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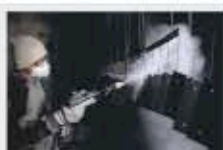
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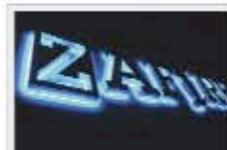
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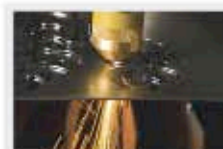
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Retail Signage



Online Shop



Laser Cutting



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WELCOME *Page*

Don't worry....be happy

I can start my Welcome Page with some good news. It was on the 24th January that I heard on the BBC news, so this has to be true (!)

The crime figures for last year were down on the previous year, by as much as 12% in some cases.

It is hard to believe, I know. I look back over last year and I've never been mugged, burgled, raped or interfered with, but I never got to meet Jimmy Savile.

I put that good news in, as I had three readers asking me not to be so 'gloomy'. I think that's what they called me.

The high street is already becoming like a ghost town so far this year, and 2013 has only just begun, yet we are already seeing a number of high profile closures; Jessops, HMV and Blockbuster Video have already gone.

I know Ashwin, our editor was sad to see them go – though no doubt his Netflix subscription is keeping him out of trouble...we can only hope.

Also, in the last issue I said we were running a feature on the Kent Signmakers and suppliers, which appears on pages 64 to 72.

I would like to thank those who worked with me on this feature, notably the help I received from:

Steve Hart of Creative Vinyl Art
Roger Ward of AIT
Coral Archer of Avenue Signs
Dirty Fingers UK
Mike Andrews of Maidstone Signs
Ian Hobbs Signage consultant
And Mike Connolly's help with Sign 2000

In our May/June issue, we are covering the Manchester area. I'm not sure if I'm writing the next Welcome Page, if I am; don't hold your breath for any more good news...

Roger Hinchliffe



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CWE Solutions launch Expanse – a new premium media brand for wide format printers

Wide format printer reseller, CWE Solutions has launched a new premium media brand called Expanse. Expanse is aimed at wide format print providers and signmakers that expect optimum results every time.

All Expanse media are fully tested and industry proven – and having conducted rigorous testing in the field, have delivered a reliable, consistent and trouble free performance.

The launch range is made up of seven vinyls, two poly laminates, a pop up and a roll up material. All Expanse media come with ICC Profiles for the most common wide format printers in use today with particular focus on the HP Latex printer range.

The vinyl's being launched includes a 5-year premium poly-vinyl designed for outdoor durable graphics and a premier Cast Vinyl – Expanse Premier. Specially developed for the vehicle wrapping market, Expanse Premier is a 50 micron gloss white cast film with Micro-Air bubble releasing system and tinted, repositionable and permanent pressure-sensitive adhesive.

The Micro-Air system allows installers to achieve fast installation while maintaining a high enough tack to ensure long term

bond. Made of premium quality cast face stock with a lay-flat liner. The Expanse Premier's adhesive system is designed to provide exceptional opacity, along with easy installation. It also provides superior conformability around rivets, curves, and contours.

Graham de Kock, Commercial Director of CWE Solutions explains the reasoning behind the introduction of the new brand: "CWE has always offered a premium range of media to ensure our customers' needs for quality results are met and exceeded. There are certain media which in the past we, as a highly knowledgeable supplier, would like to have adapted to further improve the properties and output. By creating our own brand, these adjustments can be made bespoke to our customers' requirements. Purchasing through a predefined channel can also have adverse cost implications and to overcome this we have negotiated with the biggest manufacturers to have products manufactured under a plain label to keep the cost to our customers as low as possible without sacrificing on product quality.

"Product quality for wide format media in the



UK has been suffering with increasingly low quality, cheap products being imported from the Far East. With these cheap imports there is a natural lack of consistency from roll-to-roll and there are ethical as well as health and safety issues that we were concerned about. As a result of years of research and development, CWE are excited to be launching the 1st phase of the Expanse media portfolio that is of the highest standards both in terms of printed results and its manufacture to ensure that the Expanse range will not only meet but exceed our customer's high standards."

For more information on CWE Solutions, or Expanse Media, call 08444 829895 or visit www.cwesolutions.co.uk

Signpost Solutions introduce Optimast

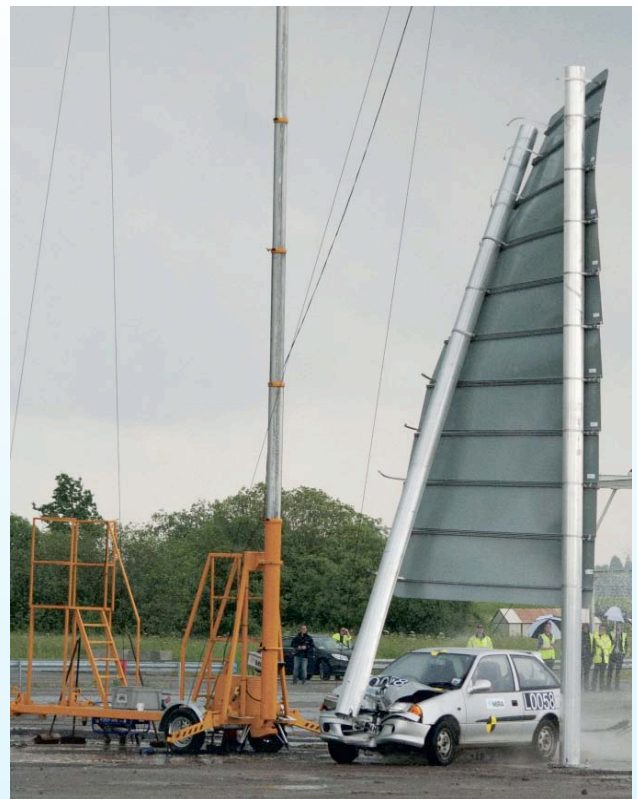
Optimast is a new range of passively safe sign masts from the team at SignPost Solutions. Developed by one of Europe's leading passive engineers, the new circular extruded aluminium range will complement Signpost's comprehensive passive portfolio, which already boasts the market leading 'Lattix' and 'KAPU' range of masts and columns.

Optimast will be available in 102mm, 127mm, 168mm, 219mm and 244mm diameters and because the mast is circular in design, standard fixing clips can be used to attach the signs. The design also includes ridges on the post to assist in making the clips more anti - rotational.

As with Lattix, Optimast is designed to be used with anchor cradles with the mast fitted with special break-away bolts attached to base plates; a tried and tested method that ensures simple and speedy replacement following a knock down.

Optimast has been crash tested at MIRA receiving a fantastic 100 NE3 rating, the safest that can be achieved.

Further information is available from Signpost Solutions Ltd., telephone 0121 506 4770 or visit www.signfix.co.uk



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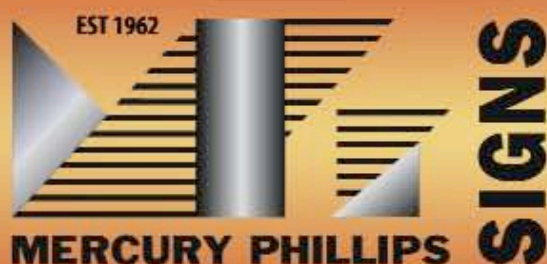
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ACRYLIC (perspex - including gold & silver) (10mm: white black & clear)

no minimum order

Height	100mm	150mm	200mm	250mm	300mm	350mm	400mm	450mm	500mm	550mm	600mm	700mm	750mm	800mm	900mm	1200mm
3mm	0.70	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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New RX series from Grafityp UK

Grafityp has announced the launch of their new range of top level Professional Cutting plotters from GCC.

The RX series is packed with new innovative features designed to make it the company's best cutting plotter available. Fast maximum speeds of up to 1530mm per second ensure this is a real production machine, with the ability to handle a huge variety of different materials.

Adjustable pinch roller pressure means the new RX is at home working with all sorts of materials from delicate window films to standard vinyls right up to sandblast rubber and reflective films, and with an adjustable cutting pressure of up to 600g force, it has more than enough capability.

The new RX series is also fitted with

auto sheet off facility, allowing users to auto sheet off after each job, which is a big help during unattended work flow and mass production.

The new interface also allows users to set up multiple parameters by using different colour lines, giving the operator greater flexibility when setting up a job.

Advanced automatic contour cutting (AAS II) is also a standard feature for cut after print applications.

Dual port connectivity, Innovative Tangential Mode, new easy to use touch keypad all add up to make this the cutting plotter choice for even the most discerning professional.

The RX series also uses TRUE cutting widths, so the 610mm machine will cut a 610mm character, widths available are 610mm which will take 810mm

material width, the 1016mm cutting width that will take 1326mm material width, the 1320mm cut width which will take 1635mm material width and the 1830mm cut width that takes 2145mm maximum material width.

This new range can be viewed at Grafityp's showroom in Tamworth, and can also be viewed at the following UK exhibitions on Grafityp's stand, Printwear and Promotion 2013 at the NEC, Sign and Digital 2013 at the NEC, and FESPA 2013 in London in June.

To find out more about the RX Series of cutting plotters contact Grafityp UK Ltd on 01827 300500 and request a copy of Express Sign Products or visit the website at www.grafityp.co.uk



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3M showcases new large-format multi-touch display at ISE 2013

First prototype of 46-inch multi-touch chassis display offers increased options for designers

Diversified technology company 3M exhibited the latest addition to its multi-touch HD display product line which took place between 29-31 January 2013 in Amsterdam, at Integrated Systems Europe (ISE), held between 29 - 31 January. Stand highlights included the first prototype 46-inch multi-touch chassis display, alongside the recently launched 32-inch model, plus a range of dual-touch chassis displays and high performance desktop monitors.

Large format Multi-touch

The addition of the 46-inch chassis display extends 3M's Projected Capacitive Technology further into the mainstream of large format displays (LFDs) and offers new, creative opportunities for designers and systems integrators. Combining 60-finger multi-touch capabilities with an ultra-wide viewing angle, high-definition 1080p LCD display immensely extends the possibilities for up-close, multiple user interactions.

As with the existing 32-inch Multi-Touch Display C3266PW chassis from 3M, the 46-inch prototype promises to provide designers with a high performance, ultra-slim and lightweight display for the creation of cutting edge collaborative and interactive applications. Both offer a ruggedised, open frame design allowing easy integration in to kiosks, enclosures or table top applications.

All models in the Multi-Touch Chassis Display range use 3M Multi-Touch Technology to provide ultra-fast and accurate response. The 46-inch 3M Multi-Touch Display C4667PW chassis from 3M is capable of tracking 60 simultaneous touch events at less than 12 millisecond (ms) response speed with palm rejection, while the 32-inch tracks 40 simultaneous touches with a 10ms response time. These full multi-touch LFDs help create a more natural interactive experience for users seeking an enlarged touch area or applications for multiple users. The display's anti-stiction surface further enhances users' experience

by enabling their fingers to glide effortlessly across the glass surface while maintaining positive contact with the screen.

Both the Multi-Touch Display C4667PW and Multi-Touch Display C3266PW chassis from 3M offer an ultra-wide 178-degree viewing angle (horizontal/vertical) making them ideal for off-axis viewing and multi-user table configurations. The 32-inch display's thin profile metal chassis housing is 2.6" (66.8 mm) deep with a 200 mm VESA mounting pattern and offers a metal bezel for a finished appearance that can be removed for integration into flat front surface tables and walls.

20-finger multi-touch HD display

These latest large-format Multi-Touch Displays were exhibited alongside the popular 21.5-inch and 27-inch plug-and-play Multi-Touch Desktop Displays from 3M offering brilliant high-definition graphics, wide viewing angles and elegant product design. Both offer 20-touch multi-touch performance for intuitive on-screen collaboration and superior touch accuracy enables precise touch performance, even at the display edge and corners.

Dual-Touch gesture performance

Also on the stand were 15-inch, 17-inch and 19-inch Dual-Touch Chassis Display models from 3M, specifically designed for kiosk and enclosure integration. The displays feature a modern, flat front surface design and enables designers to easily migrate existing single touch applications to a dual touch gesture interface found in popular smart phone and tablet devices today. In addition, the chemically-strengthened glass and anti-glare treatment are an ideal combination to support heavy-use public applications while maintaining the kiosk's functional, optical and aesthetic characteristics.



For more information about 3M products, please call 08705 360036 or visit www.3M.co.uk/touch.

GPT develops super fast new printer – the GPT 190s



Graphic Printing Technologies (GPT) has used its extensive experience and expertise to develop a unique printer based on an existing Mimaki machine.

The new GPT 190s can print high speed mode at 35 m² / H (540dpi x 720dpi - good quality banner mode), standard speed at 24 m² / H (540dpi x 1080dpi - good quality vinyl mode) and highest quality at 15 m² / H (720dpi x 1440dpi - highest quality vinyl mode). The GPT 190S cannot be purchased anywhere but from GPT and is a 1.9m wide printer, incorporating double print heads (as the JV34 260) to deliver the additional speed.

The printer has been created by adapting an existing Mimaki textile printer and includes a full 2 year parts and labour warranty, Mimaki inks and Mimaki RIP. The GPT 190s also has an optional trough for unbacked mesh materials, and an optional Mimaki bulk ink system for cheaper ink costs.

Stuart Cole, general manager of GPT, says: "This is what many of our customers have requested. It provides all the benefits of the JV33 160, more akin to the JV34 for speed with the double heads, a unique 1.9mtr print width, and is incredibly good value for money."

The new printer is now available for purchase exclusively from GPT from January 2013. For more information call GPT on 01189 29 44 29 or visit www.g-p-t.co.uk

Sihl Direct launches DuraCURE range of new Backlit Films

To complement its Backlit Films for latex printing, Sihl Direct UK has launched three new Backlit Films - DuraCURE Backlit 170, DuraCURE Backlit 130 and LightCURE Backlit 145 DS.

All three materials offer perfect flatness and are ideal to use with UV printers, as well as Solid Ink and offset systems. LightCURE can also be printed on laser printers.

DuraCURE is an ideal combination of paper and film. Sihl uses a high proportion of paper in order to keep the product as environmentally friendly as possible, using only as much film as necessary to achieve high levels of stiffness and tear resistance.

The multifunctional surface makes DuraCURE ideal for various printing techniques and the rough paper structure gives the products a decorative character



and distinguishes them from other ordinary Backlit media.

The LightCURE Backlit film is a double-sided matt coated polyester film for light boxes. Thanks to the special coating processes, this film allows printing on both sides. This in turn produces the best results for both retracted and reflective light applications.

Ian Turnbull, Operations Director at Sihl Direct UK, says: "Once again, Sihl has taken advantage of its extensive research, development and manufacturing capabilities to launch an exciting, high quality range of products. The DuraCURE films allow for brilliant printed colour and perfect ink adhesion. They also offer very good cost to performance ratio and are an excellent range of products that enhance our Backlit Film range."

DuraCURE is available immediately from Sihl Direct UK and authorised resellers.

For more information call 0161 927 9051 or visit www.sihl-direct.co.uk.

MegaLED upgrades top selling DMX controller

MegaLED has upgraded its top selling DMX controller to offer greater flexibility and ease of use by adding universal voltage input.

The London-based company designs and builds a range of drivers and controllers for LED and RGB displays, combining electronics into integrated systems for clients working for major brands.

