reprosolutions.co.uk).

## CNC Routing upgrades with larger-format AXYZ router

West Midlands-based CNC Routing has added a purpose-built large-format router from AXYZ International to complement and extend the production capabilities of the AXYZ 4010 and 6010 machines already installed.

The AXYZ 8010 now installed has an impressive 2635mm processing width that is capable of handling an over-size eight feet-wide sheet of material, enabling sign makers to manufacture larger-format signs without additional processing off the machine.

AXYZ International has the capacity to build customised machines in specific sizes, tooling configurations and material hold-down options. Sizes of the customised machines range from 1524mm (width) x 1219 (length) in the 4000 Series up to 2635mm (width) x 15m (length) in the 8000 Series.

All of the routers come with a host of both standard and optional production enhancements, including as standard the latest AXYZ A2MC machine control system, the AVS (AXYZ Vision System) for optimum material alignment and cutting and the enlarged ATC (Automatic Tool Change) facility.

At CNC Routing, the 8010 machine is used to process a wide range of commonly used substrates that can be cut simultaneously by the three AXYZ routers now installed. It is utilised mainly for long-run work involving awkward-shaped and Jumbo-sized panels that hitherto were unable to be processed by companies with their own in-house routing facilities.

"Since its installation in August last year, the 8010 router has performed with consummate ease and has reduced daily production time from 24 to 16 hours whilst providing output that equates to the capacity of four machines rather than the three currently installed," explains CNC Routing's Co-Director Julian Howl.

For further information, visit the website [www.axyz.co.uk](http://www.axyz.co.uk) or telephone 01902 375600.





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# PRODUCT *Choice*

## Compass Print improves efficiencies and accuracy using Electronic Proof of Delivery

Compass Print Holdings Ltd, the largest privately owned print company in the North East of Scotland have been constantly reinvesting in cutting edge technology to provide staff and customers with the best equipment available to produce quality print

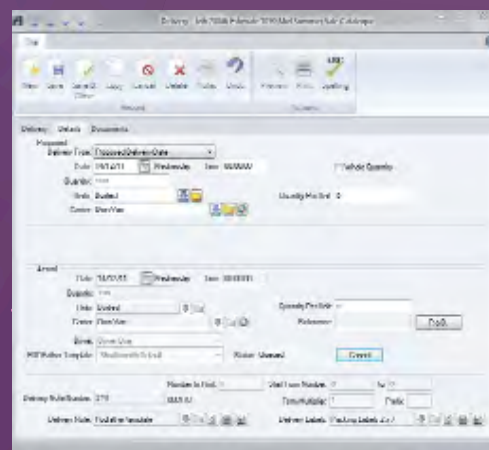
Most recent is the company's implementation of Electronic Proof of Delivery (POD), purchased from their MIS supplier Shuttleworth Business Systems.



Shuttleworth's innovative Electronic Proof of Delivery (POD) is aimed at bringing huge benefits of improved efficiency and accuracy to Job deliveries. Shuttleworth's Electronic POD is designed specifically for the print market giving the ability to provide delivery information directly to a driver's PDA. The customer can then sign the device upon receipt and an electronic POD is then sent immediately back to the Shuttleworth System via 3G and attaches itself to the job file. E-mails containing a copy of the POD including the signature are then sent automatically to the end customer and to Compass internal contacts to advise the goods have been delivered.

"We can produce 500-600 jobs each week. All are required to be delivered and this can vary from the simplest reception desk or more often to a warehouse or the end user directly. Inevitably with the old system of printed delivery notes, delays in the package finding the correct owner or even being misplaced client end could happen. This tended to lead to several calls, from often frustrated clients, especially if the delivery note has been signed but was still in the van which may not have been returning until the next day", explains Compass Print's Ken Massie.

"At Compass we have resolved all delivery issues and even eliminated delivery losses. We can no longer be pursued for not delivering an item as the system is fool proof and communication is excellent. It demonstrates to clients that



Screen shot of Shuttleworth's Electronic Proof of Delivery (POD) software.

Compass's commitment to provide the latest technology and clients have embraced the whole concept. We still have a few clients who prefer a traditional delivery note but with full integration with our MIS both hard copy and POD can work together, fitting in with every client requirement," Ken adds.

For more information on Shuttleworth Business Systems, please visit [www.shuttleworth-uk.co.uk](http://www.shuttleworth-uk.co.uk) or call 01536 316 316. You can contact Compass Print by visiting [www.compassprint-aberdeen-printers.com](http://www.compassprint-aberdeen-printers.com) or calling 01224 875 987.

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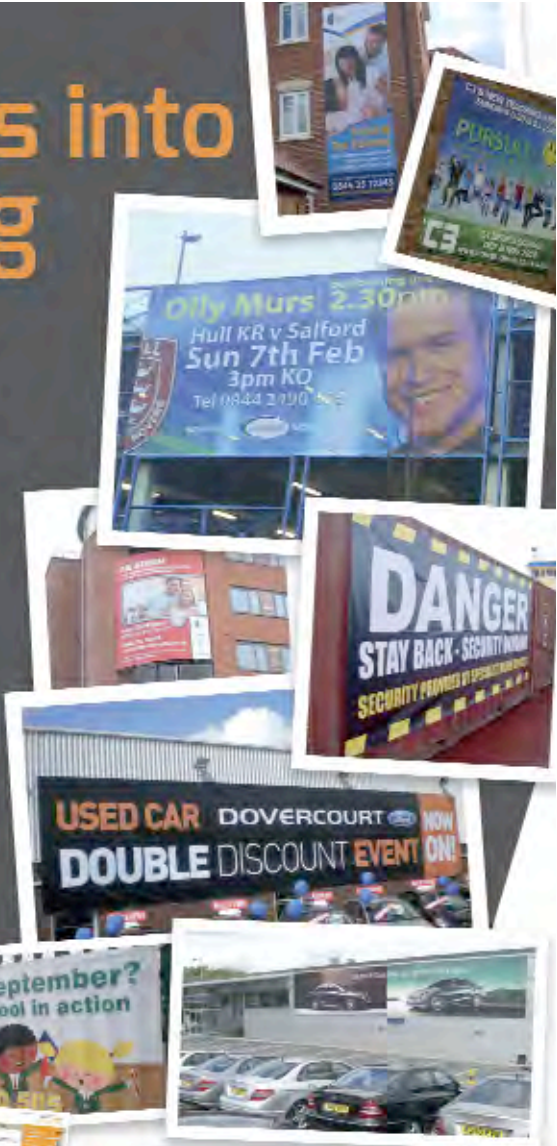
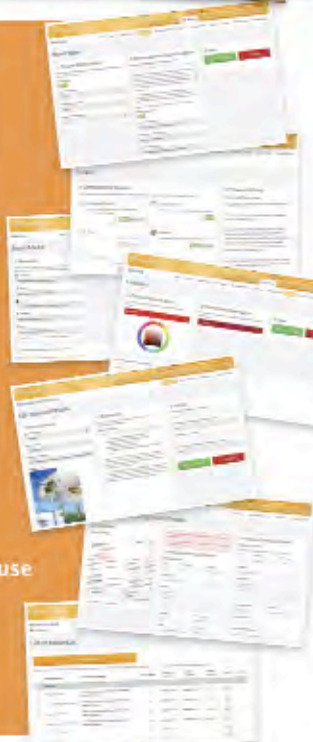
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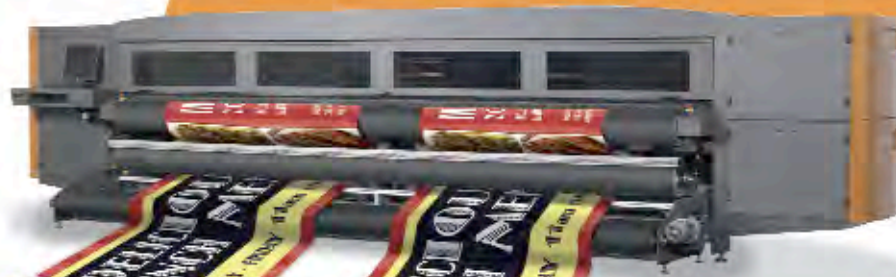
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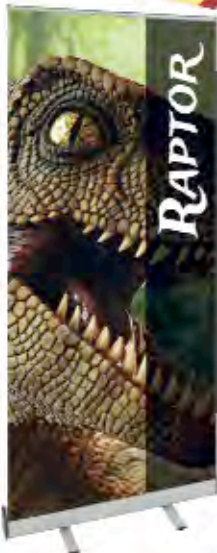
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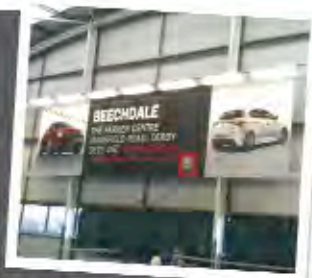
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# PRODUCT *Choice*

## Double sided tapes a viable alternative to mechanical fixing

The recently launched ACXplus range of double-sided tapes from tesa® represents the latest series of innovations from arguably the world's leading exponent of adhesive tape development, offering the most effective double-sided tape solution for "constructive bonding" currently available in the market place.

Constructive bonding is based on the viscoelastic properties of ACXplus; this characteristic is defined by both viscous and elastic performance enabling the range to cope with differential thermal properties of substrates to be bonded. In addition it allows ACXplus to cope with uneven or irregular surfaces.

Quality double-sided tapes have always displayed many benefits in speed of application and cost-efficiency over mechanical fixings on close fitting interfaces but ACXplus adds this new dimension to encompass a much wider range of applications, both indoor and out.

The benefits of using a high-performance tape as against traditional mechanical methods or adhesives can now be summarised:-

- Quick and easy application in comparison to rivet, screw or weld and therefore speed up the manufacturing/assembly process
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- Equal distribution of the stress areas of the bond, so no weak points are created as is the case with rivets and screws
- Join is less likely to rattle
- Corrosion prevention
- Flexible design options – tape can be supplied in die-cut form in the specific dimensions required speeding up assembly
- Compensating for different rates of thermal expansion and contraction of different substrates as well as absorb shock and vibration
- A range of tapes available for different applications and options available which can be used outside for years

tesa double sided tapes are used in many diverse industries where reliable, long term performance is essential.

In the bonding of powder coated materials which have a lower surface energy and are commonly known as being hard-to-bond through preventing the adhesive from wetting-out the surface, tesa® ACXplus offers high adhesion.