Initially designed for a three hundred unit order, for an architectural project in Switzerland, the DMX MINI is a three channel controller for voltage driven, common anode LEDs. Its compactness and flexibility has made it one of the company's

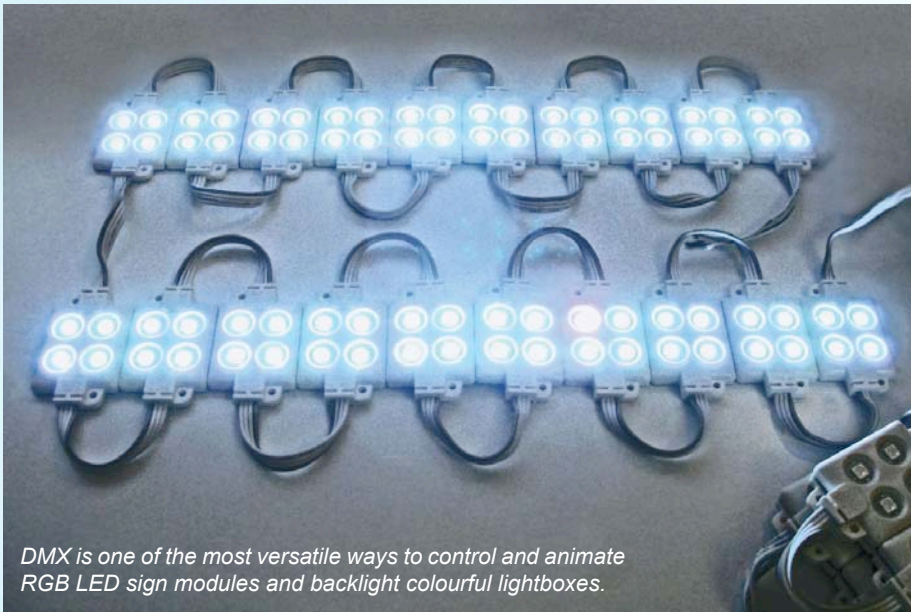
most popular products.

The DMX MINI is frequently used with RGB sign lighting modules and on light box back lighting projects. In general RGB sign lighting tends to use 12 volts while light box illumination, especially at larger sizes, is best driven at 24 volts.

MegaLED realised end customer requirements increasingly needed the 24 volt model but initially sold the DMX Mini in two versions, 12 or 24V, and customers had to specify voltage when they ordered. Stock left with suppliers or customers could not always be used on subsequent projects.



MegaLED's DMX MINI now comes with a universal voltage input. Accepts input voltages from 7 to 24 volts.



DMX is one of the most versatile ways to control and animate RGB LED sign modules and backlight colourful lightboxes.

Version 2 of the DMX Mini with universal voltage input can handle all situations with a single model, so clients will not be left with units only suitable for one type of LED project.

Director Steve Kane explains: "The DMX MINI is a proven and mature product, and it's very flexible because of the way it can be programmed with our easy to use computerised controllers and integrated into other systems.

"Our engineers are amongst the best in the business and we're always looking for ways to develop our products and the service we're able to give. I'm confident this improvement will help our customers deliver their projects more efficiently."

More information on the DMX MINI please call 0207 617 7311 or visit www.megaled.com

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Christie conquers the elements with introduction of new WeatherAll Series of weatherproof LCD flat panels

Christie FHD551-W debuts as the first in the series of outdoor displays featuring rugged design and brilliant visuals

The new Christie® WeatherAll Series of LCD outdoor flat panels made its global debut at the Integrated Systems Europe (ISE) show in Amsterdam, Netherlands on January 29, setting the standard for outdoor LED-backlit LCD technology.

Rugged and versatile, the first of the WeatherAll Series is the 55-inch Christie FHD551-W, a professional grade Full HD (1920 x 1080 resolution) solution designed to perform in a wide range of applications including: outdoor sporting venues, outdoor live events, architectural applications, entertainment parks, public displays, the hospitality and resort industry, transportation services, and numerous other outdoor environments not typically applicable with standard LCD panels.

"Christie is at the forefront in offering what customers need and the WeatherAll Series is designed to be the clear choice in an outdoor weatherproof display solution," explains Frank Anzures, senior product manager, Christie. "First in our WeatherAll Series, the Christie FHD551-W is easy to maintain while providing robustness and the vivid picture quality needed when presenting your message outdoors."

The Christie FHD551-W features optically bonded glass for increased protection against harsh impacts and scratches in public display environments while enhancing viewability in outdoor venues by reducing reflection. It is designed to provide high contrast ratio, rich vibrant colours, and superior brightness to overcome high ambient light — making it perfect for outdoor use.

The ability to use the Christie FHD551-W in landscape or portrait mode is ideal for rental staging applications, resorts, hotels and restaurants, to provide impactful content in public areas, while being rugged and durable to withstand rain, sleet, snow, and human interaction. The Christie FHD551-W's integrated speakers and sleek design makes this a visually appealing solution compared to traditional LCD products that would require enclosures when used in outdoor environments.

"The typical flat panel displays are not designed for outdoor use and the risk of damage when exposed to the elements is very high. However, the high definition Christie FHD551-W is designed to be IP56 rated / NEMA4 and has a DACS filtration system to protect it and allow for it to be used in harsh weather conditions and withstand the abuse of public display areas," adds Anzures. "With the addition of optically bonded glass it increases sunlight readability by up to 400 percent when compared with standard flat panels and increases scratch and impact resistance by up to 300 percent."

For superior dependability in the most challenging outdoor environments, the DACS cooling & filtration system provides a thermostatically-controlled active system that protects sensitive electronics from temperature extremes, moisture, and dust. The advanced easy-clean solution eliminates the need for core filter replacement. The FHD551-W features a weather rating of IP56/NEMA4, providing protection against solid foreign objects such as falling dirt or windblown dust in addition to rain, sleet,

snow, ice and splashing or hosed water.

Benefits of Christie FHD551-W with Optical Bonding:

- Improves sunlight readability up to 400 percent
- Increases impact and scratch resistance up to 300 percent
- Eliminates parallax: the apparent displacement or the difference in apparent direction of an object as seen from two different points not on a straight line with the object
- Prevents condensation on LCD Panel.
- Significantly improves durability against vibration, extreme temperatures, altitudes, water and dust
- Vastly improves contrast and colour saturation readability

The Christie FHD551-W is now shipping with a two-year parts and labour warranty, backed by Christie's renowned customer service and support.

For more information please visit www.christieemea.com





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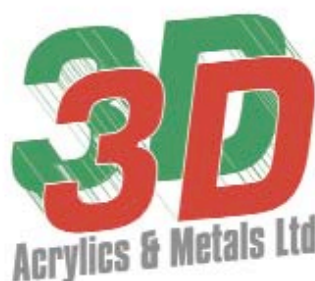
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SCIGRIP launches smarter adhesive solutions for DCPD bonding at JEC 2013

SCIGRIP, the global leader in adhesive solutions, is launching an enhanced product for bonding dicyclopentadiene (DCPD) composites at JEC Europe 2013.

As a result of their developmental work with SG600, a methyl methacrylate (MMA) structural adhesive, SCIGRIP has produced an advanced product that is suitable for bonding many difficult substrates including grades of DCPD.

Many grades of DCPD adhered successfully with SG600 without time consuming preparation techniques such as flame treatment. SG600 is cold curing to produce tough and fatigue resistant bonds and also features ratio adjustable cure times and rheology compatible with robotic application. SG600 has also performed well in trials bonding ABS, PVC and SMC as well as traditional PE, VE or epoxy composites.

SCIGRIP will additionally be featuring their 10:1 MMA range, now in full EU and USA production. These include SG230HV,



the high gap fill low exotherm MMA for large composite component assembly, and SG300, popular in many transport sectors for tough bonding of composites and metals without primer.

"We are listening to our customers: they need to eliminate or reduce costs in their preparation, application, and cure or post-cure processes. They are seeking automated, efficient and reliable bonds with impact resistance and good fatigue performance without heat curing", says Peter George, Sales and Marketing Director of SCIGRIP Europe. "Our customers continue to upgrade the substrates they wish to work with and this provides us with an opportunity to develop and demonstrate the most effective adhesives solutions to suit."

Please visit SCIGRIP on Stand D43 at JEC Europe from 12th – 14th March 2013.

For more information please call 0191 419 6444 or visit www.scigrip.com

The new LaserPro S290LS-200 watt Metal Cutting Fiber Laser

Grafityp have announced the launch of the LaserPro S290LS-200 metal laser cutting system, joining the wide range of laser engravers and cutters already available.

Previously, a metal cutting machine held a price tag that many could not warrant spending and often came in a size smaller businesses could not accommodate. The LaserPro S290LS-200 breaks down the barriers, providing a powerful, accurate, more compact, quality built machine that won't break the bank, to a wider market.

The LaserPro S290LS-200 fiber laser was originally designed as a tailor made machine for a specific customer by GCC and is now available globally to anyone wishing to cut metals including stainless steel, brass, gold or aluminium in various thicknesses. It will also engrave onto metals at 40ips.

The LaserPro S290LS-200 is a fiber 200 watt machine with a large work area of 27" x 17" and incorporates an abundance of innovative features such as Drag-N-Engrave, which enables operators to drag the lens carriage directly to a start point of a job. A high speed closed loop DC Servo Motor

provides precise and fast carriage movement for exceptionally accurate cutting output. The systematic and reliable motion system "DuraGlide" with strong mechanical framework, Kevlar belts and accurate servo motor control technology delivers superb output quality under rapid movement.

Housed in a stylish cabinet, the S290LS-200 has front and rear door access which is extremely convenient when working with extra long projects. The control panel is easy to operate and programmable origin modes allow users to set up jobs effortlessly.

The SmartCENTER function allows operators to automatically locate the centre of objects of any shape, significantly cutting down on set-up time. For a safe operating environment the S290LS-200 is equipped with a key switch and emergency stop button.

To find out more about the LaserPro S290LS-200 or any of the other machines in the range, contact Grafityp directly on 01827 300500, FreeFax 0800 318075, E-mail: sales@gratityp.co.uk or visit the website at www.gratityp.co.uk



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INSTALLATION *Feature*

Profiling: Buckland

Buckland has over 15 years' experience in the installations field, the company completes projects across the UK and abroad.

Owning their own yard in Buntingford, Hertfordshire, the company has a firm foothold as an established installations contractor.

"It is a very small world, the sign world, and we are constantly doing projects for a variety of repeat clients for sign based installation projects," says Andrew Parry from Buckland.

The company have had experience in all aspects of civil engineering: construction management to supplementary services and construction-deficiency management upon completion.

Whether you are building from new or extending/renovating an existing building, Buckland provide comprehensive, professional support and supervisory services to contractors and clients alike. For this reason, Buckland's clients operate throughout the private, commercial and public sectors.



Services Buckland provides:

- Expert support in all phases of your construction project
- A team of specialists for different project areas
- Broad coverage of engineering disciplines
- Personalised and practical solutions based on defined project characteristics

The company specialises in heavy side of the sign world, with its own crane lorry and excavators, the ground works are a big part of a safe job; from hand digs up to 70 ton concrete bases for totems and lollipops.

"With our own van mounted cherry picker we can just turn up and do the job, no waiting for the hired platform to get to site, we have street works cards. This you must have if you're working on the roads, paths or car parks," adds Andrew.

For more information on Buckland please call 01763 274000 or visit www.buckland-plant.co.uk



Accredited Training can be the difference between accident and negligence

By Chris James, Team Leader, Industrial Sales - Didac Ltd.

I'll start by diffusing a little myth: It is not a legal requirement to hold a particular accredited training certificate to work on site or operate a specific piece of equipment. In fact it's not a legal requirement to have accredited training at all.

What is required by law is that employers must provide adequate training to ensure the competence of their employees. This responsibility continues that employees should receive on-going support, advice and guidance such that they are able to complete their job and its associated work tasks without risk of injury or harm to themselves or others.

There are a number of accreditation schemes which are recognised by the Health and Safety Executive (HSE) to help set and maintain professional training standards. Examples include ITSSAR (Forklift, Plant, Crane and more), PASMA (Mobile Scaffold Tower), IPAF (Aerial Work Platform).

In essence, accreditation is a kite mark of quality. It means that a training provider such as Didac Ltd and its delivery staff are monitored by one or more of these independent external bodies and has met the conditions of accreditation. This requires that accredited training providers keep up to date and accurate training records, whilst trainers are monitored on a regular basis so they consistently meet the required standards for training and safety.

Accredited training providers bridge the gap between employers and the HSE, thereby assuring employers that the training provided to equipment operators is of an acceptable standard.



For Example, signage installation, big or small, might require the use of specialist equipment such as a Cherry Picker or Scaffold Tower. An employer must provide suitable and sufficient equipment training to ensure employees possess the necessary knowledge and skill to conduct the installation safely. Another duty of care however, lies with the site on which the installation is being completed to ensure that only competent persons are permitted to operate.

To achieve this, sites will often require the credentials of each equipment operator to be checked before access to work is permitted. Card schemes such as PASMA or IPAF provide photo ID cards to successful training candidates for this verification process. As we now know, accreditation provides a seal of quality to you as an employer; this is also true for any site manager.

Refusal to work on site can be problematic and undesirable for all involved causing disruption to work schedules. Avoiding such situations retains the professional outward appearance of your organisation and

means that health and safety does not get in the way of conducting business.

There is, however, no universal site-ticket, so it cannot be said that any specific accreditation is a gateway to work on every site in the UK. If you have a job on site where another organisation is the authority on health and safety, our advice is to check first whether they require a particular accreditation. Access to work remains the decision of the person responsible for site Health and Safety, they may be limited in the accreditations that they recognise, and that is their prerogative.

Either way, the underlying message has to be staying safe by ensuring the competency of your staff. There are still far too many work related accidents and deaths in the UK. Proper training is a must, but accredited training raises safety and provides an audit trail in the event of an incident, which could be the difference between an incident being classified as an accident or negligence.

For more information please call 0845 4756652 or visit www.didacindustrial.co.uk/ www.didac.co.uk

For Apprenticeships, Health and Safety, Equipment Training, Professional Development, MEWP, Banksman, HIAB, Scaffold Tower and more.



Woodwise Academy: Didac's Bristol-based offices.

PRODUCT *Choice*

Avonmouth Signs make it happen with Metamark MD5-A

Truck and Bus Wales and West, a regional commercial vehicles dealer recently supplied Tecalemit, the UK's leading supplier of garage servicing equipment, based near Plymouth, with a fleet of thirty Nissan Primastar and NV200 vans.

The vans represented a great promotional opportunity for Tecalemit and its brand, the vans were delivered with a smart livery courtesy of Dan Taylor and his team at Bristol based Avonmouth Signs.

Avonmouth Signs is a long-standing supplier of livery design, production and installation services to Truck and Bus Wales and West and its clients, and, on this occasion, the job involved porting an existing design from the vehicles the new Nissan fleet would replace.

With thirty vehicles involved, the potential for replicated errors had to be avoided at all costs. With that in mind, a comprehensive visual and project plan was first presented for client approval. Upon its approval, the Avonmouth Signs team set about production.

Having had what Dan Taylor describes as "a really great experience" with Metamark's leading edge MD5-A digital media previously, the company decided to use the air-evacuation featured reference quality media again.