Because powder coated materials tend to be heavy, take for example the blades on

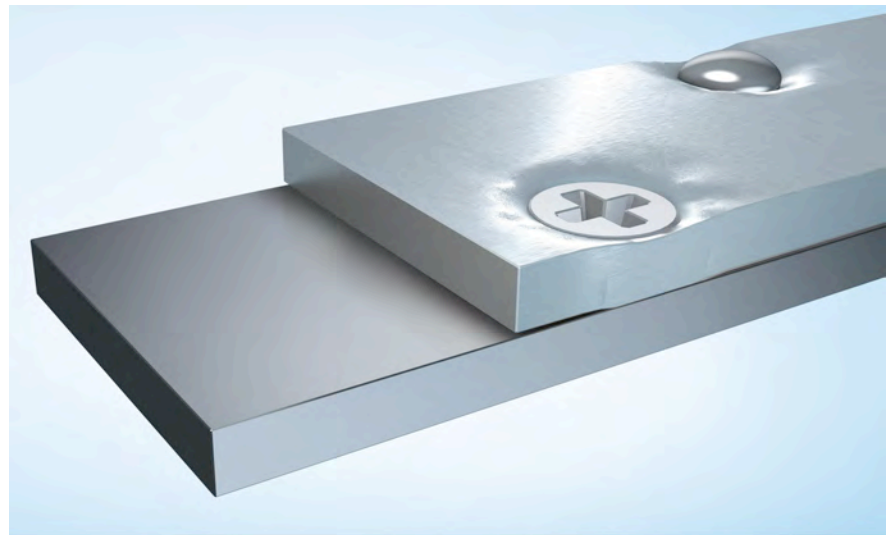
roller shutters, bumper rails on commercial refrigerators and panel bonding applications, high degrees of thermal elongation are often found and this is where tesa® ACXplus 706x comes into its own in providing an optimal high strength bond.

In addition, tesa ACXplus707x can be used to bond panels before they are put through the powder-coating process, speeding up and simplifying the production process,

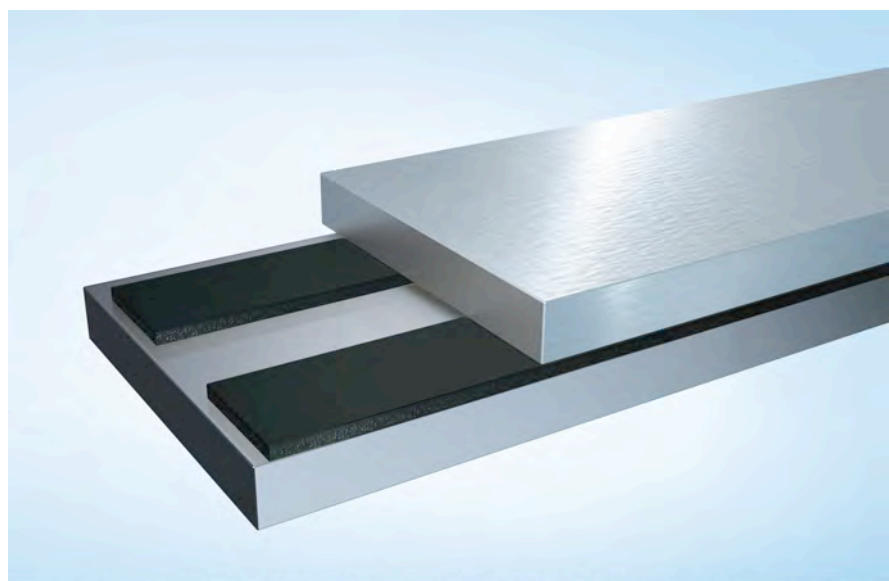
with the advantage of avoiding colour-match issues on pre and post painted parts.

So are high performance double-sided tapes a viable alternative to screws, rivets, glues and adhesive? The evidence would certainly say they are more than worth considering.

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



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# PRODUCT *Choice*

## Ottimo Digital invests in second Epson SureColor printer to take business to next level



Nick Lindwall (l) and Lee Crew (r) standing in front of wallpaper printed on Epson SureColor SC-S30600

**Large-format printing business Ottimo Digital has invested in a second Epson SureColor SC-S30600 printer. The 64-inch (162.6cm), four-colour, roll-fed machine was supplied by Epson reseller Spandex and joins one installed earlier in 2012.**

Ottimo Digital, based in Newport, South Wales, was started in January 2010 by Lee Crew and Nick Lindwall. The company prints a full range of large-format products – banners, exhibition graphics, retail signage and interiors, vehicle wraps, photo canvasses, even custom wallpaper – on a wide variety of media. Lee Crew explains: “We print a lot on self-adhesive vinyls, plus PVC and mesh banner materials, canvas, poster paper, spotlight stock. Essentially, we print anything we can! A lot of jobs are last-minute, particularly when they’re for exhibitions – a market we’re strong in.”

For Lee and Nick, decision time on expansion came within just two years of starting the business, when year-on-year growth of around 40% regularly tested its existing production capacity to extremes. “We hate turning work away,” says Nick, “so we coped somehow, even if it meant sub-contracting work out, but we needed to add capacity. In particular, we wanted to be able to take on high-volume jobs with tight deadlines, a category of work we weren’t confident of handling with our existing kit.”

Guided by Epson distributor Spandex, one of the UK’s largest suppliers to the sign and display industry, Ottimo found the solution in the shape of the Epson SureColor SC-S30600. Launched earlier this year, the SureColor SC-S30600 sets a new price/performance ratio in a highly competitive market sector. The SC-S30600 can produce everything from posters, signs, banners, backlit panels and POS materials to vehicle wraps, interior decorations and exhibition displays. The printer supports a wide range of media, allowing users to print reliably and cost-effectively on vinyl, PVC and clear film, photographic paper and a range of popular banner substrates. Print speeds range from 7.3 to 29.4m<sup>2</sup>/hour depending on printing mode and maximum resolution is 1440 x 1440dpi.

“When Spandex introduced the Epson SureColor to us it looked perfect on paper,” says Nick. “It had the print speed we wanted, three times faster than our fastest existing printer, plus larger-capacity ink cartridges and a heavy-duty take-up roll system. A demonstration confirmed that first impression. We ran a series of our own test files using all the print modes and the results were excellent.”

Since Ottimo’s SureColor SC-S30600, one of the first installed in the UK, arrived its impact on the business has been dramatic.

“It quickly became our ‘go-to’ printer,” says Lee. “Now when we get a job, our first thought is, ‘Can we run it on the SureColor?’ It handles around 50% of our workload.”

The different print modes the SureColor SC-S30600 offers are also a big plus, explains Nick: “For really high-quality applications, like some retail interiors, we use the ten-pass mode, while in the two-pass mode – which is very fast! – we can print a banner in minutes, compared to the half an hour it can take on our other printers. It all depends on the size of the product, and how close the viewers are to it. That said, we find the six-pass mode perfectly good for most applications.”

Within six months of installing the SC-S30600 they were confident enough to take on the large-volume, high-quality, last-minute jobs they previously thought twice about. As an example, they cite a rush job they produced for the RAC’s stand at the Goodwood Festival of Speed. Says Lee: “It was a big banner job, very last-minute, and high quality. Without the Epson SureColor we couldn’t have handled it all in-house, but we delivered on time and more RAC work followed.”

For more information please visit [www.ottimodigital.co.uk](http://www.ottimodigital.co.uk) or call 0845 1088 559.





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# GOLDLEAF *Feature*

## Sign Maker's Corner Interview: Brian The Brush

Sign Update's Ashwin Mehra spoke to master Gold Leaf gilder and sign writer Brian The Brush about his 40 years' experience in his profession; his beginnings, opinions on gilding and how he came to be known as one of the most experienced people in his field, in the whole country.

### What is your background?

I went to Art College in Bradford, where I studied Fine Art. I soon realised that I needed to use my artistic skills to earn a living (as I was not prepared to wait for someone to discover I was Yorkshire's own Monet) and I took up a position as an apprentice signwriter in a large department store in Bradford called Busby's.

It was here that I learned all aspects of traditional sign writing and also Gold Leaf Gilding, including Reverse Glass Gilding. Department stores of that era were glorious places and gilding was used a lot to make the store look grand.

My mentor at Busby's was a master of his trade and I learned an awful lot from him. I eventually left Busby's to start up my own business as a signwriter/gilder and I'm now one of the very few people from that era who is still gilding.

I'm pleased to say I'm as busy now as I've ever been and I think that is down to the fact that I possess the traditional skills that are not taught so much nowadays. I am now considered by many to be one of the most experienced signwriter/gilders



in the UK. I have undertaken work this year for a company in Eire and have been asked to price for projects in Dubai, Saudi Arabia and other global locations, where they have been unable to find enough competent gilders to undertake large projects.

### What uses does Gold Leaf have in today's market?

Gilding is more popular today than you might think. I would say that almost a third of the work I am asked to do involve gilding.

Recently, I have undertaken a wide range of gilding projects varying in size from a small name on a fan light over a house door to large projects such as the lettering for The Jewel House at the Tower of London and the Nicholson Memorial in Leek, Staffordshire.

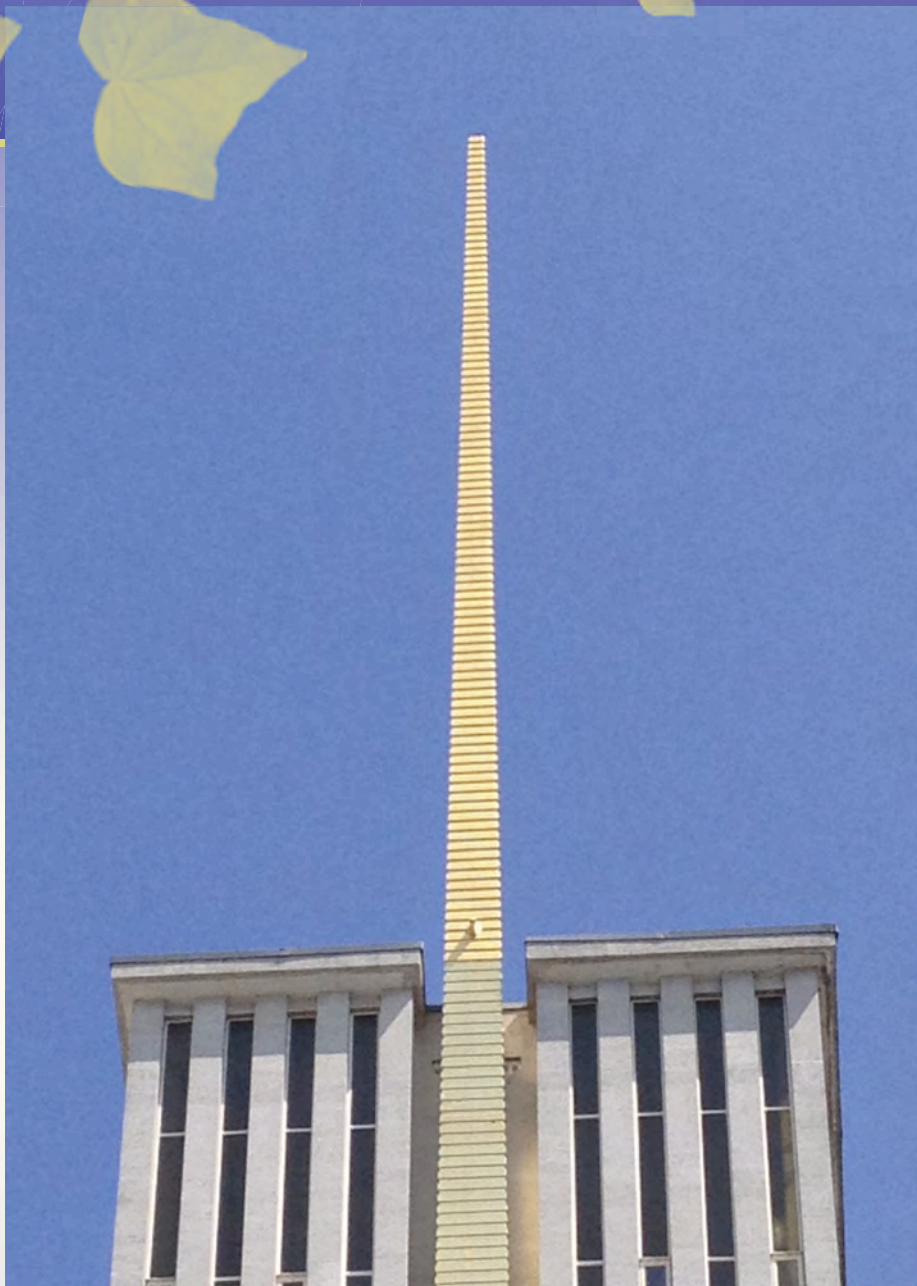
Faith establishments regularly seek my skills and I have recently gilded a 5ft tall crucifix for a Catholic church in Durham and a large Buddha statue for a Buddhist monastery in Cumbria. When you want something gilding, nothing but genuine Gold Leaf is good enough. There are faux products on the market such as metallic paint and even imitation leaf but nothing has the lustre, the durability or the impact of genuine Gold Leaf. I am also one of the few practitioners still carrying out reverse glass gilding. This is considered to be the pinnacle of the profession.





Very few people, who would describe themselves as gilders, can actually undertake Reverse Glass Gilding. The finished work is astoundingly grand and incomparable to anything else. It used to be seen mainly on the windows of solicitors offices, chemists, funeral directors and suchlike.

It was considered to be fitting for the seriousness of the business it was promoting. In this 'throw away' world we live in today, where many businesses open up and fold within a couple of years, it is not requested as much, but when I do get asked to carry out Reverse Glass Gilding I am often told they have searched the country trying to find someone who could do it properly.



#### **What kind of costs would those using Gold Leaf are likely to encounter?**

The price of Gold Leaf varies from supplier to supplier, although I tend to use the same supplier most of the time as I trust the quality of the leaf and I value the excellent service the company provides.

You need to use the correct Size (a type of glue) in conjunction with the Gold Leaf and again, if this is inferior it can have an impact on the finish. The price of gold is ever increasing of course and this often makes it difficult when pricing for future projects. Experience tells me how best to address this and fortunately I have not been caught out.

It also helps to know just how much leaf you will need, since it is an expensive product to over calculate, and I can usually gauge this correctly down to a couple of books. (A typical book of Gold Leaf contains 25 leaves that are 8cm square).



# GOLDLEAF *Feature*

## Interview: Brian The Brush

### How does one decrease the costs as well as minimising errors and wastage?

The issue of errors/waste very much depends on the experience of the gilder. Gold Leaf gilding is really not something for amateurs. Transfer Leaf Gilding can look relatively simple to do when you watch a competent gilder, especially one like me who has been gilding for over forty years, but the process is fraught with potential for something going wrong.

And Reverse Glass Gilding is a thing that even some competent gilders won't tackle! You need the right materials, the right atmosphere and environment, the item you are gilding needs to be prepared correctly prior to the gilding and the actual gilding process is as much about technique/mindset as anything.

I have had learners work alongside me who waste so much leaf that the profit would go out of the job if they were to continue. I served a four year apprenticeship in my craft and it is only when you have made a good few errors that you start to realise how to prevent them.

### Do you feel that investing in Gold Leaf material is a viable revenue stream for enterprising sign makers? Why?

I generally use 23.5ct Gold Leaf and I often order it in for each project. Gold Leaf is a material that needs storing properly and handling with care. I do not believe it is something you should stock up on.

Having said that, the more you buy, the less expensive it is so bulk-buying would be sensible so long as you can guarantee storing it correctly. In your question you ask

about signmakers investing in Gold Leaf. It is unlikely that a signmaker would be able to gild to any decent standard. Gilding is an entirely different concept from signmaking.

You would at least need to have become a competent signwriter as, often, you are signwriting (in gold size) the areas that are to be gilded. A good number of enquiries I receive about gilding projects come from other sign companies who want to sub-contract my skills on a project as they have no-one in their company who can signwrite or gild.

The emphasis these days seems to be on training young people to be signmakers (the vinyl lettering style) and I believe this can be taught in a matter of months. There is no crash course in traditional signwriting.



It takes years to develop the competency with which to create the artwork involved in signwriting/gilding. And even then I would argue that you need to have a natural artistic flair, it is as much about the art as it is about the application of materials.

### What are your top tips for applying Gold Leaf material?

My first and only tip would be to leave it alone and get a competent gilder to undertake the work. It is inevitable that you will waste expensive materials, not get the right finish or damage the surface of the item you want to gild.

You will find that it is far more challenging than it appears. I run short courses in traditional signwriting and gilding, but they are only intended to be an introduction to the skills. I explain to students



that they are only being taught the tip of the iceberg and that they would need to practice and practice and practice before they could be shown the next level (which of course I am happy to do, but they need to demonstrate a flair for the craft).

There are other types of gilding that I touch on during the sessions such as loose leaf/water gilding where the Gold Leaf is half as fine as a human hair and the delicate leaf is picked up by a specific type of brush (through static) and very gently transferred to the item being gilded.

The slightest draught or rushed movement and the loose leaf will be blown away. Even the gilder's breath can cause the leaf to be lost to the floor. It is a very interesting course with lots of chances to attempt gilding under the instruction of a master gilder.

### What other projects are you currently involved in?

As well as the gilding and signwriting courses I run I am constantly involved in projects around the country. Although I enjoy the wide variety of work I get to do (including murals, word walls, heritage signs etc) there is still part of me that is the 1960's art student who gets a big kick out of something very unusual or a project that stretches me. But the project I am currently working on that has given me the biggest smile I've had in ages are the signs I am doing for my daughter's wedding venue. YES! Finally, someone else can keep her in the style she's become accustomed to!!

For more information about Brian The Brush please visit [www.brianthebrush.com](http://www.brianthebrush.com) or call 01274 731 826 to speak to Brian.







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# SOFTWARE *Feature*

## RIP Software: Value for money?

In this feature we uncover exactly what RIP software is, and the benefits of using it in managing your workload. We speak to the experts about what makes RIP worth a second look as a viable investment opportunity.

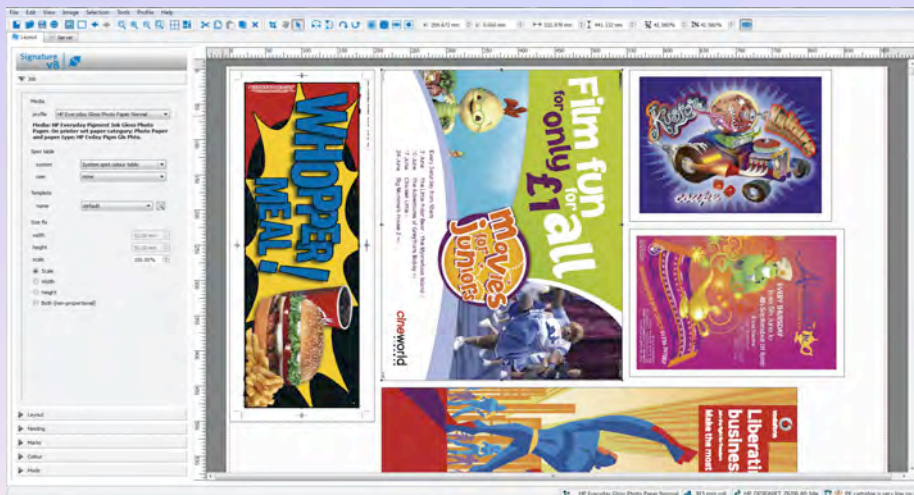
Roger Ward, Managing Director of AIT Shiraz Ltd, writes on the basic principles of RIP...*Monty Python?! And* outlining what actually makes the software 'tick' for your business.

Nowadays all printers ship with a software driver but most with a RIP of some description. A RIP, or Raster Image Processor, is a piece of software that is almost as essential as the printer itself and is the key to producing the prints you require. And yet, as it is something that ships with the printer and is therefore essentially free, it is often undervalued – often perceived to have no value at all. And yet, it ironically contains as much technology as the printer itself!

So why do you need a RIP? First of all, let's consider the most basic of setups, a photographer with one camera and one printer who wants to print his images onto one type of paper at sizes no bigger than the printer itself. I know a few such situations and provided their work doesn't get more adventurous then they will just about get by with the printer driver, full stop.

But for most sign makers their life is a lot more complicated. They obtain images from a variety of sources and output them onto a dazzling array of substrates, some images need to be larger than the print width of the printer, they may have several printers and to top it all they need to reproduce corporate colours across all their prints.

Set this task to someone with just a printer driver and no RIP and any practitioner will tell you it is impossible. In fact, whether



Layout showing multiple jobs to print.

you are a large corporation with multiple operators and printers or just a one man band with one computer and one printer, a RIP is an essential tool if you intend to take files from more than one source and output onto more than one substrate.

So what does a RIP do? Well, it has 5 essential functions:

### 1) The Interpreter

A sign maker may receive files from his customers in a number of different file types or languages and need to output these to a printer which again uses another language.

There are also a number of operations that need to be performed on this data before it is sent to the printer, so the role of the Interpreter is to translate or convert the input file data into a format that the software can then understand, and it needs to be able to do this very quickly. This is a very specialist piece of programming, indeed it is so clever

that there are few people on the planet that can understand and compose it, so it is not difficult to realise that the interpreter is often licensed by RIP developers from a handful of companies that focus on creating these algorithms or programming masterpieces.

### 2) Colour management

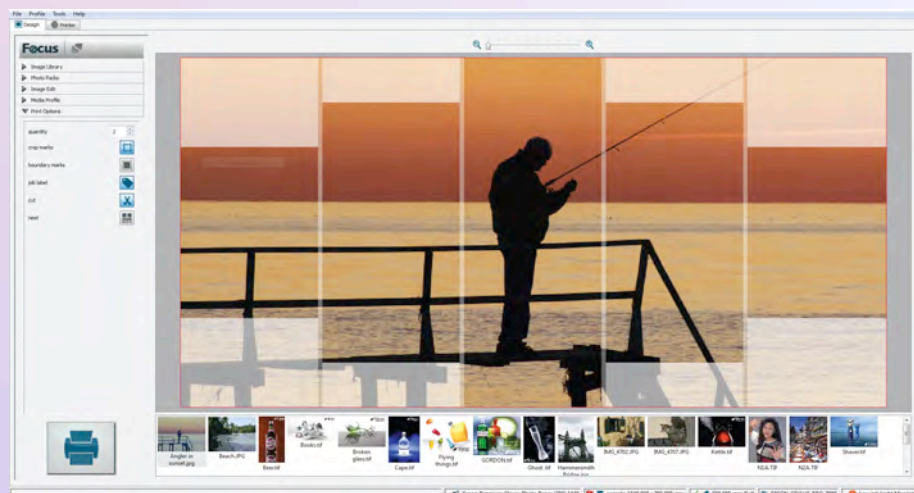
Once we have the data in a format we can understand we need to manipulate the colours or channels to the required levels. For instance, the input file may describe a particular colour as levels of red, blue and green, which is a good choice as these are the basic colours which our retina can detect and our brain perceives as colour.