Despite the length of the production run and the fact it crossed roll-boundaries, the printed results are each indistinguishable from each other and show remarkable



quality as well as consistency. The printed output was laminated with Metamark's matching laminate to give the graphics the ultimate in durability.

Digital print may be the favoured medium these days for livery work, but there's no harm in mixing it up a little with some cut and applied letter and that's just what the job called for.

Avonmouth Signs wasn't troubled by the applied lettering elements either. Easily cut, effortlessly weeded and skilfully applied Metamark M7 completes a very crisp and instantly recognisable livery as only cut and applied graphics can.

For more information call 01483 571 111 or visit www.metamark.co.uk

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PRODUCT *Choice*

Bolton manufacturer signs up to super surface finishes from ITC

When Bolton Sign won a prestigious contract to manufacture the signage for the Superdry brand of clothing, the company had to acquire new cutting tools to ensure its surface finishes were up to the remarkably high standard demanded by point-of-sale and shop window display units.

As one of the UK's leading signmaking manufacturers, Bolton Sign always invests in the latest technology. This has resulted in the recent acquisition of an AXYZ router and for the Superdry project, specialist cutting tools from Industrial Tooling Corporation (ITC) of Tamworth.

Commenting upon the change in cutting tools for the Superdry project, Managing Director of Bolton Sign, Mr Andrew Knowles, explains: "Historically, we have been cutting materials from 3 to 5mm thick and you don't generally notice any imperfections. With the Superdry project, the lettering is manufactured from 15mm thick acrylic in various colours. Machining this with our previous cutting tools, we found that the surface finishes were poor and the letter edges on display had imperfections that required considerable sanding prior to flame polishing. This hand finishing was very time consuming. Furthermore, it was difficult

to sand in between some letters because of the profile of the letters."

Whilst Bolton Sign identified the surface finish issue, it was the shop floor staff polishing the parts that instigated the change. "Our staff were spending increasing amounts of time polishing letters. This was on an ever increasing order book for a global brand that is continually opening new stores worldwide. Our staff asked if we could improve the surface finishes on the router to reduce the excessive polishing times. We invited ITC Technical Sales Engineer, Sally Hunt to review the situation and she solved the issue with ITC's Clearcut range of cutting tools," continues Mr Knowles.

ITC's technical engineer reviewed the process, machine tool, material type and existing problems and then introduced the ClearCut 180 Series of solid carbide cutting tools. The ITC technical engineer identified that the previous cutting tools were re-cutting the waste material and this was chipping the surface of the acrylic and creating imperfections in the surface finish.

Furthermore, the previous cutting tools would wear relatively quickly and lose the edge sharpness that ensures burrs on the edges of the acrylic are minimised.



The ITC cutters achieved such exceptional results for Bolton Sign that the hand finishing for each Superdry acrylic sign had been reduced from 90 minutes to 20 minutes for each sign.

The ITC Clearcut range delivered such exceptional surface finishes by efficiently removing the swarf from the channels to prevent re-cutting of the chips.

This is credit to the high helix angle on the single flute cutting tools and the highly polished finish on the cutting flutes that rapidly remove chips from the machining area. Additionally, with the Clearcut series being produced from high quality micro-grain solid carbide, the tool life has been extended considerably.

For more information please call 01827 304500 or visit www.itc-ltd.co.uk



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PRODUCT *Choice*

Value for money: Investing in Mimaki JV33 and CJV30 printers and cutters

Mimaki's JV33 printers and CJV30 printer/cutters form the mainstay of the company's printer portfolio and attractive pricing from authorised Mimaki resellers in the UK and Ireland mean there's never been a better time to invest in one of these award winning solutions.

Both machines sport latest generation print heads, an industry leading print quality and multiple choices when it comes to inks (which include eco solvent, low odour outdoor durable solvent as well as dye sublimation for transfer printing), and even white and metallic options. With a strong heritage in the sign industry and a reputation for delivering production quality solutions, Mimaki has become the de facto choice for a considerable corner of the market.

The complete Mimaki product range is distributed in the UK & Ireland by Hybrid Services Ltd and speaking with the company's national sales manager, John de la Roche, it is clear that its resellers have some very attractive options for customers to invest in these core products.

"The Mimaki JV33 has a justified reputation for delivering high quality prints onto a very broad range of materials at speeds that allow most print companies to deliver high



Mimaki's CJV30 comes in four sizes, with a starting price of £5,995.

volumes of work each and every day," says de la Roche. "If you've not already added a Mimaki to your print arsenal, there's never been a better time to invest as our resellers have some unbelievable offers at present."

The CJV30 utilises the same high quality print engine as the JV33 and adds the cutting functionality found on Mimaki's CG-FXII range of plotters. De la Roche explains the draw of the integrated printer / cutter to sign makers: "The CJV30 comes in four sizes, starts at just £5,995 and is unrivalled in its ease of use and feature set. Printing, cutting and even die cutting from the one unit means a small footprint and true unattended operation leaves sign makers to get on with other jobs whilst their Mimaki is printing away and making them money," he continues. "Following the success of this summer's promotion on the 60cm CJV30-60 we've created a permanent RRP of just £5,995. That includes RIP and cutting software, take up unit and a stand - just add some ink and you're away."

The Mimaki CJV30-100 also benefits from a new RRP of just £7,995 and with offers available on the 1.3m and 1.6m options, de la Roche is keen to ensure customers benefit. "I'd urge printers to discuss pricing with their Mimaki reseller soon as some of these offers are for a limited period only - we don't want companies to miss out!"

Full details on the CJV30 and JV33 models as well as the complete range of Mimaki products can be found by calling Hybrid on 01270 501900 or visit www.hybridservices.co.uk



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3M's unique Controltac™ Plus adhesive technology makes it easy to reposition large format graphics, enabling faster and easier applications, with improved finish. Further benefits for signmakers include significant time savings, faster turnaround and reduced wastage, making for efficient and cost effective production.



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3M wrapping films that feature Controltac Plus are IJ180cv3 Digital Print Series for application to simple curves, IJ380 Digital Print Series for application to vehicles with more complex contours and deep recesses, and 1080 Series solid colour car wrapping film.

All three ranges of material are available ex-stock from William Smith, as full or part rolls, and same day despatch is provided on full or part roll orders received up to 6.00 pm.

For further information contact Chris Bradley at William Smith on 01833 694707 or visit www.williamsmith.co.uk



AIT's new 1.6m signage printer within most signmaker's budgets at £6,995

Large format digital supplier, AIT Shiraz, has announced a new low cost eco-solvent printer that they claim is both fast and affordable.

The Galaxy has a 1.6m print width and comes with a choice of either one or two Epson DX5 solvent print heads and can achieve print speeds of up to 16 or 31 square metres per hour respectively. Its four colour ColorSolve Ecology inks which AIT

claim offer the latest in eco-solvent technology, are odourless, fast drying and can be used for producing prints on everything from posters and banners to self-adhesive vinyl and canvas.

Roger Ward, AIT's Managing Director, says: "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, is in its creative, eye-catching use in advertising."

The Galaxy is built to strict ISO 9001 standards and is supported in the UK by AIT's own engineers. Ward continues: "There is a strong demand for 1.6m wide machines that can take advantage of most popular media widths but few of the smaller companies can afford to pay the five figure price tags of similar machines or are prepared to enter into lease agreements which are expensive.

"The Galaxy is affordable at under £7,000 and within most signmaker's budgets. Another bonus is the ink price which at just £69.95 per litre is about a half to one third of the cost of alternative products. Signmakers can now produce output with a cost of approximately 40p per square metre, assuming an average 50% coverage," adds Ward.

The first six machines are being sold at a special introductory price of £6,995 and more information is available on AIT's website at www.applied-image.com



The low cost Galaxy 1600 solvent signage printer from just £6,995.

For more information from Roger Ward call 01732 875000 or email roger@applied-image.com

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 dismounted 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.



Winner of the EDP Best Wide Format
Finishing Device of the Year 2011



Summa

PRODUCT *Choice*

Elite Signs and Graphics make it with MetaScape

Wood based products are among the most prized in the world of recycling and South Wales Wood Recycling, by any standards, handles a lot of the product.

With interest in recyclables only going one way, the company decided to invest in two, specialised rolling-floor trailers to deal with the increased business levels.



Next, the phone rang at Bridgend based Elite Signs and Graphics. The two companies are no strangers to each other, Elite having undertaken a lot of livery work in the past for the recycler. This time, two trailer wraps were needed, "something a bit different, but still using our logo", was the brief.

The Elite team proposed a design that simulated part of the trailer peeling back to reveal the none-too-glamorous, but valuable nonetheless, cargo the trailers will carry. The client's rubber stamp fell on the proposal and Elite set to.

Elite used its Roland printer and Metamark MD5-A to produce the job. MD5-A and Roland's Eco-Sol MAX inks are no strangers to each other either, and the combo is known to produce great looking results. It didn't disappoint on this occasion, either.

Metamark's MD5-A MetaScape air-evacuation adhesive system and the trailers' substantially flat flanks made the application stage of production easy for an experienced team like Elite's. "It doesn't quite apply itself," said Elite's Simon James, "It's getting close though. It really makes the job easier."

For more information call 01483 571 111 or visit www.metamark.co.uk

William Smith extends its tools and accessories range

Using the right tools and accessories for the job can make all the difference between an acceptable result and a perfect and trouble-free finish.

To help signmakers ensure they are properly equipped for whatever task they have in hand, William Smith has extended its portfolio of tools and accessories – all available ex-stock for next day delivery on orders received up to 6pm.

Designed to aid and improve the use of self-adhesive film during preparation, application, product life, and removal, this comprehensive range covers all applications. Products include application and cleaning fluids, squeegees, vehicle wrap accessories – such as gripper magnets, air release tools and snittys, and a range of knives and blades.

Preparation is the key to a good vehicle wrap, or any other graphic or film application. For example, for correct preparation and cleaning of vehicle surfaces prior to wrapping, 3M recommends use of their proven Surface Preparation Cleaner. Previously only available as a 5 litre container, this can now be purchased in a handy 1 litre bottle. Other products include graffiti removers, graphic removers, edge sealers and adhesive removers for effective removal of residue.

A Spraymaster bottle is also available for use with 3M Surface Preparation Cleaner and other preparation and cleaning fluids. With a range of up to 3 metres, the Spraymaster releases a powerful mist which provides greater surface coverage, enabling easier and more efficient cleaning.

Another new addition is a range of infrared thermometers with easy to read LCD display. Ideal for use during post heating of vehicle wrap applications, these give accurate temperature readings

to ensure that manufacturers' guidelines for post heating after application of the vinyl can be followed correctly.

William Smith has also introduced kits of products and tools for both general and specific uses, which provide an economic way of purchasing all the basic products required. Bundles include Cleaning Fluids, Signmaker's Essential Tool Kit, Window Application Kit, and Vehicle Wrapping Kit.

William Smith's new Tools & Accessories brochure is available on request – e-mail info@williamsmith.co.uk or download online at www.williamsmith.co.uk



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PRODUCT *Choice*

Fresco provides a fresh approach to display graphics with Curvorama

Originally known throughout the display graphics industry for its Picture Wall product, Halifax based Fresco has turned the popup display on its head with the recent introduction of a revolutionary alternative – Curvorama.

Since the early 1990s, managing director Miles Harris has sought to create a modular display system that offered a vast expanse of image, with no intrusive frames. "A seamless picture was always my goal," he says, "and we've always tried to design products for customers that 'do more'".

The Curvorama concept makes use of material manufacturer, Soyang's anti-curl SoFlat pull up banner media coupled to flexible header and base units with magnetic ends. This allows what looks on the face of it to be a standard roller banner display, to morph into a multi-drop, curvy and gapless graphics backdrop. With reusable graphics elements, the system benefits print companies, end users and of course, the environment. "Recycling is good," says Harris, "but reusing is far, far better."

Fresco strives to make products that deliver more than just the sum of the parts to its customers. "We create products that are useful, reusable and 'repurposeable' – products where we get to work long term with our clients," confirms Harris.

The Curvorama product evolved from evaluating traditional popup displays and seeing how to make them better. With a carriage weight and packed size a fraction of that of a usual popup, it's easier to manoeuvre and can even be shipped as hand baggage on some aircraft. So innovative is the product that it currently has three patents, but it was a long haul for the company to get the mating of popup and roller banner right.

"We tried many ways to join multiple drops – low tack adhesives, electrostatics, Velcro and others, but they just didn't do the job. We firmly believe that if you can get customers to bring you problems, we can turn them into products," recalls Harris. A key element to the system's success is its utilisation of the Soyang SoFlat material that Fresco prints on its Mimaki JV33, thus

ensuring perfect registration and panel matching tolerance.

Making full use of the company's broad range of print capability and instilling the concept of 'learning by doing', the well thought out kits feature non-slip solvent printed heavyweight textile roads and pavements, vibrant dye sub printed hi-vis tabards and felt/rubber waffle floor prints to denote destinations for the school children to travel between. These feature alongside rigid signage & street furniture and it's all packed in a very neat carry case.

Sold into primary schools, the product has received numerous plaudits and recommendations from users and organisations, and delivers a valuable revenue stream for Fresco, alongside its traditional digitally printed range of products for the indoor, outdoor, exhibition, display and signage markets.

Further details on the Curvorama product can be found by visiting www.curvorama.com





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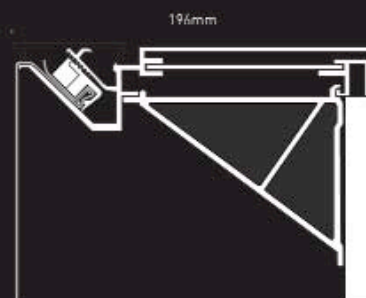
The Econoflex system is now easily recognised for utilising the now industry familiar 'black clip' tensioning system. Its design enables ease of both manufacture and maintenance with no pocketing, springs or eyeletting, and available in a depth of 196mm, it is ideally suited for both fluorescent and LED lighting solutions.

Econoflex is a light weight system that has the versatility of being able to create most shapes and has no size restrictions. Also available is a double sided option at a depth of just 220mm.

Also available is the ultra slim non-illuminated fascia frame. With a depth of just 30mm and a visual cover at 35mm, it is ideal for non-illuminated signs of any size.

As with our other systems, the Sign Comp systems can be delivered to site should size prove a problem, and skins can be provided blank or fully decorated if required.

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PRODUCT *Choice*

Sign Wise buys Mutoh ValueJet 1624 from Colourgen reseller Random Choice Solutions

Sign Wise UK Ltd has purchased a new Mutoh ValueJet 1624 from Colourgen reseller, Random Choice Solutions. The new machine will work hand in hand with Sign Wise's existing Mutoh printer, which it bought 15 years ago. They were in fact, the first company to purchase this new model when it was launched in January 2012.

The sign specialist, based in Reading, Sign Wise is one of the UK's leading sign creators, supplying various signs from exterior shop signs and point of sale materials to banners, safety signs and graphics for vehicle graphics.

Although Sign Wise creations can be seen almost everywhere including Sainsbury's and Carphone Warehouse, the business mainly supply to other sign companies, and are virtually a trade only supplier.

Sign Wise have been in business for over 20 years and have used Mutoh wide

format printers for 15 years with great success, so the idea was to buy a similar printer to compliment the one already in use.

Owner and Managing Director, Gerry Poulton, explains: "The business has been steadily growing this year and we have always found the Mutoh to be a useful printer. The theory was that we could run one job across two printers simultaneously. Of course, the reality was that the inks were different on the two printers due to the changes in ink formulations over the past 15 years. But it still means we have two excellent printers and we couldn't function anywhere near as well without the ValueJet now."

The new printer has enabled Sign Wise to take on extra work and means they can turn work round much faster. Since they got the VJ-1624, Sign Wise has bought four other new printers, which mean

they now have nine wide format printers and have increased the business turnover by 25 per cent.

The new 4-colour, ValueJet 1624 (64") wide format printer will appeal to established businesses as well as start-ups. Incorporating Mutoh's proven design features, printer has a brand new drop-on-demand printhead with 1440 nozzles to deliver stunning performance at up to 29m²/h as well as improved print quality at higher speeds. The ValueJet 1624 is targeted at the production of long term indoor and outdoor applications with Mutoh Eco Ultra ink.

The Mutoh ValueJet 1624 is available from Random Choice Solutions on 08700 505 420. Signwise Reading can be contacted on 0118 988 3706 www.signwiseuk.com



Mutoh ValueJet 1624: £13,950 SRP ex VAT.

AG/CAD carves out a new market for Flexpress

Focusing on the customer and always striving to open up new markets has seen Flexpress Ltd, double its turnover in the last two years. Part of this strategy to enter new markets with an overall vision of being a one-stop print shop, led the Leicester based company to buy an Océ Arizona 360GT flatbed UV printer at the IPEX 2012 exhibition. An investment that was soon followed by a DYSS X7 CNC Die-less Flatbed Cutting/creasing System from AG/CAD Limited.

The Managing Director and the man that started the business with a key cutting shop and a black and white photocopying service in 1989 and grew it to a successful 22 employee business, Mr Steve Wenlock, shares his insight on the situation: "We were already a big Océ customer as well as being an Océ Quality Centre, so we naturally visited their stand at the IPEX show to investigate new innovations. Our business didn't have a large format flat-bed printer but I knew it would open new markets for us, so we made the commitment and the machine was delivered in June 2012."

As an instinctive businessman that has continually pushed the boundaries of his business; when Mr Wenlock was informed by an Océ sales representative that 80% of companies buying large format flatbed printers didn't buy a CNC cutting table, the next step was inevitable. However, the digital cutter offered alongside the Océ printers at the IPEX show proved very expensive, so Mr Wenlock investigated the market further.

With the 8 X 4 foot printer installed and operational, Flexpress was keen to install a digital cutter knowing that it would enable the company to explore new avenues such as production of display units, kiss cut stickers, calendars, show and swatch cards, Foamex boards, life size card and board characters, and much more. The company knew this



Rocking out: Steve Wenlock, Managing Director, Flexpress Ltd with his DYSS X7 CNC Die-less Flatbed Cutting/creasing System.

would take it beyond the capabilities of alternate print suppliers without large format flat-bed printers. So, when Flexpress saw a magazine advert for the DYSS CNC digital cutter, an enquiry was made.

Compared to the machine on the Océ stand at the IPEX show, the DYSS was significantly more cost effective. Investigating the capabilities of the DYSS further, a demonstration thoroughly impressed Mr Wenlock.

He continues: "We compared the DYSS to alternate cutting machines on the market and the most staggering factor was cost. We also looked at second hand machines from alternate suppliers and whilst the cost was then comparable, the capabilities of the DYSS were significantly better." As a result, Flexpress opted for a

new DYSS X7 CNC digital cutter and took delivery of the machine in July 2012.

Commenting upon the acquisition, Mr Wenlock continues: "The DYSS build quality is exceptional and it is capable of doing everything we need and more. We now look back and ask why we would be better off with a more expensive alternative. The answer is we wouldn't be better off. The DYSS is extremely flexible and capable of meeting and even exceeding our needs. Furthermore, the dust extraction unit on the DYSS is very neat with the tubing all contained within the machine, whereas expensive competitor machines have bulky overhead units that are ugly as well as noisy."

For more information please call 0116 2676269 or visit www.flexpress.co.uk

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PRODUCT *Choice*

APA presents the new **colours** of Elitefast and Superfast: A wide choice in variations to freely decorate

Active for more than 30 years in the sign sector, APA is specialised in the production and sale, in Italy and worldwide, of a wide range of self-adhesive films on rolls for plotters and digital printers. A reliable and dynamic company, APA maintains the leadership in the world of decoration thanks to the continuous research for innovative solutions and making proposals that answer to the needs of their customers.

Proposals such as the new colour swatches of Elitefast and Superfast the self-adhesive vinyls with the Air Free FTX-System technology, ideal for any kind of decoration.

APA has implemented the two existing lines with new colour variations, which make them really ample and complete. Elitefast has 21 gloss and 17 matte colours, where-as Superfast has 33 gloss and 13 matte hues, a wide choice, to answer to whatever need.

Elitefast has medium term durability, (up to 5 years, in the case of metallic colours, 3-4 years). Is specially indicated for the decoration of window graphics; signs, vehicles, exhibition panels, and for



exterior applications on flat surfaces. The eco-acrylic permanent glue has air-channels that allow a quick bubble free finish without the use of a wet application. The thickness of the vinyl is 75 micron.

Superfast is suited for ultra-permanent decorations on flat and curved surfaces, especially for applications with a dry application on large surfaces. The vinyl duration is up to 7-8 years (3-4 years in the case of metallic colours). The acrylic ultra-permanent glue with air-channels has a very high cohesion. The vinyl thickness is 70 micron.

Elitefast, Superfast and all APA lines for decorations can be seen at the London ExCel Centre from 25th until 29th of June, where they will be exhibiting at FESPA, the exhibition where all professionals of the sector will be present.

For more information please call 0208 311 4400 or visit www.apaspa.com

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Software Included

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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PRODUCT *Choice*

Signtec Direct drives success with Zapkut

Wise investment pays dividends in difficult economic times, opening up opportunities for cost savings, improved workflow and enhanced service levels, as well as demonstrating to customers, employees and investors that the business is intent on growth and success.

Signtec Direct, based in Hainault, near Ilford, Essex, is reaping the rewards of such an investment, early in 2012, in a Zapkut ZK8 portable vertical panel saw.

Launched in 2005, Signtec Direct initially relied on craft knives to manually cut materials, supplementing this approach where appropriate with materials bought in cut to size. As Dan Deamer, Manager, explained, this 'keep it simple' strategy worked, but had its limitations. "Cutting with a craft knife takes time, and buying in cut-to-size gets expensive," he explains.

Expansion and larger jobs

The company is growing steadily, and taking on larger, more prestigious clients, including household names such as Samsung, Panasonic, Harvey Nichols, Tower Hamlets Council and the Birmingham NEC. "We're actively seeking out larger jobs," Dan comments. "We're about to tackle a full wrap for a multi-storey car park; we love a challenge!" To support this planned expansion, a more robust sheet-cutting solution was necessary.

Joe Conway, Director at Signtec, was aware that a vertical panel saw would be the way to go, but his three key criteria – mobility, compact size and attractive price – presented something of a challenge. Most panel saws score poorly in all three areas.

Careful research of the market led him to Hampshire-based panel saw innovator Zapkut Limited. Zapkut specialises in compact, high quality saws, priced attractively for smaller businesses. Its fully portable ZK range, starting at just £945, was of particular interest to Joe.

The Zapkut ZK8 panel saw

Following a demonstration and some useful pre-sales advice on cutting techniques from Zapkut, Signtec Direct took delivery of its Zapkut ZK8 portable panel saw in the spring of 2012. As Dan explained, the new saw immediately began delivering significant benefits. "It's useful for us to be able to move the ZK8 around the workshop," he notes, "And its compact operating footprint is great when you're working in limited space."

Looking further afield, Dan can see the ZK8's portable nature being even more beneficial in the future: "As we take on larger jobs, the ability to cut materials on customers' sites is likely to be a real advantage," he observes.

The wider range

The ZK8 is part of Zapkut's ZK range of portable panel saws, which cater for sheet sizes ranging from 8' x 4' (2.44m x 1.22m) to 10' x 5' (3.25m x 1.625m). Also available is the ZM range of workshop units. Probably the most compact and competitively-priced European-style moving-column vertical panel saws on the market, ZM units are ideal for more substantial cutting requirements, catering for sheet sizes ranging from 8' x 4' (2.5m x 1.25m) to 10' x 7' (3.1m x 2.1m).

Profits up, service enhanced, wastage down

Cutting Melamine and Foamex as well as Dibond and acrylics (a capability with which

Zapkut's saws score over guillotines and knife cutters) the Zapkut ZK8 has dramatically reduced Signtec Direct's reliance on cut-to-size materials, improving flexibility and reducing costs – "Which means better service and better profits," says Dan with a broad smile.

The ZK also pays dividends in terms of reduced wastage. Its ability to cut even very small pieces quickly and accurately makes it useful for turning off-cuts into usable material product. Such off-cuts would otherwise be thrown out, taking good profit with them.

For more information on the Zapkut range of portable and moving-column panel saws, please contact Zapkut on 0118 970 1950 or visit www.zapkut.co.uk



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BANNERS *Feature*

Choosing the correct finish

Scott Conway from Venture Banners gives us the low down on the specialised banner applications and finishes offered to customers, looking to produce banners.

Unlike many large-format banner printing companies, Venture Banners offer many banner finishing options as standard. With regards to the finish you want, it will be dependent upon where the banners are going to be used.

Venture Banners offer a variety of finishes on a banner including:

- Hems and eyelets
- Pole pockets
- Simply trimmed to size

They also have a few options to increase the durability of your banner, providing extra protection in difficult conditions. These include:

- Double re-inforced hems
- Double or triple stitching
- Wind slits

But What Do I Need?

The chances are, you'll just want to hang your banner on the side of a building or fence/wall. If that's the case then hems and eyelets are your best bet. It allows for easy fixing through the eyelets with rope, bungee-rope, cable ties (which are not the best fixing solution), bungee ties or even using screws and washers.

The hem doubles the thickness of the banner providing the strength with either the stitching or welding, keeping the hem in place. This provides your banner with the strength required for basic needs.

Our hems can either be stitched or high-frequency welded, and it's really down to personal preference on what you prefer.

We would always recommend welding the hems on a mesh banner; however, unfortunately this is not always possible.

Hems and eyelets are our standard and by far, most popular finish on banners due to the versatility offered for fixing the banner to a multitude of services.

I would say that if you are ever in doubt, have your banner hemmed and eyeleted, this keeps your fixing options open.

Please note: Some people refer to eyelets as grommets or quite simply, metal-rings.

What Are Pole Pockets?

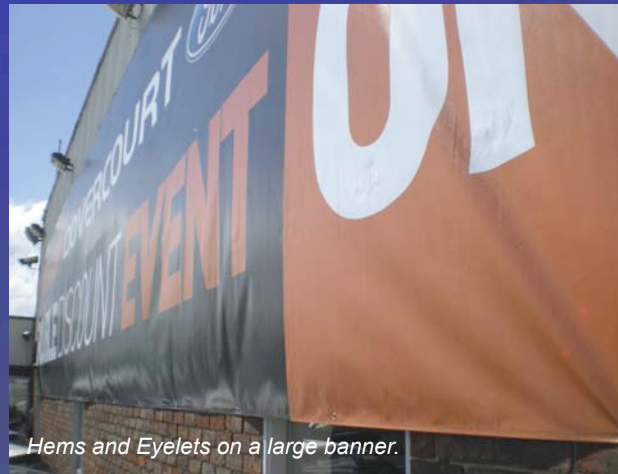
Pole pockets are pretty self explanatory, they are a 'pocket' on the banner which allows a 'pole' to slide through... can you see how they got their name?

Obviously you can use something other than a pole with rope or chains used in some situations.

A pole pocket can be capped at one end so that if it is on the side of a banner and capped at the top you can place poles through. This has been used in marches and parades.

Again, the pocket is either stitched or welded and is included within the final size of the banner. If having a double-sided banner, keeping artwork simple in these areas is always a wise move.

Pole pockets are common on lamp-post banners, which allow the protruding arms of the frame to slide through the top and bottom of the banner with an eyelet to prevent lateral movement away from the lamp-post.



If the pole pocketed banner is going to be used outdoors it should really be double or triple-stitched or high-frequency welded.

This will provide extra strength in adverse weather conditions. Please do ask for this when ordering your banner as we only single stitch as standard. This is due to the fact that a lot of the banners that we print with pole pockets are used indoors, for such things as exhibitions, and do not need the extra stitching.

Pole pockets are also good for hanging banners with the bottom pole pocket used to contain a weight to provide the tension. If this is required please ensure that the weight is secure and will not fall on anyone, we don't want anyone to get hurt!

Eyelets can be used in conjunction with pole pockets, either going through the banner or through the pocket itself, if required.



Trimmed To Size? Isn't That A Bit Boring?

We like to think of it as a simple finish. This finish just means that the banner is cut to the size that you require. Used on certain banner framing systems or for a variety of other purposes that some people have used quite creatively.

We can place eyelets in a trimmed to size banner, but remember that as there is no hem, eyelets could be ripped out.

Trimmed to size is also the standard finish on our hard-substrates such as Foamex and Correx.

Remember we are always on the end of a phone, don't be scared

If you are still unsure as to how you want your banner finished give us a call. We are always here (during normal office hours, that is) if you ever need advice. We are always happy to help talk through your requirements and will endeavour to provide you with a solution.

For more information on Venture Banners please call 0845 604 1030 or visit www.venturebanners.co.uk

In focus: Prompt Media

London based Prompt Media offer complete turnkey solutions to individuals and advertising companies.

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Their Lamppost Banner system gives you the opportunity to advertise your message in the exact target area. Their Euro Chieftain BannerSaver system is the World's Leading Wind Releasing lamppost banner system which allows banners to stay up for longer.

The unique motorised hanging banner system gives you the opportunity to hang Large Format Double Sided Banners and or 3D promotional stuff, without the need for expensive changeover costs and save on any damage caused by access equipment.

Other products which they provide are building wraps, column wraps, barrier and fence scrimps, banner framing, light boxes and various point of sale material including poster and leaflets.

Lamppost Banners provides clients with an opportunity to advertise in locations which cannot be accessed by normal media

Stitched Pole Pocket. We prefer to use a high frequency welder for pole pockets.



Prompt Media's project in Canada for Ajax Nissan dealership, upgrading banner signage in forecourt.



alongside standard locations, e.g. residential streets, estates, cul-de-sacs, near local shops and retail parks, alongside high streets and main arterial routes and main roads.

Lamppost Banners are also great directional tools guiding customers to your business or advertising your presence in high footfall areas.

Prompt Media can apply for the planning permission for you and having already worked with councils and highways, ideally placed to deliver your campaigns.

Their live tracking and asset management system gives you quality feedback and a progress report. Also the system keeps all your sites listed in 1 location which can easily be exported to MapPoint or any other software which accepts data in spreadsheet format.