However, to output the image we need to convert these channels into subtractive colours, cyan, magenta, yellow and black (or any other number of colours according to the printer and its print head ink colours).

This in itself isn't a difficult task but it's made more complicated because the inks on the printer aren't necessarily pure mixtures – you only have to wander around an exhibition to notice that some printer's yellow inks are anything from shockingly bright to beautifully golden. Plus there is the added complication of how a dot of ink will behave when it strikes the media.

It will be absorbed and expand in the process and this dot gain, as it is called, needs to be controlled. And so there is a limit as to how accurately you can reproduce a certain colour, and the trick is to get it as accurate as possible within a given range of colours or gamut.

Thanks to the proliferation of desk top printers, basic colour management software is now embedded into the operating system of most computers, but large format printing is more sophisticated and needs additional tools.

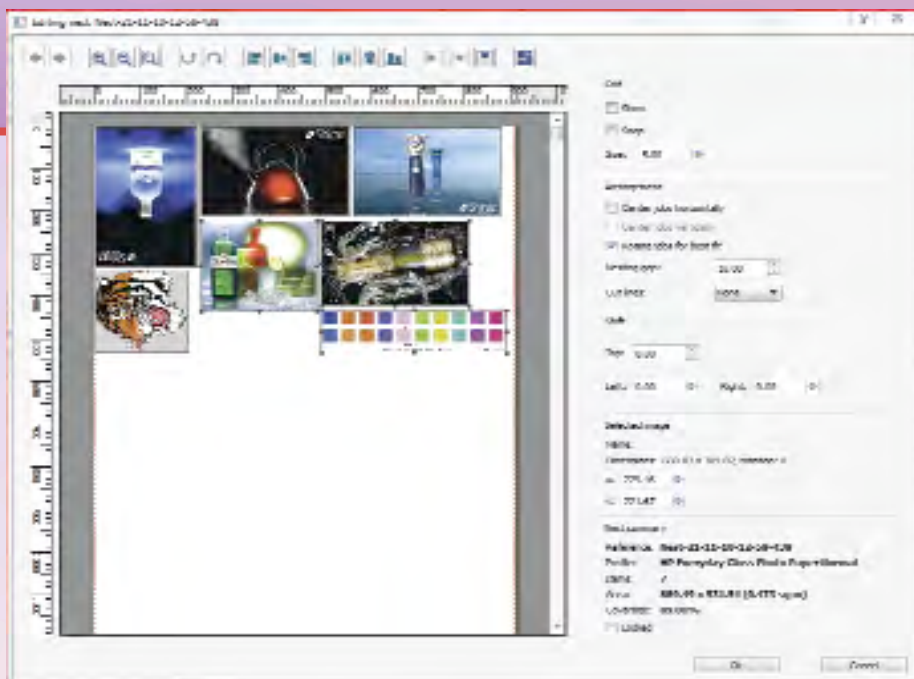


Focus for photographers showing portion of image to print.

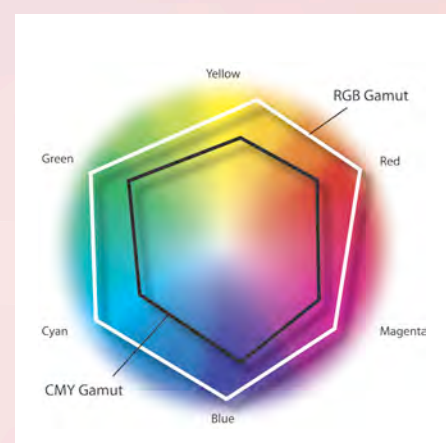
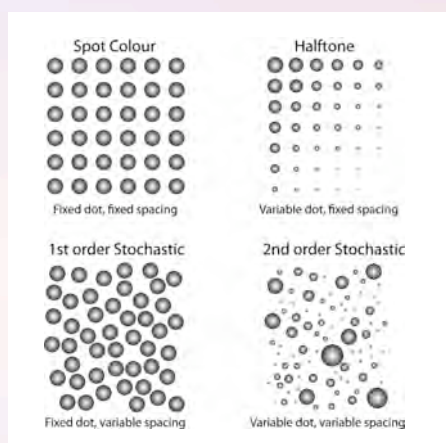


### 3) Screening

Traditional screen printing uses halftones with equally spaced dots; the intensity of the colour is controlled by the size of the dot. Although a digital printer can mimic this type of screen by effectively building a halftone dot with several much smaller digital dots, it is not constrained by a fixed resolution mesh; the dots can be placed in variable positions. Early implementations of this technique called stochastic screening, whilst capable of producing higher resolution images could introduce rivers of lines running across the print like interference patterns. The trick is to disperse the value of some dots to its neighbours, to introduce a certain randomness so that these unwanted patterns are dispersed.



Visual display of editable nesting



This technique called error diffusion creates the illusion of flat colour and sharper text on a page. Only close examination reveals the art of this technology, for that is what it is.

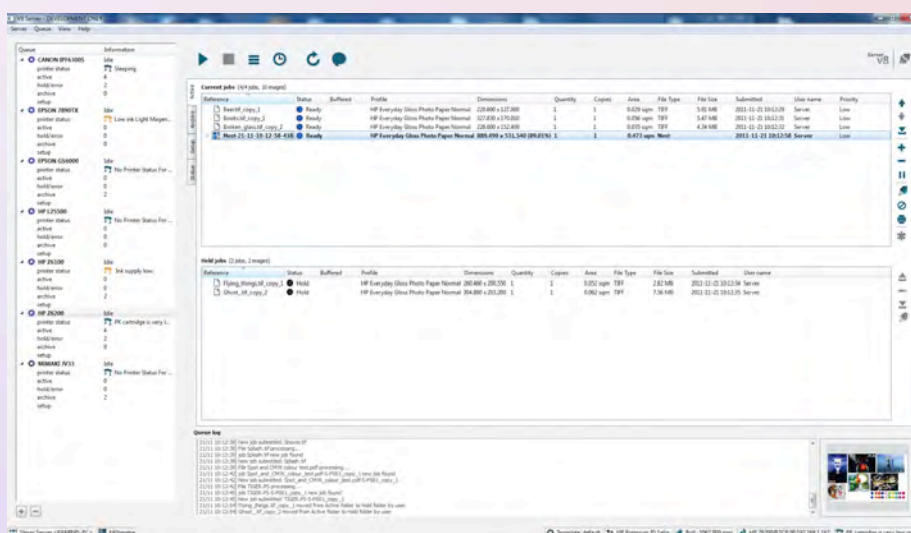
There are other types of screen which better lend themselves to different technologies, for instance with textiles, but screening is a key element and worthy of its own mention.

### 4) Work flow

This aspect of the RIP takes on greater importance relative to the size of the installation in terms of the number of printers and the number of operators.

Take the simplest installation with one computer and one printer, it is not a particularly difficult task for one operator to organise his printing tasks, but add another printer or operator and the day's production begins to require some management and this is where we introduce the concept of queues.

A queue could contain a list of jobs that need to be output on a solvent printer loaded with banner material. Some may have higher priority than others. So different operators can design and submit jobs to the queue and the jobs get printed when the relevant machine with the required media becomes available and in the correct order according to urgency. Another important aspect of workflow is layout and tiling. With layout the operator is able to make best use of the available media, visually checking that different jobs fit neatly onto a given page.



Jobs submitted for printing in multiple queues.



# SOFTWARE *Feature*

## RIP Software: Value for money?

It is probably worth mentioning hardware at this point. The operator works at a computer called a client. Jobs are submitted to the server which drives the printer over a connection called the network.

With simple installations the client and server can be on the one and same computer. But as installations grow the clients are linked to at least one server, if not several, which in turn process the jobs and send them to the printers. Of course, you need to check whether your choice of RIP can support client/server operation as not all can.

### 5) Printer driver

The last piece in this jigsaw of functions is the printer driver. This takes the data from the RIP in its internal format and converts it into packages of data that the printer can understand.

It's important that the machine is not starved of data so that it pauses but at the same time sent in a controlled manner so that it is not lost in translation, so to speak.

The driver also reads information from the printer and sends it back to the RIP, the type of printer, the levels of ink, media loaded etc. The sophistication of the driver is defined by the functions offered by the printer.

### ...and last but not least - Support

When you start up a new digital printing business, it's good to know that there's someone at the end of the phone, or remotely connected to your PC, that can help out when jobs aren't straightforward. But once



*Shiraz Server V8 uses Shiraz Colour Technology.*

you become proficient at handling tasks is ongoing support such an issue? The simple answer is "Yes".

The big advantage of modern technology, which ironically many perceive as a disadvantage, is that it is constantly changing, being improved and being revised.

In particular the language of file formats is being updated, new descriptions being added to the language to better describe certain aspects of images, like transparencies and graduations. And, believe it or not, the RIP also needs to be updated to address these

changes to the language. With digital file formats, digital printers, computers and operating systems, we are dealing with a moving target, an ever changing environment and it is important therefore to move with the times.

### Postscript (forgive the pun)

When customers ask me why they need a RIP I often think of the Monty Python sketch "What have the Romans ever done for us?" which is followed by a list of the fundamental achievements of modern civilisation.

"Well", I start, "apart from fact that most of your work will arrive in a variety of different formats, you will need to output with consistent colours onto a range of different media, that you expect quality of output that is sharp and easily legible, that you will need to tile and organise work in a sensible manner, to output to one, if not more printers, to stay up to date with an ever changing technology, to minimise the costs of waste material, to make a profit and finally to endeavour to go home at night and enjoy a decent night's sleep – then indeed, apart from all that... Why do you need a RIP?"

*Roger Ward is the managing director of Kent-based AIT Shiraz Ltd, as supplier of systems, consumables and services to the sign industry. He is also a director and founding member of Shiraz Software, the RIP development company, based in London.*

For more information on AIT Shiraz Ltd, please visit [www.applied-image.com](http://www.applied-image.com) or call 01732 875000.

## Rob Goleniowski, Business Manager – Sign & Graphics at Roland DG UK highlights on the benefits of using Roland's VersaWorks RIP software

Roland DG believes users should not have to decide whether or not to invest in RIP software, it should be a given and an integral part of the offering.

To get the best performance out of a workflow in terms of ease of use and output, RIP software is as important as the printer and the ink used. A printer is only as good as the software that controls it. As such, Roland's philosophy is to create and offer a perfect synergy between all parts of this workflow triangle to ensure users can maximise their machine and all print production jobs. This is why Roland's RIP software, VersaWorks, is included with all Roland DG wide format printers.

VersaWorks is a bespoke software package built on the latest Adobe postscript engine and developed by Roland's team of engineers. As it's tailor-made for Roland printers, we can guarantee the best integration between the printer and the RIP. This gives our users greater control over their print jobs. Users also get free VersaWorks software updates for the life of

the Roland machine, so you'll always have the latest version and added features without any costly upgrades required. A good RIP is critical to production and we want to make sure Roland users consistently get the best out of their Roland machine.

VersaWorks is flexible enough to accommodate companies of all sizes, be it a print business with one entry-level printer or a larger outfit with a production line of three or four machines.

The software supports up to four Roland devices, including printers, printer/cutters and stand alone cutters.

VersaWorks also integrates with commonly used design packages, and Roland is about to launch an extensive Pantone library to be included in the new versions of the software. With VersaWorks, there is quite simply no limit to how creative you can be, and with the additional colour library, it will be even easier for users to match colours correctly on the first attempt.

The price of Roland's RIP software is built into the price of the printer, so it's one



investment for a complete workflow package. The solution will soon pay for itself through an easier, shorter solution allowing users to produce more, high-quality print jobs.

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



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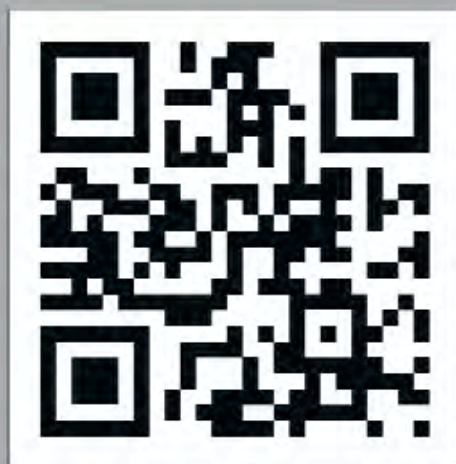


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## New flag for Brixton

Hampshire Flag Company has played a pivotal role in helping to bring the people of Brixton together by producing a brand new flag.

Local Brixton residents were asked to design a flag by filmmakers Will Aspinall and Neil Arun, also known as Breakaway Brixton, and around 100 ideas were submitted.

Will and Neil asked the leading flag manufacturer to turn the winning design into a real life flag and then filmed it being produced.

The footage features in a 24 minute documentary *Unflappable*, along with names of some of the Hampshire Flag team members in the credits.

"Hampshire Flag's generous support and willingness to let us film the flag being made is greatly appreciated. It was fantastic to visit the firm and to meet the team – everyone was very generous with their time," said Will.

"The finished flag looks fantastic – vibrant, bold and colourful – and we are delighted with how Hampshire Flag produced the flag," he added.

*Unflappable* premiered at the Ritzy Cinema in Brixton and the flag now flies over Brixton's Windrush Square.

Graham Wilkinson, Hampshire Flag's Managing Director said, "We produce flags for an array of fascinating events and causes, and this was no exception. It was great to have Will and Neil visit us, and it's exciting that one of our flags has made it on to the silver screen and is now flying in Brixton."

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,



Filmmakers Will Aspinall and Neil Arun with Brixton flag.

Samaritans and for swimmer and environmentalist Lewis Pugh's on-going feats.

For more information please visit [www.hampshireflag.co.uk](http://www.hampshireflag.co.uk) or call 02392 237 130.

## A Spectrum of colour at Blackpool Illuminations



**Perspex® Fabricators Inplas Fabrications have been commissioned to produce a range of Fluted Pylons forming an eye catching corridor of colour at this year's Blackpool Illuminations, visited by 3.5 million people annually.**

Designed by Jo Berry and funded by Arts Council England, these wonderful sculptural light works use the latest Perspex® materials to produce a riot of colour. Using material supplied by Perspex Distribution, and inspired by a collection of drawings and photographs from the Illuminations in the 1930's, the pylons use the latest lighting and material technology to re-create the classic designs with a modern twist.

"We have been working on this exciting project for over a year" explains Inplas Managing Director Trevor Smith "and it is fantastic to now see the spectacular artwork lit up. The vision and enthusiasm from Jo and the Illuminations team have enabled us to push the boundaries and utilise the full benefits of Perspex®.

Using the properties of a new material, Perspex® Spectrum LED, we have maximised the light transmission from the LEDs with a bright, intense colour and no LED hotspots." Five pylons have been fabricated in total, each pole contains 5

illuminated bulbs with 15 LED lights in each bulb producing the vibrant lights.

The colourful designs were brought to life using the full range of 25 Perspex® Frost colours layered with a range of Perspex® Fluorescent cast acrylic. The fluorescent edge glows under ambient light as though having its own light source ensuring an impressive impact even in the middle of the day.

Inplas, based in Middlesex, laser cut the Perspex® and arranged the material into kits for installation by Blackpool Council's Illuminations Department on site – a 45 strong team working year round to put together the show. As experts in the design and fabrication of Perspex® products, their highly skilled craftsmen and state of the art equipment combine with impressive effects.

Supplying a wide range of materials including Perspex® cast acrylic, extruded acrylic, aluminium composite, polycarbonate and polyester sheets, Perspex® Distribution offer the ideal product portfolio for fabricators.

For more information about Jo Berry visit [www.joberry.co.uk](http://www.joberry.co.uk). For further information on Inplas Fabrications please visit [www.inplas.co.uk](http://www.inplas.co.uk) or call 01895 252 332.



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## Star performance at the Radlett Centre

A new digital LED display at the Radlett Centre in Hertfordshire has provided a significant boost for event promotion, while keeping regular theatre-goers and passers-by up to date with what's on. The exterior of the theatre building is enhanced by the high impact, full colour display, which lends additional prominence to the Centre.

The Radlett Centre is a popular local venue offering a diverse programme, including children's theatre and plays as well as special performances by leading celebrities, art exhibitions and music events. Exterior displays provide a vital mechanism for informing audiences on arrival about current shows and timings, as well as advertising upcoming features.

Originally the theatre used printed posters, moving over to a single colour LED display around eight years ago. With the old LED display reaching the end of its life.

The Radlett Centre turned to Messagemaker to recommend a replacement solution. Developments in LED technology during the last decade have seen the price of digital displays drop significantly, bringing



*The new electronic display allows a number of shows to be promoted at the same time, with a built-in function enabling the sequencing of screens and messages.*

this technology within reach of small to medium venues. Lower materials costs meant that Messagemaker were able to provide the Centre with not just a like-for-like replacement but an upgrade to a full colour screen, without any additional cost (compared to the original).

Mounted 3 metres above ground for maximum visibility, the 1.3 metres high by 2.75 metres wide lightweight LED display allows multiple lines of coloured text messages and/or images to be displayed as required. A lightbox with the theatre name and logo completes the 48 x 128 pixels high resolution full colour display.

The new electronic display allows a number of shows to be promoted at the same time, with a built in function enabling the sequencing of screens and messages. Additional effects can also be introduced to add movement, including video clips and animations. The result is a highly dynamic communications medium that immediately captures attention.

For more information please visit [www.messagemaker.co.uk](http://www.messagemaker.co.uk) or call 01737 774738.

## Glasgow Velodrome challenge for HD Signs

HD Signs, part of the Queen's Award winning Linemark UK company, were commissioned to complete the branding of the stunning new 'Sir Chris Hoy Glasgow Velodrome', following its success in branding the Manchester Velodrome (British National Cycling Centre) and the London Velodrome, for the 2012 Olympic and Paralympic Games.

The installation, for the Track Cycling World Cup, which was carried out on 15th – 18th November 2012, was completed in 3 overnight stages, as the track was a hub of activity during the day.

Also, as the Velodrome building is maintained at 27 degrees, the task had to be expertly executed. Specially surveyed and manipulated vinyl stencils (to run in line with the various track bends) were used to apply painted logos, the paint being manufactured in-house and developed in partnership with British Cycling/UCI, to ensure durability and grip for the cyclists.

In addition, a 3M floor marking system was installed at the bottom of the track. A specialist for Velodrome branding, HD Signs also has an excellent reputation in the sports signage industry and its state-of-the-art technology, including 5 metre printer, enables the company to supply banners of any size and also a huge range of stadium branding, of the highest quality.



*Glasgow Velodrome during the British Cycling Track World Cup.*

For more information please visit [www.hdsigns.co.uk](http://www.hdsigns.co.uk) or call 07837 287413 to speak to James Lilley.



# W&Co help drive sales at BMW Park Lane

Following success with previous car showroom display projects including BMW Westminster, W&Co were invited to produce a range of light boxes for a new state of the art showroom in Mayfair, London - BMW Park Lane.



Large Format LED Fabric Face Light Box

A selection of illuminated and non-illuminated fabric face displays were custom made to showcase a wide range of classic and modern BMW models on display.

The frameless, chrome finished units, many LED illuminated, compliment the high quality brand and create a stunning backdrop within the contemporary showroom space.

One particularly large format Fabric Face LED light box, within the Motorrad display area of the showroom, which reaches five and half metres high and spans two floors of the building.

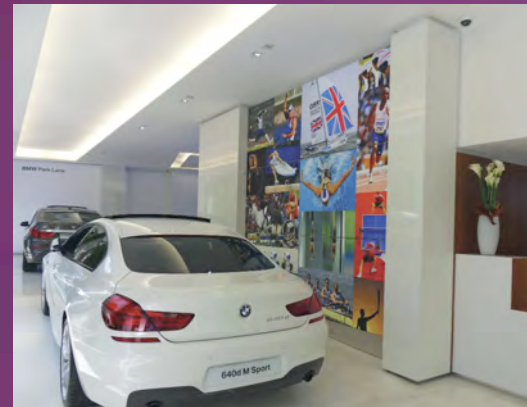
The light boxes were chosen not only for their high quality build and frameless design, but also because they offer the client the flexibility to easily replace and/or reuse the dye-sublimation printed textile graphics.

W&Co Fabric Face systems offer a front loading graphic change whereby a rubber lip easily pushes into the face of the unit by hand without the need for specialist tools or installation teams.

For more information please visit [www.w-co.co.uk](http://www.w-co.co.uk) or call 08456 253545.



LED Fabric Face Light Wall.



LED Fabric Face Light Box.

# Lintec Graphic Films and TfL guide tourists around London

Transport for London (TfL), the local government body responsible for public transport in the capital, has enlisted Lintec Graphic Films to help guide visitors around the city.

The map sign system, called *Legible London*, was installed across London during the build-up to the series of events, including the Queen's diamond jubilee, Olympics and Paralympics that put London in the international spotlight over the past few months. With the new glass maps replacing a large number of the enamel based printed signs that are traditionally used, TfL chose Lintec Graphic Films' ultra-clear UV printed polyester Vitrocolour film to show the way.

The *Legible London* maps, which have become synonymous with the streets of London, ensure visitors can easily find their way around the capital, especially as walking between destinations are often a quicker option.

The detailed, eye-catching signage has been designed to include nearby shops and attractions representative of the view from where the user is standing.

However, with the surroundings continuously evolving, TfL decided to go with glass panels with the map printed on a backing film from Lintec Graphic Films, making it much



quicker, cleaner and cheaper to update and replace as and when necessary.

Lintec Graphic Films' Vitrocolour, a UV printable polyester film, is renowned for its optimum clarity and definition, while its adhesive coating is long lasting and leaves no residue - allowing for quick removal and easy, hassle free replacement. For the *Legible London* maps, the film is applied to low iron extra clear glass with a very high light transmission in order to give a printed glass effect. And, to ensure a brilliant white appearance on the finished product, Lintec Graphic Films' 01-183 white polyester film is laminated to the print reverse. This not only allows for a premium final product, but also saves white ink and production time.