"We are the manufacturer of a unique and formidable system of banner brackets with a wind releasing feature by reducing wind loading by 88%. Such features benefit you by safeguarding your messages, protecting your expensive banner from tearing up and being cost effective. Being EN40 compliant - premier banner fixings for attaching banners and flags to lampposts, columns, walls, fences, etc. our demand for such a versatile system has escalated. The removal arms make it easy for installation & banner changes. Our product is of unrivalled quality & performance for your advertiser's needs," says Kaushal Shah, Director, Prompt Media.

Their client profiles include; councils, large shopping malls, supermarkets, media agencies, SME's and independent retailers across the country.

For more information on Prompt Media please call 0203 3137 7737 or visit www.Promptmedia.co.uk

Wall banner installed at Corelli College in Greenwich, London.



BANNERS *Feature*

Profit from banners

Metamark introduces some attractive concepts in equally attractively priced banner materials - quality and consistency are just two...

Digitally printable banner materials with an attractive price tag tend to be highly variable in terms of quality and produce results that are, only occasionally, very good. The rest of the time, quality is known to disappoint as printed results fall short of expectations, or flaws in the fabric of the material itself make themselves known and obvious.

According to Metamark, its latest MD-FL banner series takes the suspect elements out of the banner materials equation and introduces premium features and performance to a materials market segment that's arguably better known for being led by low price - but where there's a price to be paid. Metamark says it has changed that.

The newly formulated materials are part of Metamark's MD-Class digital materials portfolio and are said to offer broad spectrum compatibility with modern digital ink species including Solvent, Eco-Solvent, UV and Latex. There's a material in the range that covers every ink option.

The materials' print side is reported to present a clean, ink-receptive surface with no manufacturing process-related aberrations to impact the printed result, and a uniform white that doesn't vary markedly either within the roll or across batches.

A variety of weights are available to suit a range of application demands whether indoors or out. The structural integrity is said to be class-leading by Metamark, with high quality scrims forming the support within the material's plastic composition.

The materials can be easily cut, respond well to welding, taping and the provision of eyelets. In use, the finished articles produced using the MD-FL series hang well and endure outdoor conditions that

would see others cracking or yellowing. Metamark also offers a range of finishing products to make the production job that bit easier still.

The proof of course is in the printing and it is here, according to Metamark that the MD-FL Series' credentials really prove themselves. Metamark reports that the materials' ink holding characteristics produce results with orders of resolution that are typically not associated with digitally printed banners.

With such high quality and consistency available in a material that's priced so competitively, Metamark thinks that applications are likely to be expanded.

In terms of "getting a share of the air," nothing works as well as a generously sized



banner. Producing large graphics using MD-FL banner materials means that applications beyond the traditional can be considered for such materials and that they can serve a need where scale and the fragile nature of some substrates for quality print might have put a stop to a project before it even gets out of the block.

Metamark is convinced that anyone with experience operating a modern inkjet printer will immediately see the benefits the reformulated MD-FL series delivers. To help prove its point, Metamark will send a sample roll to anyone wishing to test its claims, free of charge.

The days when the application spectrum for banners was confined to short-term promotion, the tatters of which are still sometimes seen hanging limply from chain-link fences and the ends of buildings, are now over. Despite the price range that banners typically occupy, they can make a very big, high quality impact too.

Unlike other digital materials that require some kind of support or surface to mount them upon, quality banner materials like Metamark's have sufficient strength and integrity to hang freely suspended. Now, that high quality digital print can be readily resolved by such materials, they are capable of creating new applications for such print, extending the reach of POS outside a store for example.

Durability is now a factor in banner material design and formulation too. Banners promoting seasonal events can be used, carefully rolled, stored and used again. More stable material formulation means more stable materials, materials that don't yellow or crack, materials capable of displaying photo quality print on a large scale anywhere it's needed.

If it has been a while since you visited banners as part of your output portfolio, take a look at what the latest materials from Metamark could offer you.

To claim your sample roll, contact sales@metamark.co.uk and mention Sign Update in your mail. Metamark will send your sample the day you order it.



Banner trends

We spoke to Kent based vinyl specialists, APA to find out what the current trends are when it comes to banner media.

The company have seen a large increase in the use digitally printed banners over the past couple of years, as you can print a full colour banner on one material; this has led to a slow decline of the need for self adhesive vinyl lettered banners.

"The different types of digitally printed banners range from 90g/m² to 700g/m² and depending on the type of job that you have to prepare are available in many compositions, such as synthetic textile, woven fabric, canvas fabric, single and double sided PVC and backlit," said an APA representative.

Vinyl lettered banners are still popular with schools, promotions and special events, most recently being the London 2012 Olympics demanding a large number.

There are 52 colours in the self-adhesive banner vinyl range specific for adhering to PVC banners.

"The main misconception is that banner vinyl can be used on curtain sided vehicles. However, due to the composition, this is not the case, which is why we have manufactured APA Truck vinyl specific for this type of work.

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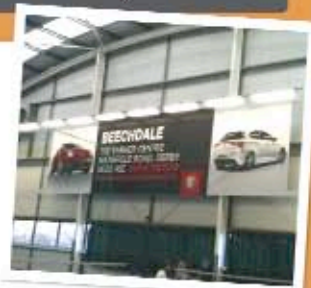
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SIGN MAKER'S *Corner*

BossDog interview

In these financially difficult times more sign makers are expanding their skill sets to include vehicle wrapping. We spoke to the guys at Dorking-based graphics and branding company BossDog to get the best advice, when it comes to DIY vehicle wrapping.

What is your background?

We mostly specialise in vehicle wrapping, whether it's colour change or commercial digital print wrapping on vans. We have been wrapping for many years now and started when there were not that many 'wrapping only' companies around.

What types of wrapping techniques can sign makers use? What are their features/benefits?

Firstly, if you want to wrap any vehicle you need to use a "cast" vinyl as opposed to a calendared vinyl.

For car wrapping there are many self coloured car wrap films in all sorts of colours and textures, such as the very popular matte colours which are very much the 'in thing' at the moment.

Many of them have "air release" or "bubble free" technology, which is basically a grid pattern in the glue so all the air can escape freely without leaving a bubble; making wrapping a much quicker process than the old days, where you had to make sure that none

of the vinyl actually touched the vehicle until you squeegee it down in controlled strokes, making sure no bubbles were left behind.

For van wrapping there are the same technologies such as the air release, but obviously you print the design onto the vinyl first then laminate the film.

With vans there are many recesses as opposed to mainly compound curves on a car, this is where vinyl will struggle to stay in, especially if fitted incorrectly.

Without getting into a lecture about how to fit vinyl if you are thinking of getting into wrapping go and do a course on it first, there are many good tutors out there, but two of the best in our eyes are James Deacon and Andrew Gamble.

Why would outsourcing projects and equipment be more cost effective than investing in the machinery/training?

Outsourcing can be a very good idea, but be aware that a good wrapper will cost you around £150-£250 a day, and you would need and suitable place inside to do the wrapping as well as some good quality vinyl to use on the vehicle.

What types of media/vinyl do you recommend for certain jobs?

We mainly use 3M IJ380 for van wrapping, as it will stay in nearly every recess imaginable and 3M 1080 for car wrapping. We believe they are the best films to use for the jobs we produce.



Ferrari California in pearl white.



Chrysler Crossfire wrapped in satin black.



Mini in matte metallic grey.

What types of media/vinyl do you recommend for certain jobs? Why would you use them?

Vehicle wrapping is an ongoing learning process. As any good wrapper will tell you, you will always find yourself coming up with a better way to fit certain things, one of the hardest things to wrap are mirrors.

One way to tackle these are using the 'shrink back technique'.

It's very hard to explain, but if you imagine trying to wrap half a football by the time you get to the edge you have loads of excess material with nowhere to go, so what you can do is deliberately overstretch the vinyl and let it cool down, still holding it in the stretched position.

Then when you heat the vinyl again it will want to shrink back into its original position, you can use this to your advantage making the vinyl shrink to the shape of the mirror sort of shrink wrapping the mirror.

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

Vehicle wrapping can be good extra revenue to sign shops, but to get good at it you need to do a lot of it; practice makes perfect and all that!

There are a lot of things that go into wrapping and a lot of things that can go wrong, it's not like slapping a bit of lettering on a van and never seeing that van again, and you will get comebacks, especially when you are learning.

Obviously if they are your mistakes, they will have to be corrected free of charge. We still even get comebacks now even though most are due to customers abusing the wraps, rather than them being fitted incorrectly.

What are your tips for sign makers who want to get involved in vehicle wrapping?

The best tip I can give is learn from somebody very experienced, but once you know the basic techniques you will pick up

your own techniques and even when you have been doing it for years and think you know it all, you will find a better way to do something or see another wrapper use a certain technique and think to yourself: 'I'll use that, and even better the technique'. Every day is a school day with wrapping and that's one reason why we love it at Bosssdog!

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W&Co supply signage for retail tycoon's private jet centre at Stansted Airport



Business magnate, Mohamed Al-Fayed, who is the proud owner of a brand new £12m luxury private jet centre at Stansted Airport, Essex, brought on board W&Co, who were privileged to be awarded the contract for supplying and installing the huge "fayair" illuminated built up letters to both sides of the high-spec hangar complex built by LPL Construction.

W&Co worked closely with the LPL Construction team over 4 days to overcome the difficult task of lifting the giant 4m high individual letters into place using a 53m lifting platform – the 6 letters on either side of the complex span a massive 15m, the biggest illuminated built-up letters that W&Co have ever supplied.

The letters were manufactured from RAL 'Sky Blue' powder coated aluminium and halo illuminated with high quality LEDs. Oversized flat cut letters were installed behind each of the letters and finished to match the colour of the external hangar cladding to act as a reflector plate and to ensure even halo illumination.

Mr Al Fayed visited throughout the project and personally told the site team that he was very impressed with the high quality of all the work undertaken.

For more information on W&Co Design Solutions Ltd, please call 08456 253545 or visit www.w-co.co.uk

Paul Turner Displays has fun at the Jungle Playbarn

Having worked with Paul Turner some years ago to produce the signage for the Jungle Playbarn in Warrington, creative agency Boomerang Creative Warrington had no hesitation in approaching Paul Turner Displays when it came to producing the signage for a new Jungle Playbarn in Skelmersdale. They were so delighted with what had been produced for the Warrington playbarn three years ago they wanted the excellent work replicated.

Having acquired a failed Playbarn in Skelmersdale the owners wanted to brand up the building and use the windows as a major advertising feature without blocking out any light – an interesting challenge.

Despite lots of building delays, Paul installed all the graphics with ease. Six metre tray signs brightly displaying the Jungle theme and characters replaced the bland existing signage. Paul installed one way vision graphics for both the exterior and interior office windows, so staff could look out without anyone seeing in. A full fitting service meant that all the graphics were installed in one very long, but successful day.

The team at the Skelmersdale Playbarn ensured they were promoting their new facilities well before the opening in June, and as a result, the place has been continuously busy. So much so, that the owners are looking at doing some more internal graphics for the crèche area which they have are planning to expand already.



Darryl Doward from Boomerang Creative Warrington comments: "The new Jungle Playbarn looks great and has attracted a huge amount of visitors. The signage Paul Turner Displays has produced is extremely effective and attractive and

emphasises the fun aspect of the brand."

For more information call Paul Turner Displays on 01253 891853 or 07557 791543, email paul@paulturnerdisplays.co.uk or visit www.paulturnerdisplays.co.uk

William Smith presents...



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Allen Signs brand Lincolnshire co-op store

Allen Signs has helped brand a new community store opened by the Lincolnshire Co-operative. The society employed the award-winning sign making and livery specialists to install all interior and exterior signs at a new £1.3 million shop in Burgh Le Marsh, near Skegness.

Work at the 3,000 square foot food store included a five-metre fabricated and painted free-standing aluminium totem sign complemented by fabricated aluminium fascia and apex signs.

Internally there are signs highlighting different food sections, general health and safety signs, the Lincolnshire Co-operative brand and window displays. Glen Merryweather, Sales and Marketing Executive at Allen Signs based at North Hykeham near Lincoln, said he was glad to secure a large contract with the Lincolnshire Co-operative, having previously worked with the society on smaller projects.

"We've previously worked with the Lincolnshire Co-operative at the Lincolnshire

Show and re-branded the delicatessen counters in several stores, but we hadn't secured a complete sign project for a new store before."

"We reviewed the technical drawings provided to establish their requirements and then visited local stores to assess the signage already in place. We made sure we used local suppliers where possible to provide a high-quality product at the right price."

A combination of shaped PVC sign panels with vinyl application window displays and an acrylic plaque commemorating the opening were installed inside the store within 24 hours to fit in with the development schedule. Additional signs were then produced and fitted within 48 hours.

"We wanted to ensure that we offered the highest level of service to the Lincolnshire Co-operative throughout the project, providing solutions and responding quickly to their requests so that the site was completed as quickly

as possible with minimal disruption," Glen adds.

"We are very happy to be working with a local business that provides so much to local communities. Hopefully we can continue to develop that relationship and we look forward to providing our services in the future."

The outlet in Burgh Le Marsh is Lincolnshire Co-operative's 75th food store. Store Development Manager Matthew Wilkinson said: "Signage plays a crucial role in retail, from letting the customer know where we are and when we are open to signposting around the store."

"We chose Allen Signs because of the quality of work, their collaborative approach and prompt service. The signage at Burgh Le Marsh is testament to their service and we look forward to working with them again in the future."

Find out more about signs available by calling Allen Signs on 01522 501500 or by visiting www.allen-signs.co.uk



New Lincolnshire Co-operative store at Burgh Le Marsh, which has been branded by Allen Signs.

Messagemaker scores at National Football Museum

A stunning aerial display from Messagemaker provides a dramatic backdrop and key focal point at the National Football Museum, newly relocated in central Manchester. Stretching over 30 metres in length, the curved display demonstrates the flexibility offered by the latest display technologies.

Football is a key part of England's heritage and way of life. The Museum aims to be the first point of contact with football for non-fans and an introduction to wider aspects of culture and history for football fans. NFM has a particular focus on those sections of the community that do not usually visit museums and galleries.

Developed for D J Willrich Ltd (DJW), whose projects include the commemorative Titanic display opened in Belfast in 2011, the bespoke design comprises a lightweight U-shaped mesh structure custom-curved and suspended from thin wire to provide a semi-transparent display that appears to float in mid-air.

The streamlined appearance of the display is the result of extensive research and innovative design. The curve is formed from a series of short, straight lengths, which have been precision-engineered to achieve



a seamless fit. Close liaison between Messagemaker and their AV partners enabled the realisation of the original designs to be delivered at an affordable cost.

Data content is easy to create and update using a PC driven interface, with DVI capture capabilities.

Messagemaker Managing Director Harry Filer: "Combining our expertise with AV and multimedia specialists working in the leisure and heritage sector has provided new and exciting opportunities for us. Through our work with DJW and

other partners, we have been able to push the boundaries of what is possible and help drive the future of LED display technology."

Other events for which Messagemaker has created complex, large displays include the Press Centre at the 2011, Volvo Round the World Yacht Race and the European Parliamentarium, a dedicated visitor centre in Brussels.

For more information please call 01737 774738 or visit www.messagemaker.co.uk

Doro Tape's 'Aurora' used in Harvey Nichols display

When the luxury department store Harvey Nichols needed a window display to promote their January sales, they called upon the expertise of London based display company C Colour Ltd.