"London is one of the top cities worldwide for both tourism and business, and it is fantastic to be involved with a scheme that impacts all Londoners on a daily basis," comments Andy Voss, Managing Director of Lintec Graphic Films. "Legible London is a brilliant campaign to showcase Vitrocolour as part of an alternative, more innovative method to the average sign-making process."

For more information on Lintec Graphic Films please visit [www.lintecgraphicfilms.com](http://www.lintecgraphicfilms.com) or call 01628 777766.



## omniSHAPES sets high-tech tone as Telefónica Digital opens new London HQ

**PSCo Technical Distribution has supplied the eyevis omniSHAPES display system which is wowing visitors to Telefónica Digital's flagship London headquarters near Piccadilly Circus.**

The first omniSHAPES video wall in the UK, the system's crisp, clear colours, modular flexibility, superior energy efficiency and

support for imaginative effects help create a technologically advanced ambience in the main reception.

Telefónica Digital, a division of the globally recognised telecom brand, has recently opened its prestigious new headquarters off London's Regent Street. The company commissioned Overbury,

Audio Visual consultants Emergent AV and systems integrator Smartcomm to create stunning visual technology for the building, including a large video wall to present vibrant Telefónica branded content in the main reception area.

PSCo Technical Distribution is the exclusive UK distributor for omniSHAPES, the breakthrough video wall technology, which was introduced to the UK market in May 2012.

The system, conceived by eyevis of Germany, allows designers to configure video walls in a practically unlimited variety of shapes and configurations.

At only 400mm deep, the modules can be used where space is at a premium. This slim design enabled Emergent AV and Smartcomm to make the most of the available room size so as to maximise the visual effect of the video wall.

For more information please visit [www.pscoco.uk](http://www.pscoco.uk) or call 0870 240 8484.



*The video wall technology, conceived by eyevis, allows designers to configure video walls in a unlimited variety of shapes and configurations.*

## Sign 2000 shows vision in London's Oxford Street

**Leading corporate and retail signage specialist, Sign 2000 has completed the exterior and interior branding at the new Vision Express flagship store situated in London's Oxford Street.**

Vision Express is part of Europe's largest retail optical group Grand Vision and in the UK and Ireland currently has 325 strategically located sites sharing a common brand ID.

The Oxford Street branch includes a range of state-of-the-art professional eye care facilities plus an expanded and exclusive range of designer products befitting such a prestigious inner city location.

The site extends over three floors housed within a beautifully refurbished historic building featuring arched upper level framed windows and including an eye-catching product display area at street level. The three-storey residence is reputedly the first of its kind in terms of luxury space, in addition to housing a specialist contact lens' area and boasting the largest single collection of the Ockley range of designer ophthalmic products in Europe.

Sign 2000 was contracted to manufacture and install exterior and interior signage and a host of complementary graphics manifestations that would empathise with the architectural sensitivities of the building and project the Vision Express corporate ID. Exterior signage comprised LED-illuminated

individual letters mounted on to a back-painted bronze 10mm toughened glass fascia. Interior signage included a host of glazing manifestations, wall-mounted signs and graphics, departmental headers and a range of point-of-sale features.

The flagship store also benefited through the launch into the Vision Express estate of digital media to replace the previous static marketing methods employed.

The digital media supplied included three 70-inch and two 55-inch screens, complete with integral media players that enable full control of all marketing tools employed at the Oxford Street location as well as the

processing of support material generated by the Vision Express marketing team based at the company's head office in Nottingham.

The real-time screens provide general consumer information and details of special offers and so forth and enable marketing campaigns to coincide with product launches and other promotions, a process that offers significant enhancements to the way in which retailers can instantly display and share information with their customers.

For further information, visit [www.sign2000.co.uk](http://www.sign2000.co.uk) or telephone 0845 265 2000.



*Sign 2000 manufactured and installed exterior and interior signage for Vision Express, such as exterior signage LED-illuminated individual letters mounted on to a back-painted bronze 10mm toughened glass fascia.*



## Eurostand iPad range increases graphic sales for resellers

Eurostand Display, one of the leading suppliers of display products to trade resellers in the UK has seen a 30% increase in sales of its new iPad product range. The range is based around an iPad holder used in conjunction with Centro free standing display systems.

The Eurostand iPad holder allows the secure use of the popular tablet on desktops, counters and free standing Eurostand Centro units. Resellers are seeing the advantages in promoting these products and the subsequent sales and hire opportunities they bring. The Centro display systems can utilise simple fixings to allow the use of graphics to enhance the iPad displays and in turn this helps drive graphic sales for the print production houses and other resellers.

Gordon Neile, Managing Director of Eurostand explains: "We have seen the most significant rise in sales of any product we have brought to market in the last 5 years. Resellers are telling me that when they have created e-mail campaigns based around the iPad Centro system incorporating graphic panels they have achieved the best response levels they have seen years."

At an exhibition or event, the high quality screen on iPads provides an instant access point for customers to view product features and sales propositions. The ten hour battery life means an iPad will keep



performing throughout a busy event where a laptop will have faded.

Installation of the Centro iPad information stations allow prospects to read detailed information or watch promotional videos with the touch screen capability providing attendee interaction. The large screen, combined with the swivel feature of the case to allow

landscape or portrait viewing, makes them perfect to display brochures, web content or videos; they can even help capture prospect data more quickly and more cleanly.

For more information please visit [www.eurostanddisplay.com](http://www.eurostanddisplay.com) or call 01277 350925.

## Pyramid Display Materials confirmed as key MACTac distributor

Pyramid Display Materials have been confirmed as one of the 3 key MACTac distributors for the UK market in the premier self-adhesive manufacturer's recent re-alignment of its distribution channel.



Stocking the full range of MACTac products via its network of distribution centres, Pyramid can offer national next day delivery on the entire range of MACTac self-adhesive products.

Neil McCarthy, Pyramids Head of Sales & Marketing explains how a busy summer 2012 put the company in a great position to offer MACTac products nationally.

"Having serviced a major multimillion pound national contract throughout the summer on specified MACTac products we are now in a position to market ourselves as a true nationwide distributor, where in the past we have been seen as primarily a midlands and northern supplier of sign and display materials. We will be embarking on a major marketing campaign to ensure all current and potential MACTac users are aware of Pyramids offering in light of the new distribution structure.

These are exciting times for Pyramid as we enjoy excellent growth in the market down to offering a truly innovative range of products, technical knowledge and good old fashioned value for money"

As well as MACTac, Pyramid offer leading brands including POLY-LINEPro, Simply Banner, Foamalite, Akyprint, Correx and Staufen.

For more information please visit [www.pyramiddisplay.co.uk](http://www.pyramiddisplay.co.uk) or call 0161 872 5666.



## tesa® gives the green light to new headquarters

tesa®, one of the world's leaders of adhesive tape development, is to start work on a new corporate headquarters complex in 2013.

The firm's supervisory board have given the go-ahead for the £130 million investment which will see the new facility built in Norderstedt near Hamburg airport. Construction work on the new site is expected to start in the first half of 2013 and tesa is planning to move in during 2015.

The new facility will bring together the central R&D and technology centres and the marketing division, currently located in three separate building complexes on the premises of parent company Beiersdorf in Hamburg.

Thomas Schlegel, CEO of tesa SE comments: "The closely integrated co-oper-

ation between these units is an essential factor in the success of our business."

Steve Plastow, Managing Director, tesa UK, adds: "This move reflects tesa's continued investment to ensure we meet the ever-changing requirements of customers. Our business files around 70 patents every year on new products and processes, and we spend some £50million on Research and Development annually.

Currently about 50% of our global sales are from products developed in the last five years, and the move to house R & D and technology centres all under one roof will enable us to work even more effectively".

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



Steve Plastow Managing Director, tesa UK

## Seiko II ColorPainter H2 printers now part of 3M MCS warranty programme

*The first finished graphics warranty in the industry*

**The 3M MCS Warranty Programme is the first finished graphics warranty in the industry and is still going strong.**

It helps protect discriminating users who require optimum performance for the intended life of their graphics.

Now the ColorPainter H2 Series printers with GX ink are part of the 3M MCS Warranty Programme.

GX 3M inks are vibrant, flexible, inks for

use in the H2 Series printers. They are designed for printing on many 3M branded opaque, translucent and reflective graphic films.

Applications include fleet and vehicle graphics, indoor and outdoor signs, promotional graphics. The ColorPainter H2 Series printers are built for reliable operation in high-volume environments and offer industry-leading print speeds and rich saturated colour output.

Melanie Enser, Product Marketing Manager at Colourgen, explains: "It's a great testament to the Seiko II ColorPainter H2 Series that 3M have included this printer with GX inks in their prestigious MCS Warranty Programme, it is something that every manufacturer wants and gives end users another solid reason to purchase this excellent printer."

For more information please visit [www.colourgen.com](http://www.colourgen.com) or call 01628 588722.





# Josero partners with Trimalco to offer high quality cutters

**Josero has teamed up with Trimalco to deliver high quality cutters at very competitive prices to the printing industry.**

The Trimalco brand was successfully launched at FESPA 2010 which resulted in a number of dealer appointments worldwide. Trimalco products are designed and manufactured in the UK by their own engineers using the latest in CNC technology.

All the products have been specifically designed for the large format sign and graphics markets and draw on the founders 18 years of experience within this sector. Cutters in the Trimalco range include:

• **Artemis** – this straight edge cutter is ideal for cutting, scoring and pen lining and

is available in six lengths. It has been engineered in extruded aluminium and anodised for lasting protection

• **Europa** – this large format cutting system comprises a number of interacting products which together offer a high degree of performance and accuracy at a price unmatched by any other

• **Kronos** – a general purpose cutter available in six standard sizes from 60cm (24") to 300cm (120"). The strong and stable anodised aluminium base incorporates a narrow groove that safely accepts the blade tip during cutting

Loic Delor, Managing Director of Josero comments: "We have chosen to

work with Trimalco as their products are outstanding in terms of quality and also the ethos of the company is akin to ours. Their level of service and customer care is exceptional and the team really is passionate about its products. The cost saving over similar products in the market is around 50%, yet the products are of the same, if not of a better standard, so we can provide our customers with excellent value for money cutters."

For further details please call 01954 232564 or email [info@josero.com](mailto:info@josero.com) or see the website at [www.josero.com](http://www.josero.com)



Artemis.



Europa.



Kronos.

# Sign & Digital UK launch new show website for 2013

**Faversham House Group, organisers of Sign & Digital UK show have announced the launch of a brand-new website for visitors and exhibitors.**

Sign & Digital UK 2013 is the only place in the UK where you can meet all your suppliers under one roof over the space of three days and is the annual highlight of the industry.

Taking place next year at the NEC, Birmingham from 30 April to 2 May 2013, Sign & Digital UK has grown to encompass traditional signmaking, digital signage, printwear, wide-format digital printing, visual display techniques and finishing and is the only annual show of its kind in the UK.

The new website [www.signanddigitaluk.com](http://www.signanddigitaluk.com) boasts a wealth of features on the home page with direct links through to the latest show news and features, such as highlights from the 2012 show, the 2013 Awards & Networking Event and coverage of the all new Learning Zone.