Harvey Nichols is renowned for innovative and artistic window displays, and therefore requires the window graphics to be of the same exceptional standard.

The every ready, large format printing and props company C Colour jumped to the challenge and contacted their preferred supplier Doro Tape UK Ltd.

Having dealt them for many years, C Colour knew of the wide variety of speciality films Doro Tape had available to make the window display outstanding. Andy Curd from C Colour comments "Doro Tape is a tried and trusted supplier, prepared to go the extra mile to find a suitable product."

"Having looked at a selection of vinyls from a mix of suppliers Harvey Nichols chose the incredible self adhesive vinyl



'Aurora'. This film has a remarkable iridescent sheen that under different light changes from deep magenta to ocean blue, perfect to make the graphics really stand out."

For Doro's full range of sign & digital products visit www.dorotape.co.uk or call the sales team on 01858 431642. For all your display requirements contact C Colour on 0208 2026636, check out their portfolio at www.ccolour.co.uk



Window graphics digitally printed with UV inks by C Colour.

The new heart of Chesterfield College features signage by M4 UK Ltd created with Applelec

Applelec's flat faced built-up metal lettering and LEDs have been used to create halo illuminated signage for Chesterfield College's new reception building by M4 UK Ltd. Called the 'Heart Space' by the College, the new reception building was recently completed and officially opened by Olympic gold medal winner Jessica Ennis.

The new reception building signage had a lot to live up to. The College's existing exterior signage is illuminated by red neon and positioned at high level to form an iconic landmark on the panorama of the town. With the characteristic red neon signage seen for miles around, the College wanted equally distinctive signage for the entrance to their new building which is destined to form a space for students to study and socialise.

Katie Waterhouse, Applelec's sales manager, comments: 'The lettering for Chesterfield College represents a classic Applelec signage project. Durably constructed letters have been halo illuminated with our superior, energy efficient SloanLED modules which are supplied with a five year warranty on both the LED and power supply.'

M4 UK Ltd commissioned two prototypes for the new sign with letter 'C's created in white and green LEDs to enable the College to determine their colour preference. The prototypes were created in the true sizes required for the sign and once white illumination was chosen, the green 'C' was retrofitted with white LEDs. This process minimised the waste involved in the creation of



prototypes which are regularly unused in the final project.

The installation was planned assiduously to ensure a neat finish on the interior wall of the building was achieved. M4 UK Ltd project manager, Stuart Williams, explains: 'The sign wiring points were specified at the construction stage then mapped out on the building exterior. Each letter was wired individually with wiring points positioned along two parallel lines once the letters were mounted. Internally resembling a vein, wires were secured together to form a single, neat bundle which progresses in a straight line along the wall to the control box. The wires were then capped over for easy access and painted to match the internal colour scheme so to appear invisible.'

Drilling from the outer wall, the M4 UK Ltd installation team fitted conduit pipe through each wiring hole to provide additional security to wires powering the letters, and critically from a building insulation warranty point, reseal the wall. Each wiring hole was then sealed with a structural fire stop mortar which provides four hours' resistance to fire.

Following the successful completion of the reception signage, M4 UK Ltd have supplied a commemorative plaque for the new Jessica Ennis Sports Hall at the College and will be involved in further projects across all the College's campuses.

For more information please call 01274 774 477/ 01442 500050 or visit www.applelecsign.co.uk

Delta Group turns to Inca to print fantasy walk-through display



When NBC Universal wanted an innovative walk-through entrance for larger cinemas showing the Snow White film they turned to The Delta Group UK.

"The brief was to design and produce a large, dazzling, walk-through display which would introduce the characters to the audience and create the right atmosphere from the moment they walked into the cinema. The whole experience was enhanced with sounds and visual displays, including live action movie footage," says Adrian York, Senior Structural Designer, Structural Design, The Delta Group.

The main challenge was the large size of the pieces to be printed and the structural 3D design of the final display.

The print registration was also critical in order to produce an accurate print of the original artwork, as was the quality of finish. Delta printed eight displays in total, each made up of around sixty different elements, onto corrugated board, FBB and clear PVC on its Inca Columbia Turbo 4-colour inkjet flatbed printer.

The display won the 3D POS category award in the recent Inca Digital Excellence Awards (IDEAs). "The design and production of this entry is a tribute to the imagination and expertise of all involved," explains IDEAs judge Stan Kilpin.

For more information please call 01223 577900 or visit www.incadigital.com

Hampshire Flag warms up for The Coldest Journey

An array of flags and banners have been donated by one of the leading flag manufacturers to The Coldest Journey - the first ever attempt to cross the Antarctic continent during the polar winter whilst raising money for charity.

Hampshire Flag Company has provided 12 flags, 12 lengths of bunting, two banners, banner frames and flag poles for the expedition led by Sir Ranulph Fiennes.

The Coldest Journey is attempting to raise US \$10 million for Seeing is Believing, a charitable initiative that raises money to prevent and treat avoidable blindness.

Hampshire Flag donated five Commonwealth flags, one printed Union flag and six custom flags featuring The Coldest Journey logo. It also produced eight lengths of PVC bunting and four lengths of knitted polyester featuring the Seeing is Believing logo, a PVC banner and a mammoth 15m banner with The Coldest Journey logo

printed twice. Banner frames and flag poles complete the package of donated products.

Graham Wilkinson, Hampshire Flag's Managing Director explains: "Our flags not only get to clock up some miles but they often help raise awareness of some great causes - and the flags and banners we donated to The Coldest Journey are no exception."

The traverse will take place between the two seasonal equinoxes, 21 March 2013 - 21 September 2013, with the ice team travelling from Novolazarevskaya (Novo) to the Ross Sea in the Antarctic winter. During this six month period the expedition team will have travelled 2,000 miles, mostly in complete darkness in temperatures close to minus 90C'.

"We wish all the team the very best for their amazing and worthwhile fundraising expedition," says Graham.

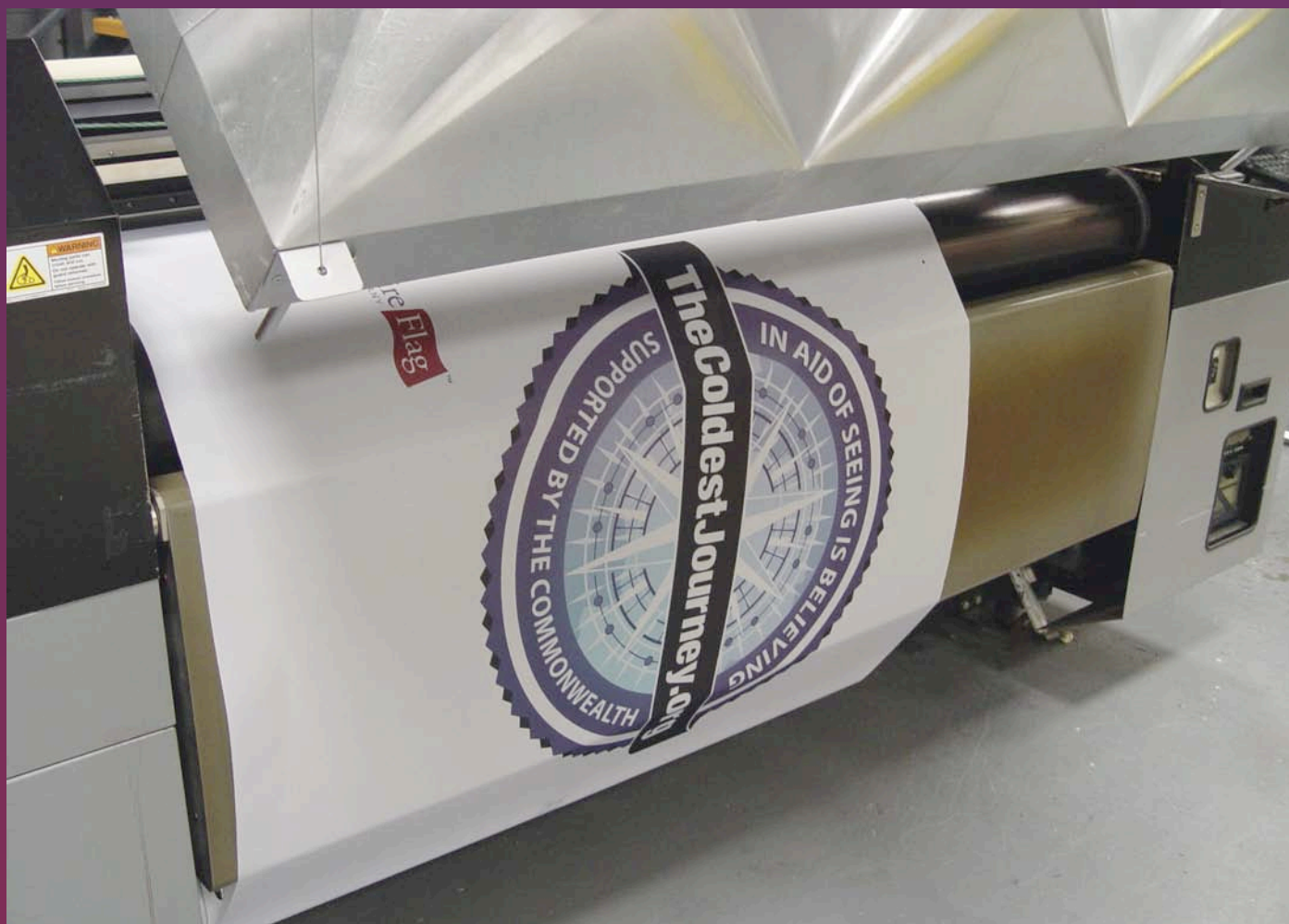
Throughout the traverse, the expedition team on the ice and the ship will undertake

a number of scientific tasks to provide unique data on glaciology, marine life, oceanography and meteorology.

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

For more information please call 02392 237130 or visit www.hampshireflag.co.uk



PROJECT *News*

Roland's VersaCAMM SP-300i printer/cutter reduces costs and saves time on the set of Coronation Street

Coronation Street is one of the nation's most loved television programmes. The lives of the residents of the cobbled street are discussed on television gossip pages and in living rooms up and down the country.

Much effort goes into making sure the set looks as realistic as possible – from billboards and flyers posted on walls to packaging labels on items for sale in the Corner Shop. Lynsey Shepard is the programme's principle graphic designer and is responsible for creating all these applications as authentically as possible, and her Roland VersaCAMM SP-300i printer/cutter has been crucial to ensuring the set's printed materials are ready whenever the show's demanding and fluid filming schedules require them.

The Roland was purchased and installed two years ago following a recommendation from another graphic designer who was familiar with Roland's products. It is the first machine to be used by Coronation Street's design team and Lynsey has been very impressed with the performance of the VersaCAMM and after-sales support received through the RolandCare service and support package.

"I've been really impressed with our Roland machine. The majority of the material we print is on vinyl, as it's far more practical to have waterproof labels and



signage given the nature of this business. The print & cut function is excellent and saves so much time, and it's very precise – even when cutting circles. We've had a couple of small teething problems along the way, but with the RolandCare warranty service we are able to call out an engineer to get us back on our feet again quickly."

The VersaCAMM is a very versatile machine and is used to print a wide range of set graphics including those that are iconic to the soap from beer labels for the Rovers Return's house ale, Newton and Ridley, or posters on the wall of the pub, to stickers on the door of the Corner Shop, signage for the taxis or a vehicle wrap for a courier van if someone on the street is due to receive a package, for example.

The VersaCAMM SP-i series comprises two models – the 30inch SP-300i and the 54inch SP-540i. One of Roland's most popular printer/cutters, the machine delivers reliability and performance for a low initial investment. Available with a four-colour printing system, the SP-i series can be left unattended for long print runs leaving the user free to perform other jobs safe in the knowledge the Roland is managing the task in hand.

Rob Goleniowski, Business Manager - Sign and Graphics at Roland DG UK comments: "We are delighted Roland has a role in the production of Coronation Street! The SP-300i is an all-rounder ideal for these kinds of jobs - offering the user a fantastic, cost-effective, high quality finish and the space-saving benefit of having the printer and cutter in one machine."



To find out more about Roland's VersaCAMM SP-300i, please call 0845 230 90 60 or visit www.rolanddg.co.uk

Ocean Blue Graphics get noticed thanks to Metamark

Signs and graphics play a very obvious role in advertising the businesses they promote, but sometimes the critical nature of these key catalysts for success become really obvious in retrospect.

Blake Hobbs and his Partner Gemma Neale run Kempsey, Worcester, based Ocean Blue Graphics and have done since forming the company about three years ago. When not cutting and applying or printing signs and graphics, Blake likes nothing more than a spot of fishing. He's pretty good at it in fact, good enough to be sponsored by tackle manufacturer Browning.

Blake had been visiting his local fishing emporium; Alan's Tackle Shop, for practically as long as he could remember but had only recently cast his own business line in its direction and got a bite. Thanks to his efforts, Blake reeled in a very nice order for general signing, some staff T-shirts and for some window graphics.

The window graphics were probably what won the order. The shop's owner didn't know that it was possible to get graphics that could be seen from one side and yet seen through from the other, but having learned that it was possible, decided to use them to obscure some windows that would have had a view through to a part of the shop that wasn't too attractive.

Blake turned to his Mutoh ValueJet and, using a roll of Metamark ClearVision, produced some suitably fishy themed graphics for the shop's windows. Once applied, the result transforms an otherwise blank part of the shop's glazing into a billboard promoting the business just

behind it. The Metamark ClearVision still allows daylight through, and vision out.

Blake and Gemma are delighted with their work and so it appears is the shop's owner. A big measure of any retail business is its footfall, the number of people who cross the threshold. Since installing the signs and window graphics, the business has seen its footfall increase markedly. In fact, several of the shop's now regular customers commented that, despite living in Worcester,

they didn't even know that the shop existed before the graphics went up.

Ocean Blue's Metamark ClearVision graphics aren't just working in promoting a local business, they're working hard. Buoyed by his success with the tackle shop, Blake and Gemma are now going after the ones that got away.

For more information please call 01483 571111 or visit www.metamark.co.uk



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FLAGS *Feature*

Flag production: in-house or outsource?

The demand for flags is on the up as the nation increasingly marks sporting events, royal celebrations and occasions of all kinds with flags, banners and bunting.

2012 was an exceptional year for the industry thanks to the Queen's Diamond Jubilee and the Olympics and Paralympics, and for sign makers the temptation to diversify into flag production is now stronger than ever. But is it a viable business option and what are the pros and cons? Graham Wilkinson, Managing Director of Hampshire Flag Company writes about the highs and lows of manufacturing flags.

Entering the flag market in 2013 is an appealing prospect for the sign industry especially as flag sales are increasing year on year. In a tough financial environment, keeping one step ahead of the competition is essential and embracing this growth by producing flags in-house seems a logical way for sign makers to set themselves apart - and the key to business success.

Being aware of new opportunities and areas of potential growth does mean looking at the big picture, considering both the positives and the pitfalls.

There is a growing push by the sign industry to enter the fabric market but it does face a number of barriers - primarily experience, investment and skilled staff. The biggest barrier by far is the heavy



A large scale flag emblazoned with the Portsmouth Football Club badge and the slogan 'Pompey 'til I die' was manufactured and donated by Hampshire Flag for Pompey fans to sign in 2010. The 40ft by 20ft banner received world-wide recognition after it was featured on live television at Wembley during Pompey's 2-0 FA Cup semi-final victory against Spurs. It took three machinists seven-and-a-half hours to make the flag.

investment in plant that is required to set up a cost effective production process. However the return on this investment is potentially very low.