There are also 'information panels', such as the latest exhibitors to book, a press and PR section and live Twitter feed. 'Quick link' panels, clearly defined for visitor and exhibitors, allow users to navigate quickly to relevant information. The website also has

advertising opportunities for exhibitors to increase their profile and there is a stronger focus on social media to reach all audiences.

The website for the 2012 cycle of Sign and Digital UK attracted over 41,500 unique visitors and the new improved site is expected to have an even bigger impact.

Alan Caddick, Marketing Manager for Sign & Digital UK comments; "Last year some exhibitors really took social media by the horns, posting show news to Twitter and running special "Twitter Only" offers. Following what's happening at Sign & Digital UK on Twitter is definitely the best way of ensuring you get the most up-to-date information about what's happening, as it's happening."

You can register your interest to receive regular updates and be the first to hear when registration becomes live at

[www.signanddigitaluk.com](http://www.signanddigitaluk.com)

Follow them on Twitter (@signanddigitaluk), for live updates follow #SDUK) and LinkedIn Sign & Digital.





## Universal Aluminium restructures for future growth

Bristol-based Universal Aluminium, one of the UK's established market leaders in the field of high grade aluminium construction products throughout the UK

and Europe for the glazing and sign industries, has announced a planned restructure of the business, to develop future growth and commercial focus as a systems house.

Following an ongoing review of the market conditions in the construction sector, Universal will be focusing on the core business of providing innovative, industry-leading aluminium systems and plan to close the fabrication part of the UK operation across the Architectural Division of the business.

Existing fabricated product customers will be offered fabrication capacity with one of Universal's regional fabrication partners.

This will enable Universal to develop their growing market share as a systems house, and drive the company into new sectors, as

Universal's Managing Director Peter Cawley comments:

"We've been seen as our customers' competitor for some time, in the architectural sector. This has limited our commercial growth, despite the fact we have one of the largest range of aluminium systems in Europe and a stable client base, founded on word-of-mouth repeat business and a solid reputation."

The restructure comes as part of a wider growth strategy, in which Universal's parent company Muskita PLC has seen a number of product launches in the aluminium construction sector this year.

"The planned restructure of Universal enables our architectural fabrication partners in the UK to respond quickly and with flexibility, alongside support from our Bristol UK headquarters, and the Muskita global network of distribution that we have access to," Peter adds.

For more information please visit [www.universal-aluminium.co.uk](http://www.universal-aluminium.co.uk) or call 0117 955 9091.



## Amari strengthens ties with MACtac to include MACscreen

Amari Plastics, the UK's leading distributor to the sign and graphics trade is delighted to announce the extension of its strategic partnership with MACtac UK to include the market leading quality MACscreen range of self adhesive vinyls.

Following an appraisal of its route to market and a subsequent realigning of its distribution partners MACtac has confirmed Amari Plastics as a key partner – now one of only 4. As a key partner Amari has access to the whole MACtac range and holds stock in great depth for next day distribution throughout the UK.

The MACmark range of vinyls is stocked in Amari Plastics Nottingham for next day delivery and includes all the MACtac core items such as MACal 8900, 9800 and 8300 but also incorporates the supporting products such as MACmask,

reflectives, translucent etc. In addition to this Amari Plastics now has stock of the brand new, unique Tuning Films range include; vinyls in bright colours, metallics, mattes, carbon effects, brushed effects and structured embossed finishes – designed especially for car wrapping.

Steve Hovey, Manager of the Amari Nottingham facility explains: "The Tuning films are a new development that we felt would be worth supporting with stock as the car wrapping market is booming and the quality and diversity of products available from MACtac will ensure it quickly gains a market leading position".

As well as carrying the MACmark films and the full range of IMAGin and Permacolour digital imaging products, Amari has now added to stock the market leading range of MACscreen self adhesive vinyl. Renowned for its quality and consistency of

performance, this 100 micron thick vinyl is the leading European manufactured brand and has been for over 30 years.

Amari Manager of Supplier Relations and Product Development, Jamie Manifold, comments: "MACscreen is a natural extension to the Amari Plastics range as the company has steadily extended in to the digital and screen printing markets. In addition the realignment of MACtac's distributor partners and Amari's key position within that has left a gap for a truly national distributor for MACscreen to carry the range and be able to sell it in all parts of the UK."

For more details on Amari please visit [www.amariplastics.com](http://www.amariplastics.com) or call 01932 835000. For information on MACtac; its MACscreen and MACmark range please visit [www.mactac.eu](http://www.mactac.eu) or call 01604 644697.





# Colorific holds series of UV Light technology briefings

Colorific, the alternative ink supplier has hosted its first series of briefings, targeted at distributors and end users at its offices in Maidenhead to highlight its innovative UV Light ink technology.

The events, which took place on 11th, 12th and 13th December 2012, between 10am and 5pm, with further dates announced in the New Year (at time of printing – December 2012).

The company's UV Light technology was launched at EcoPrint in September 2012 and demonstrated at the Autumn Viscom shows where it generated significant interest from end users, distributors and other potential business partners. Colorific has already started working with two large machines integrators based in Europe and orders for UV Light demonstration units have already been placed.

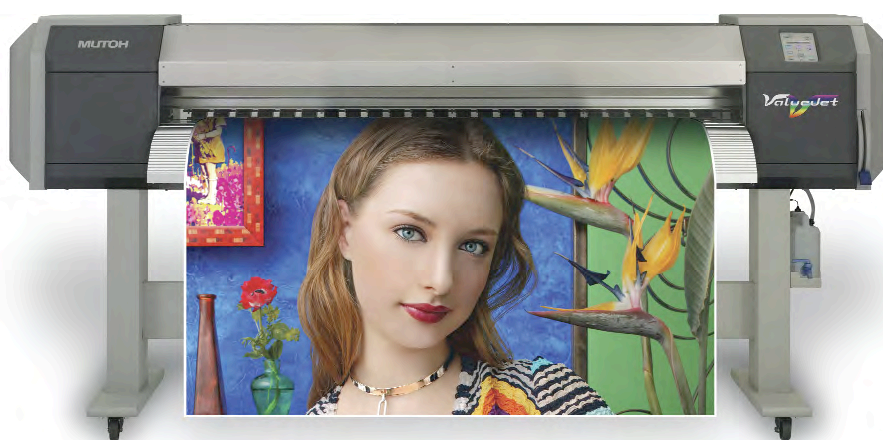
Colorific UV Light enables wide format printer owners to convert their existing solvent printers to a greener UV solution. Currently compatible with any Roland wide format machine that uses Epson Piezo DX4 and DX5 print head technologies, Colorific UV Light is a hybrid solution which combines the reliability of an eco solvent ink with the

print performance of a UV ink. The ink offers superb media adhesion and stunning durability, yet has a significantly lower carbon footprint than eco-solvent inks and contains no VOCs.

Colorific's new UV Lightbar System is

critical to the 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.

For more information on Colorific and its UV Light ink, please visit [www.colorificink.com/uvlight](http://www.colorificink.com/uvlight) or call 01628 560 894.



# Ferrari experience at Silverstone for lucky winners

**Amari Plastics, the UK's leading distributor of materials to the sign and graphic industry has recently held a Ferrari race day experience at Silverstone for 3 lucky customers. The 3 customers, Kesslers International, Cut Plastics and Spanlite were all winners of a competition that Amari Plastics ran earlier in the year.**

The competition was based on a volume of material, purchased over a given period, of the hugely successful Amari branded cast acrylic product, Acrycast®. All those qualifying were then put in the draw and the 3 customers above were the lucky recipients that were pulled out of the hat.

The day involved the safety briefing and some one-to-one coaching before the customers were let loose to do laps in a specialised Renault Megane RS 250. After they had done the ground work they then threw themselves into lapping around Silverstone, at high speed, in the Ferrari. Finally the customers

were then given a professional driving experience as they were taken around at high speed by a Silverstone track driver. We are delighted to say all the customers and cars emerged unscathed.

Anreas Reinhold, European Director of Acrycast® comments: "We wanted to reward several good customers for their loyalty to Acrycast and give them an experience they will always remember – which I think we achieved".

Jamie Manifold – Manager of Supplier Relations and Product Development explains: "Acrycast® has been incredibly successful since it was introduced by Amari Plastics in January 2010. The quality of the product range plus the unwavering support of the manufacturer have been a potent combination that has really established the product as a leading UK brand. Due to the success Acrycast® suggested that we give something back to a few customers through the Ferrari experience and it has been very well received by all".



Amari managers and customers at Silverstone Ferrari experience.

Further information on Acrycast® and all the other products available from Amari Plastics can be found by visiting [www.amariplastics.com](http://www.amariplastics.com) or calling 01932 835000.



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After striking up a partnership with Intercoat at FESPA 2011, we have successfully been supplying Intercoat Materials throughout the United Kingdom. We are able to offer a full range of printing and laminating films including a variety of finishes and sizes.

With material being directly supplied to us from Intercoat's main factory in Germany and being stored at Signmaster HQ, most media can be supplied next day to Sign Makers all around. These premium products are sold at competitive prices and can be compared in the same vein as Mactac, Orafol and Metamark materials.



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The property of the Intercoat Vinyl that provides the enhanced reliability over alternative manufacturers is the D18 liner. The double sided Kraft paper enables extra durability against heat and allows users to print at higher temperatures without the fear of the media cockling.

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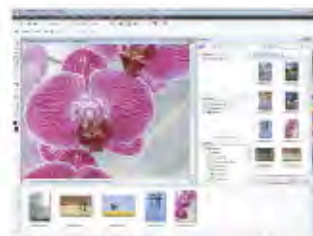
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## Online calculator to determine huge savings with ROLLROLLER

UK distributor of the ROLLROLLER Flatbed Applicator, William Smith has set up an online site at that will enable potential owners to enter their typical application tape and digital media consumption and receive a personalised time saving calculation by email.

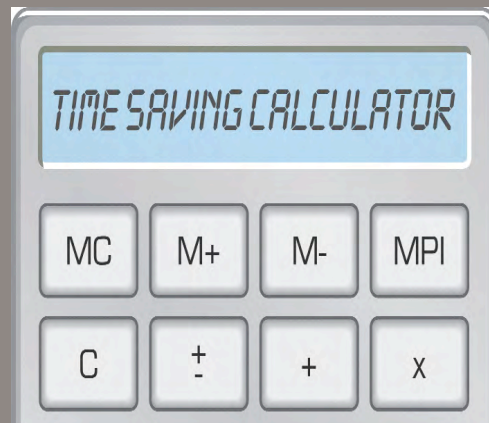
Designed to apply a wide range of media to both rigid and flexible substrates, this innovative large format applicator has enabled savings in production time of up to 80 per cent to be achieved by comparison with traditional methods of application.

Key time saving features of the ROLLROLLER include single person operation to immediately reduce labour costs,

much improved quality and consistency leading to less wastage of materials and first-time perfect results due to the machine's smooth and precise finishing capabilities.

A wide range of models to suit individual production requirements (including a dedicated Traffic version) is available together with a host of optional design features (including an illuminated bed and adjustable roller height facilities) to enable further savings in production time to be achieved.