Dye sublimation printing

Sign makers are looking at entry level costs of around £25k for print equipment. These machines, which are not industrial grade, would be all-in-one dye sublimation machines with low UV resistance and a less intense finish.

The entry level machines do require using more expensive production materials, dyes and papers. Be aware that with cheaper machines there are reliability issues and lower product quality.

An advantage of using a entry level machine however is a shorter turnaround time as it is only a two-point process - printing and finishing - requiring just two machines.

Disperse dye printing

Hampshire Flag Company has spent in excess of £0.5m on production, printing and finishing machinery for the textiles side of the business. Our disperse dye printing is a five-point process - print, bake, wash, dry and finish.

The process is more time intensive than using dye sublimation however, as we need to use four or five machines - digital textile printer, oven, automated roll to roll washer and drier, Zund G3 cutting machine and a sewing machine.

At the bottom of page 59 is an at-a-glance guide to the pros and cons of using dye sublimation printing and disperse dye printing.



The flag was produced ahead of the FA Cup quarter-final match and at a time when the future of Portsmouth Football Club was uncertain. It was taken to local schools and to Guildhall Square in Portsmouth for fans to sign. After the quarter final win against Birmingham City, the flag was seen as a lucky mascot and travelled with fans to the semi-finals and final where it was paraded on the pitch ahead of the match. Hampshire Flag received direct emails of thanks from fans for producing the flag.

Materials matter

Knowing about fabrics before you decide on the machinery is important. Sign makers may be told by the machine salesperson that it is fine to use a standard untreated fabric, but this could shrink during the process.

You will need to use a treated pre-calibrated fabric. At Hampshire Flag, all the materials we use are treated and pre-calibrated.

Textile costs can be high so one of the biggest tips is to check the cost of the textiles required for the process you will be using before buying the machine.

In addition to textile costs the quality of consumables, or inks, is of primary importance so always use branded guaranteed dyes where possible.

The finish line

Unlike most sign products the cutting and stitching of textiles, or the finishing, is a much more involved process as the fabrics are difficult to handle and require a dedicated machine operator. So this aspect of flag production needs careful consideration.

Finishing will require not only the purchase of the industrial sewing machines, which cost around £1,500.00 each, but specialist skills from experienced machinists.



Lewis Gordon Pugh, environmental campaigner and pioneer swimmer, was supported by Hampshire Flag Company when he undertook a record-breaking expedition to the North Pole in 2008 which saw him kayak 135 kilometres through Arctic ice packs to 81 degrees north. Lewis then planted 192 flags, donated by Hampshire Flag, in the ice representing each of the countries in the United Nations. The expedition was to show the drastic loss of ice in the region and was historic as it was the first time all the flags of the world have been planted near the North Pole.

However this full time wage will result in a substantial increase in overheads. Hampshire Flag currently employs nine machinists and four print operators.

Sign makers' expertise lies in handling PVC or rigid materials but it takes experience to successfully work with textiles.

A balancing act

The production environment also needs fine tuning in light of health and safety issues with regards to chemicals and pollutants in the air - so air purification and extraction machinery is an additional yet essential investment by law and for the well-being of your staff.

It is also essential as the print production needs to take place in a temperature and humidity controlled environment. If the humidity is not controlled it can affect the bleed of the print and the handling of the textile by the machinery. However if the atmosphere is too dry, it will affect the efficiency of the print heads.

Food for thought...

For a sign company to justify an investment of £25K for the initial machinery, the sales turnover would need to be excess of £100K. And as flag production is a seasonal business, in which the summer months are extremely busy with the rest of the year much quieter, year-round production and economies of scale are not guaranteed.

More than 25% of our business is with trade partners with which we see a year on year increase, and a high proportion of these are repeat customers.

Hampshire Flag is always looking for potential partners to sell our products and the sign industry has proved to be a reliable and professional base for us to do so. Working with sign companies has always been an easy and straightforward process because of their graphics knowledge and industry service level, which is similar to ours.

My honest advice is for sign makers to sub-contact flag production to a specialist. There are plenty of good flag companies to work with which means you can reap the rewards without the overheads.

For more information please call 02392 237130 or visit www.hampshireflag.co.uk



The Olympic Park gardens featured two feather flags depicting inspirational and informative messages produced by Hampshire Flag. The flags helped showcase the Great British Garden and featured the wording 'Get set go. Inspiring schools through the legacy of London 2012 Games'.

	Advantages	Disadvantages
dye sublimation printing (entry level)	Low cost Quick process	Low UV resistance Low penetration
disperse dye printing (Hampshire Flag Company)	High penetration Vivid colours High UV resistance	Cost Slower process

FLAGS *Feature*

Flags: not as simple as they may appear

The summer of 2012 with the Jubilee Celebrations, the Olympic Torch relay and the Olympic and Paralympic Games meant that flags were flying high across the country. However selecting and flying a flag is not as simple and straightforward as you might think, as Cathel Maclean from Icon:SLS explains.

As with any investment there are a number of factors to be taken into consideration when choosing to fly a flag or to incorporate flags as part of a city dressing programme or event overlay scheme. Questions to ask include:

- How long will the flags be in place?
- Will they be flown internally or externally? (Exposure to the changeable UK climate can have a big effect on the life expectancy of some of the flags and banners. Sunlight can fade some materials and dyes over longer periods whilst flags and banners flown near the coast where winds can be strong can also be damaged).
- Are there flagpoles in place or is there a requirement to hire flagpoles?
- Will the flagpoles be in a public area? (if so you may need to opt for a flagpole with an internal halyard to reduce the risk of interference when flying a flag).
- If flagpoles are to be hired, how long will they be in situ? Will planning permission be required?
- Will the flags be illuminated at night? Protocol dictates that national flags should be illuminated.

Flags can be constructed simply from polyester and printed using a simple, single side reverse through process. However for a higher quality look and greater longevity flags will be made from 'flag' material, a much heavier and more durable substrate that can be hand sewn and double sided, thus being far more robust and resistant to the elements.

It is important with a national flag to ensure that it is flown correctly. However good the quality of the flag it will not achieve its desired affect if it is wrongly displayed and the Union Flag is one of the national flags to be flown upside down on far too many occasions. Whilst this might just be seen as an oversight flying the incorrect flag or flying



a national flag incorrectly can, in the worst case scenario, cause significant embarrassment and place unnecessary strain of international relationships!

With extensive experience both in the

UK and internationally of dressing events, venues and cities, Icon:SLS understands how flags and banners can contribute to creating a real 'wow' factor.

With a huge stock of rental flagpoles Icon: SLS can offer their customers a wide choice of sizes from 6m to 20m. Rental periods can be from as little as one day to a long term annual hire. Flagpoles can be installed on hard surfaces using weighted bases or soft ground using ground anchors. In other instances flagpoles can be fixed to marquees and temporary structures to add colour and movement.

In addition with their huge print buying ability Icon:SLS is able to provide flags and banners at very attractive prices.

With over 15 years of experience and an in depth knowledge of planning restrictions, health and safety and installation techniques etc, Icon:SLS is able to help local councils, event organisers and venues to engage with the flag and embrace the event.

This experience has resulted in Icon:SLS providing flags and banners for such key events as the G20 Conference 2009, the Queen's Jubilee Celebrations 2012 and the Pope's Visit 2010 amongst many others.

For more information please call 01256 764 994 or visit www.sls-group.co.uk



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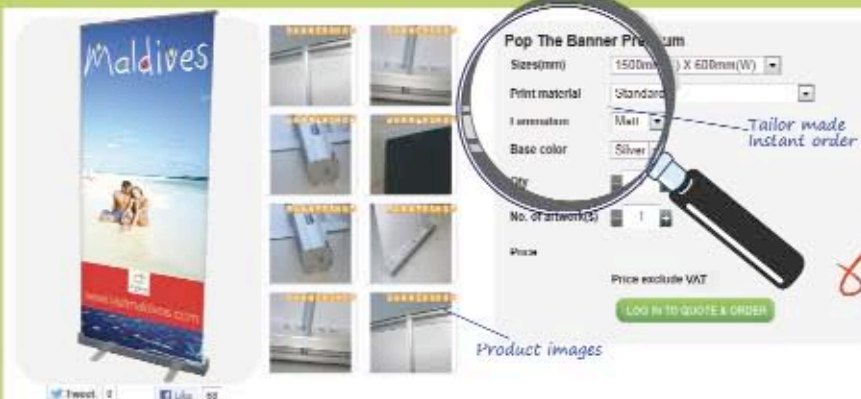
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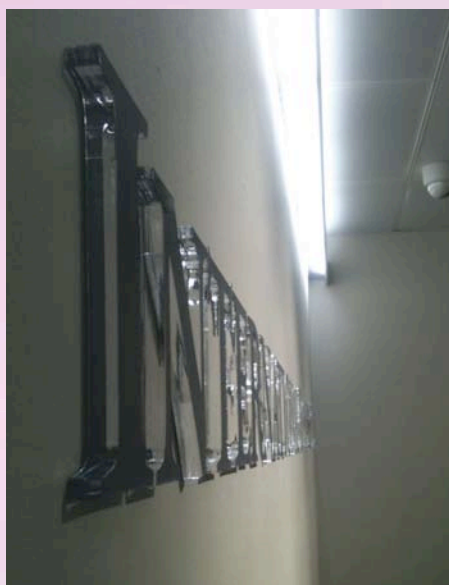
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KENTISH *Signmakers*

Kentish Sign Makers Feature

Sign Update decided to get out of the office and spend some time with Kent-based sign makers, learning how they started, what they specialise in, and what the future holds for them in these turbulent economic times.

Roger Hinchliffe spoke to Ian Hobbs about his Kent-based signage company, Ian Hobbs Signage Consultancy, a creative signage specialist, supplying signage related products and services across the UK and abroad.



Set up in 2008, Ian decided to take the plunge with his own limited company. At first the business ran from his home, then later moved on two occasions as the need for extra work space and machinery expansion increased with the more work coming in.

Employing one other person on a full time basis, as well as some choice sub-contractors, who are used when needed, Ian supplies signage products to both trade and end users.

With a worldwide network of clients, Ian explains some of the projects that have taken him out of the country: "I trade and work worldwide; last year saw me supply the Polish Embassy and some Dutch designers along with some installation in Tblisi (Georgia). I have supplied work to blue chip businesses such as JP Morgan and to local families banners, as a bit of fun."

Ian believes that his approachable nature and good customer experience, with great service is the key to success: "It's a people thing, I mix well and listen to what's required and action it, customers don't just come to me for a sign, they come for a service. It's rare that I am unable to convert a true enquiry into some sort of financial gain, even if sometimes the budget is low."

As a small company, Ian's business luckily doesn't seem to be suffering as prudence and cost effective ways have



kept him out of the red: "With regards to the recession, I haven't really noticed it that much because I am not a big company with large overheads. The end of last year was pretty slim, but I put that down to being away a lot towards the end of the year. I have not once actively sought out work, as I find a few well placed websites supply me with enough work, but I plan to create blog mail shots this year."

For more information on Ian Hobbs Signage Consultancy, please call 0845 475 1015 or visit www.ihsc.uk.com



Maidstone's muse keeps up with the times

Maidstone Signs Ltd was established in 1971, and originally a subsidiary of Cox Brothers Builders, based in the centre of Maidstone. In 1997 Cox Brothers was put up for sale.

It was then that Mike Andrews (Snr) and Fred Brooks (both long term members of staff) decided to buy Maidstone Signs and move to larger premises on the Quarry Wood industrial estate, just out of town. They equipped the new workshop with modern sign making equipment, and set it up to enable them to fit in up to 3 vans at one time.

In 2011, after 35 years' service, Mike Andrews (Snr) celebrated his 65th Birthday and decided to start slowing down his role at the business, which is when Mike Andrews (Jr) took over from his Dad. As a company they are continuing to go from strength to strength, and currently employ 7 members of staff who have all been with them for a number of years.

In the 42 years in business, the company has gone through the transition from painted and sign written signs, to vinyl signs and now into digital printing.

Maidstone Signs realise the importance of continually updating equipment and techniques.

Recent purchases include a Valuejet 1604 wide format digital printer, a Leister banner welding machine as well as updating our vinyl plotter and adding to their access equipment.

The company's Pacer flatbed router is still as reliable as ever, and they now make their own Dibond pan signs, flat cut letters, manufacture and weld their own steel frameworks, as well as continuously producing vinyl graphics, digital prints, banners and traditional sign writing, all in house.

Maidstone Signs' aim is to provide as many products in house as possible, which enables them to provide a very fast



and reliable service for their customers, which is something the company prides itself on.

Supplying to both trade and end users, they have a very diverse customer base. Carrying out work for a number of large national companies; local councils, schools, charities, as well as many local businesses and shops, they certainly like to stay busy.

It that wasn't all, they are also suppliers and stockists of shoe sale equipment, racks and sale graphics for the footwear industry, and have a nationwide customer base.

The future for Maidstone Signs is looking very good.

The company are very motivated and are continuously looking into new investments to increase the service that they offer, as well as providing a fast, cost effective and reliable service to existing and new customers.

For more information please call 01622 716891 or visit www.maidstonesigns.co.uk



KENTISH Signmakers

Get your fingers dirty

Established in 1989 by Managing Director, Doug Baulf, www.dirtyfingers.co.uk is no ordinary signage company.

Originally based in Walderslade, Chatham, the company moved to the Eurolink Industrial Estate, Sittingbourne in 1992, when the need for larger premises arose.



With 23 years' experience under their belts, the company, which employs 5 staff specialises in providing design, manufacture and fitting services for business and private clients locally and nationally.



Providing signboards, banners, commercial vehicles and corporate clothing to small businesses and motor trade dealerships, the company also produces printed clothing, with contracts on a national scale with supermarkets.



The challenges that come with being so diverse are logistics for the business, especially dealing with multiple retailers. Designing, printing and delivering large displays can also be very time consuming for the versatile team.