To arrange a personal demonstration or to discuss individual production requirements, telephone 01833 690305 or visit [www.rollroller.co.uk/calculator](http://www.rollroller.co.uk/calculator)



## ADS awarded MACtac Gold distributor status



Nottingham-based Amari Digital Supplies has received MACtac Gold distributor status. The highest of three distribution grades, the award entitles the company to market the entire range of MACtac products.

MACtac is well known and respected globally in the sign and display and digital

printing and finishing industries and renowned for its ability to develop highly innovative new products that meet the requirements of a constantly changing market. Amari Digital Supplies is able to offer the most comprehensive stocks of MACtac self-adhesive products in the UK. These are available through a

nationwide distribution channel comprising 14 strategically located branches of Amari Plastics and fully supported by Amari Digital Supplies.

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

## Rebranded YPS receives flying colours from Mimaki in new agreement

In a strident move to reposition itself as a supplier of wide format printing equipment and consumables, YPS – formerly Your Printing Supplies – has refreshed its brand identity and is now known as Your Print Specialists.



In line with this, the company has joined the Mimaki reseller channel and will now supply a range of printers, software and finishing equipment, supported by exclusive UK and Ireland distributor Hybrid Services.

Having built its reputation as a fast, reliable and service-led partner for screen and litho consumables, YPS will continue to serve these markets, but will focus on introducing new opportunities in wide format production to printers in the North East of England. To reflect this multi-disciplinary approach, the YPS logo has become an eye-catching rainbow motif – designed to be a visual reminder of the broad spectrum of products and services it now offers.

"We realised there was an opportunity to build on our excellent channel and brand loyalty in the North East by introducing wide format opportunities to our customers," explains Garry Brown, managing director of YPS. "Our rebrand reinforces that we are the perfect

specialist technical partner for all those in the wide format print space – particularly businesses looking to take advantage of the possibilities offered by digital print.

"Resultantly, we were looking for the right partner to provide market-leading digital technologies to our channel," Brown continues. "We quickly identified Mimaki for its world-renowned range, and for its UK master distributor Hybrid Services, which has the same, prominent customer service ethic as we do. Together, our goal is to increase customers' profitability and competitive advantage through the Mimaki range of digital products."

For further information about YPS's products and services for graphic arts printers, please contact either Hazel Watt at [hazel@yourprintspecialists.co.uk](mailto:hazel@yourprintspecialists.co.uk), or by calling 0191 256 6889, or Garry Brown at [garry@yourprintspecialists.co.uk](mailto:garry@yourprintspecialists.co.uk). You can also see the company's website at [www.yourprintspecialists.co.uk](http://www.yourprintspecialists.co.uk)



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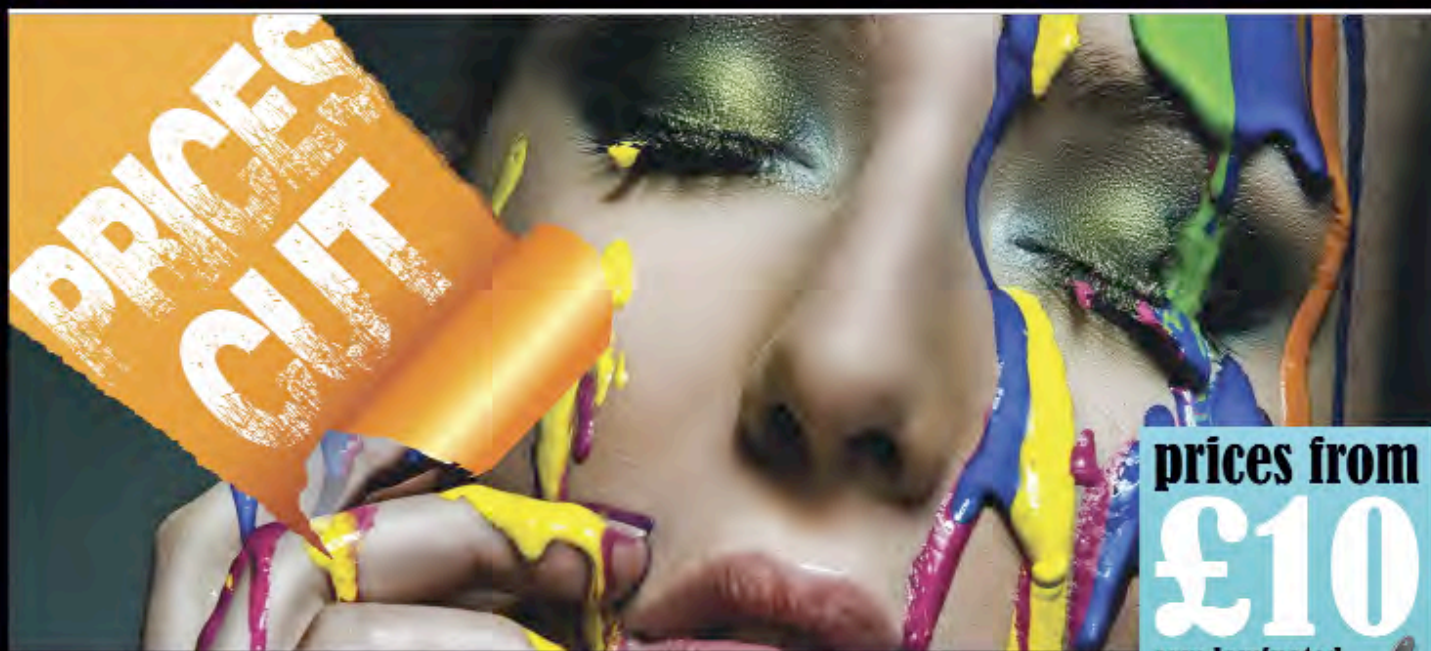
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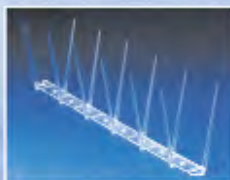
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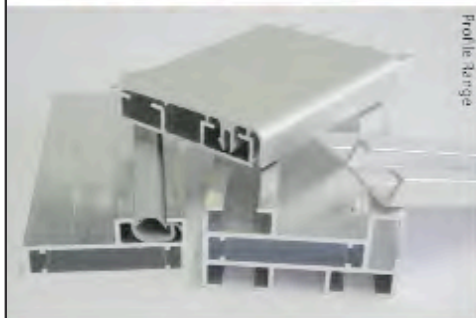
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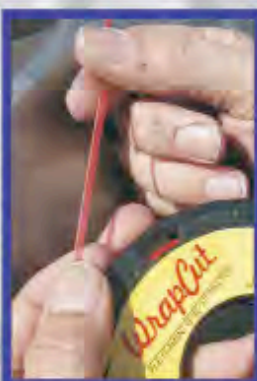
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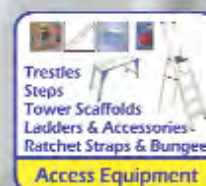
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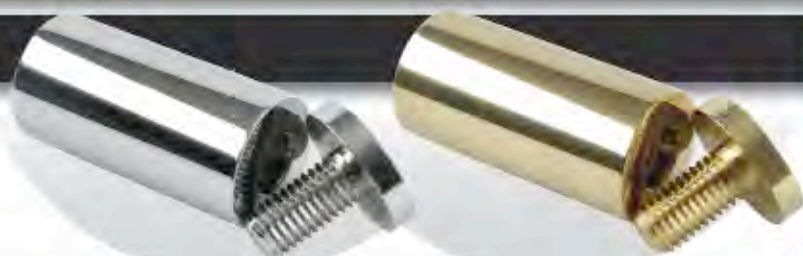




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sales@dmuk.co.uk  
www.dmuk.co.uk  
DMUK is a UK based display equipment manufacturer specialising in LED illuminated solutions. DMUK has over 30 years' experience and technical expertise in LED illumination and work with trade partners to deliver 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

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

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

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

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

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

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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.

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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.

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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.

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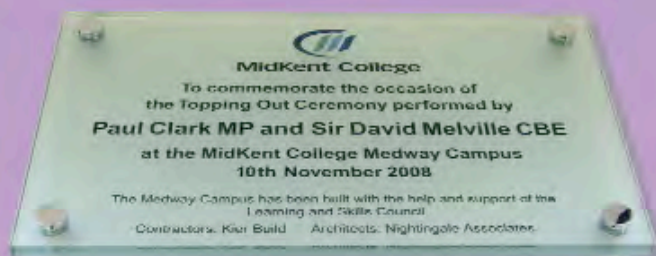
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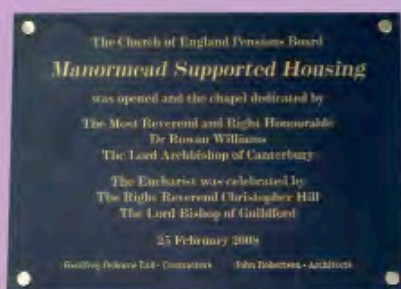
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5mm	£0.91	£1.15	£1.46	£1.82	£2.30	£2.79	£3.63	£4.48	£5.76	£6.31	£7.88	£9.70	£10.92	£13.94	£16.98	£66.71
10mm	£1.83	£2.32	£2.91	£3.64	£4.61	£5.57	£7.28	£8.98	£11.53	£12.61	£15.77	£19.40	£21.83	£27.90	£33.96	£133.40

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

**NO MINIMUM ORDER**

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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	£0.85	£1.33	£1.70	£2.55	£3.52	£4.37	£4.98	£6.07	£7.28	£8.32	£9.34	£11.52	£13.34	£16.98	£21.59	£58.21
19mm	£1.82	£2.55	£3.64	£4.24	£4.85	£6.67	£8.49	£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)

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6mm	£0.37	£0.85	£1.22	£1.63	£2.42	£2.60	£3.03	£3.81	£4.37	£5.22	£6.67	£9.46	£10.92	£12.37	£14.55	£43.66
12mm	£0.91	£1.57	£1.94	£2.84	£3.88	£4.66	£5.46	£6.31	£7.52	£9.22	£10.31	£11.70	£13.94	£17.16	£19.40	£58.21
18mm	£1.57	£2.42	£2.96	£4.06	£5.03	£6.18	£7.64	£8.61	£10.92	£12.42	£14.92	£17.10	£20.84	£21.83	£29.11	£87.32

## 3mm ALUMINIUM COMPOSITE (Dibond, Alupanel)

**NO MINIMUM ORDER**

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

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**MINIMUM ORDER £95**

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3mm	£2.94	£3.67	£4.54	£5.63	£6.26	£7.18	£8.10	£9.38	£10.59	£12.08	£13.67	£17.88	£21.41	£27.22	£36.14
5mm	£3.46	£4.33	£5.36	£6.64	£7.39	£8.47	£9.55	£11.07	£12.49	£14.75	£16.13	£21.10	£25.76	£32.12	£42.64

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

**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	£31.11	£34.80	£43.65	£52.75
Polished	£5.09	£5.49	£7.46	£8.00	£8.91	£12.19	£15.64	£17.10	£18.37	£21.83	£23.93	£33.59	£40.20	£47.48	£60.03

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