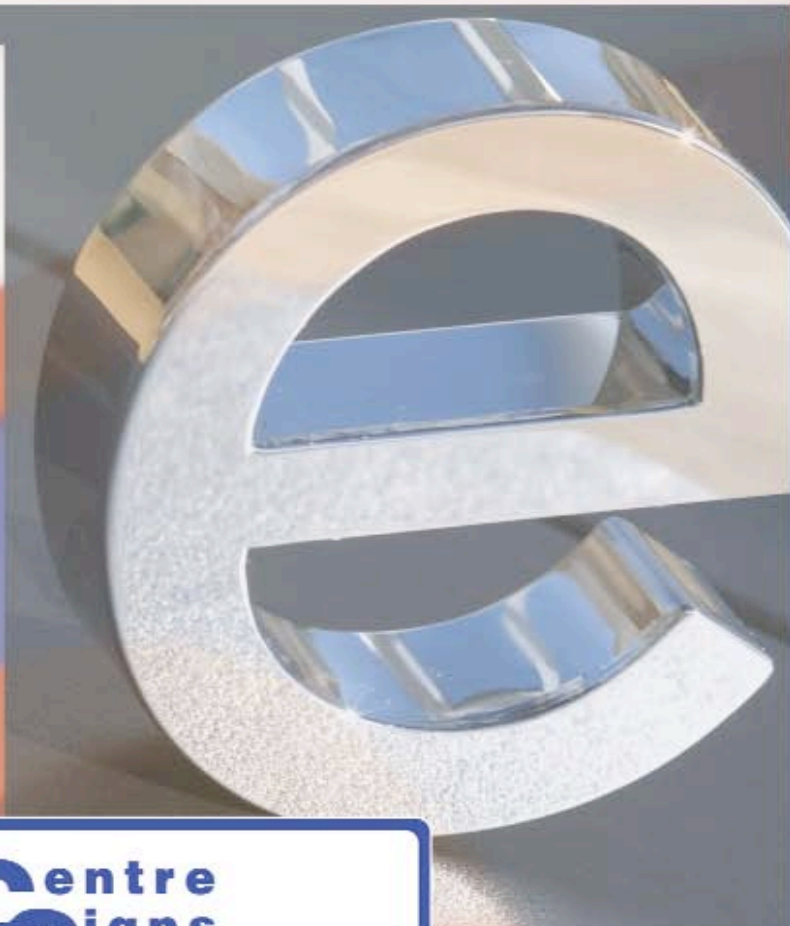
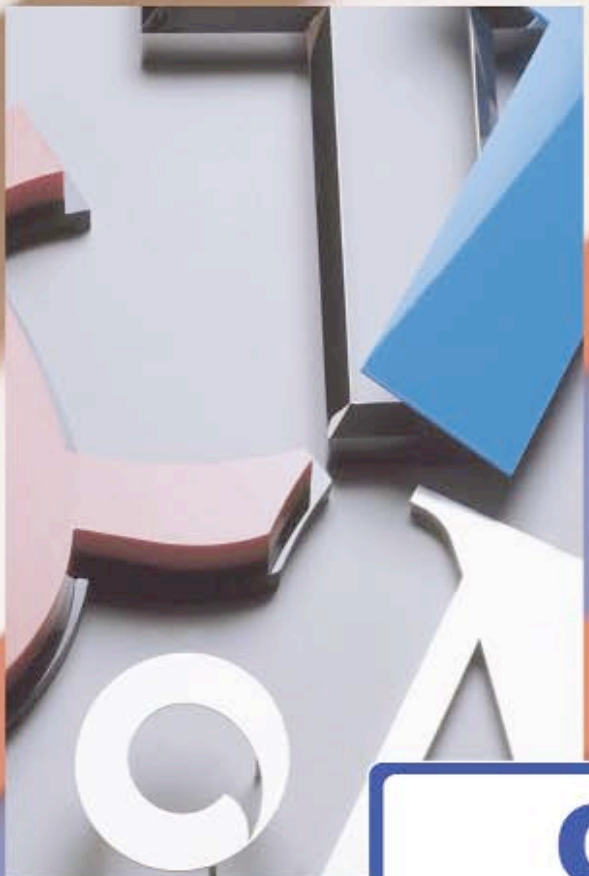
With wise investments, such as a large format digital printer installed over 3 years ago, which accounts for over 60% of vinyl output for the business.

In an unprecedented move, the company took a more drastic approach and set up another business selling printed clothing in 2009 (initially run alongside the sign business).

The businesses were separated in 2012, and now operate independently from different industrial units within the Estate. The brand now produced, which specialises in printed clothing for babies and children (3-11 years old) is now a market leader, selling products worldwide.

The company's strategic plan for the future is reinvestment in print/cut and a more structured approach to web based promotion.

For more information please call 01795 477 207 or visit www.dirtyfingers.co.uk



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KENTISH Signmakers

Profile: Creative Vinyl Art

Creative Vinyl Art is a fledgling company specialising in the design, manufacture and installation of all sign requirements for home and business.

It was set up in December 2011 by Steve Hart, who has over 20 years' experience within the sign industry.

The company is based in Maidstone, Kent, although they are no strangers to travelling further afield. As the company is relatively new, there is only one full time employee; however there are 3 people who work for the company on a contracted basis.



Creative Vinyl Art primarily provides end user products, although trade work is also undertaken on a sub-contract basis. Their customer base is mainly the South East, although national projects have been completed.

The majority of our customers are independent retailers, trades people and companies requiring fleet vehicle livery.

Creative Vinyl Art, also specialises in large format digital print installation for hospitals, nurseries and domestic use.

According to representatives; the most enjoyable part of the job is being able to take a customer's initial idea, and develop it into a durable finished product which both the company and the customer can be proud of.

Creative Vinyl Art prides itself on using high quality materials to produce signage that will stand the test of time; the company believes that this is why we have a number of customers who have repeatedly used Steve Hart and now Creative Vinyl Art for their sign requirements.

The company was set up during the recession and therefore the present economic climate has not impacted on business over the past 12 months, which has seen the business steadily grow.

Future aspirations for the company are to take on another full time member of staff, develop vinyl vehicle wrapping skills, following a recent course undertaken, and move into larger premises.

For more information please call 01622 720347 or email: info@vinylart.me.uk



Choosing the right Avenue

Avenue Signs Ltd is a family run business that was set up in 1980 by John Archer, father of Managing Director Steve.

Avenue Signs has built up relationships with their customers over the years, based on the wide range of products they have to offer with the enthusiasm to take on a challenge.

Steve and his father ran the company from Lordswood in Chatham and after 21 years moved to larger premises close to Chatham Town Centre.

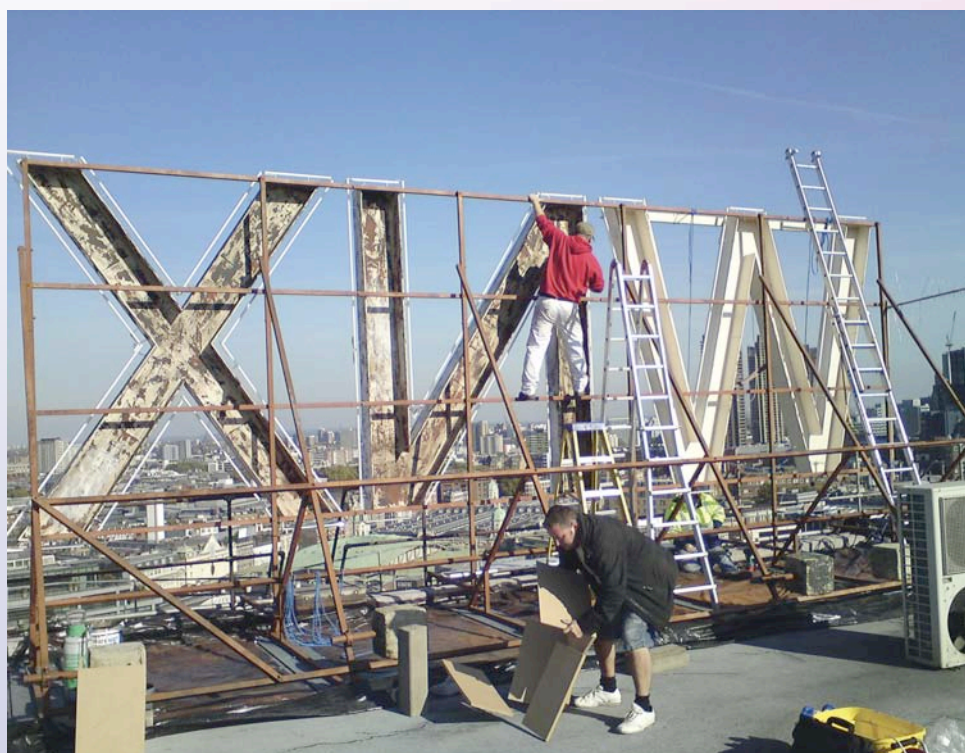
Initially Steve was in charge of the neon workshop and was previously the Manager/Instructor of the British School of Neon. Avenue Signs continues to be a large supplier of neon and cold cathode lighting throughout many different sectors of the industry, both to the trade and to lighting requests.

Around 2003 John Archer retired, and Steve has since ran the company with his team of 8 employees.

Over the past year there has been an upturn in demand for new shop signs, promotional banners and marketing materials which is encouraging for the industry.

At present the company's most popular

work remains within neon, printing and sign fabrication. A large percentage of Avenue Sign's work is done on behalf of other sign companies who want to supply something a bit different but need help achieving the end result.



According to Avenue Signs, the most challenging aspect of the company's work is the fast turnaround with deadlines being given at short notice, but this is one of the reasons they believe customers return, Avenue Signs endeavour to meet everyone's needs where possible, along with maintaining the quality they expect at competitive prices. Boasting a variety of testimonials, customers are always dealt with in a friendly yet professional manner.

Last year the company invested in larger printing equipment which has enabled them to print faster and wider format for end users and trade customers.

In terms of growth, they have taken on an apprentice just over a year ago who joined them as a full time employee back in October 2012. Since then, they have started a new apprenticeship placement this year which they hope will enable them to grow further in 2013.

For more information please call 0500 582287 or visit the website www.avenuesigns.co.uk

KENTISH Signmakers

Jack of all trades

AIT Shiraz Ltd., based in Kings Hill, just outside Maidstone is a supplier of digital large format systems and consumables and provides nationwide support and maintenance with fully trained field service engineers.

Managing Director, Roger Ward, has worked in the sign industry since the early 1980s having introduced Signus, the first large format flatbed cutting machines into the UK in 1983 and in the 1990s was a founding member of Shiraz Software, the London-based RIP development company.

AIT are best known for their supply of Shiraz RIPs and support of Mimaki printers, most of which are maintained under contract, but also service other brands such as Canon, Epson, Mutoh and Roland. Ward comments: "Mimaki printers are great machines and they require a particular skill set to maintain correctly. We pride ourselves in our ability to calibrate the printers to produce their finest output."

AIT operates a fault desk with an engineer and three telephonists. All calls are logged onto AIT's proprietary database which emails the best UK positioned field service engineer automatically. (Ward developed the database and website system in-house).

AIT promise to respond to a fault within one hour and generally a call is dealt with immediately or returned within minutes. "Most queries can be resolved over the phone and we can log into the customer's computer remotely if necessary. If a visit is required, we understand that our customers can have tight production schedules and do our absolute best to get them up and running again without unnecessary delay."



AIT ColorSolve inks for Mimaki JV33.

AIT offer their own ColorSolve brand of inks for Mimaki JV3 and JV33 printers, although they also work in other machines with solvent DX4 and DX5 print heads. "Our ColorSolve inks have been tried and tested at over 200 sites and are as good if not better than OEM inks.

With most machines now out of warranty, the distributor's argument for sticking with OEM inks has worn rather thin. We can reduce inks by up to 40%, provide field service support if necessary and offer genuine replacement parts at half the cost". Keeping handling costs to a minimum, inks can be ordered online from AIT's website and shipped the same day from a central UK distribution company."

Most recently AIT have launched the Galaxy, a low-cost signage printer manufactured in China to UK standards and available in widths from 1.6m to 2.5m which AIT ship with a Shiraz RIP.

Ward explains: "The Galaxy is the serious choice for professionals that require low-cost, fast-turnaround prints that are excellent quality, quick drying and combine vibrant colours with outdoor durability. With a starting price of just £6,995 and average ink costs of only 40p per square metre it's not a major investment and enables users to make good margins."

Ward believes that AIT's offerings are well placed for an economy that is still bumping along the bottom. "I try to be as upbeat as possible whilst remaining realistic. A lot of our customers are doing very well, others are still struggling, but they all need to reduce their costs to stay competitive and I believe we can help them with our range of products and services."

For more information on AIT Shiraz Ltd, please call 01732 875000 or visit www.applied-image.com





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KENTISH Signmakers

Charting Sign 2000's successful growth

Kent is home to one of the foremost manufacturers of corporate signage in the UK and Continental Europe. Operating from a 37,000 square feet factory in Tonbridge, Sign 2000 has acquired and successfully implemented many of the most prestigious signage contracts from some of the most readily identifiable brands in the corporate, financial, high street, out-of-town retail, hotel, leisure and local authority sectors.

Pivotal to the success of Sign 2000 in the wider European market has been its role as a founding member of The Sign Alliance initiative. This dynamic association of strategically positioned European sign manufacturers, with complementary and synergic interests, is the first trading body of its kind.

It was set up to provide a commercially efficient and environmentally sound sign manufacturing, installation and after-sales support facility to a shared customer base throughout the entire European Community.

The Sign Alliance operates on an information-sharing basis and is controlled by a central monitoring hub to ensure that brand consistency and quality levels are delivered comprehensively throughout all of the relevant countries via complementary project management skills.

"The Sign Alliance provides organisations, particularly those engaged in large roll-out signage projects, with a centrally managed but locally implemented service to minimise logistical impact," says Steve Spackman, Marketing Director at Sign 2000.



Established as a limited company in 1988, Sign 2000 has subsequently demonstrated year-on-year growth and built an enviable client portfolio in the business sectors mentioned. In addition to being an ISO 9001, ISO 14001 and OHAS 18001 accredited company; Sign 2000 was one of the first sign manufacturers to adopt the environmental guidelines set out under the UK government's Acorn Environmental Scheme (BS855 2003).

A prominent member of the British Sign & Graphics Association (BSGA), other notable accreditations include membership of the British Safety Council and the British Safe Contractors Scheme.

Being situated within fast and easy access to the nearby M20 motorway and thus to the Channel Tunnel, Sign 2000 is able to service its Continental European projects within The Sign Alliance more effectively and maintain reliable communication with its appointed European partners.

For further information please call 0845 265 2000, or visit www.sign2000.co.uk





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Trade Signs UK moves offices

Trade Signs UK now boasts an impressive 33,200 square feet in floor space. The factory move was seen as a good way to end 2012 for the company, like many businesses in the UK it has been a tough ride over the past few years with the economic crisis. It is accomplishments like this that shows great things can be achieved in the continuing economic hard times.

For Matt Driver, the company director it is a great sense of achievement. He started his business on his own in 1992, now with 38 staff, which are employed by the company.

The company has been in constant growth over the past 3 years, specifically in relation to customer service technologies. Trade Signs UK is hot on any new software advances to ensure their customers are being offered the very best in technology and service.

Matt Driver is adamant that the reason behind the move is due to hard working staff and loyal customers: "All of our staff wants

the business to be successful; they all have a passion to learn and enthusiasm to work."

The new factory has already improved efficiencies, there is a complete flow of signage manufacture from start to finish you can see as you walk around. The factory layout has been months in the making to ensure that the company utilises the space available. Trade Signs has installed 12 state-of-the-art touch screen technology throughout their factory, where all staff constantly log on and off jobs to keep information as up to date as possible. Departments such as Artwork, Laser, Router, Letter building, fabrication, powder and assembly use this system to log the progress of jobs. This data provided is used for the companies bespoke sign tracking system "SignTrack™".

"SignTrack™" is a new bespoke production system, especially designed for Trade Signs UK – which allows customers to track their order from artwork to delivery stage. No other bespoke signage manufacturer offers this type of service.

Customers are able to track their orders on the company's website to see where it is in the factory and who has been working on their product, whilst also buying everyday sign making consumables.

Quality has been a huge focus for Trade Signs. Haylee Benton, Operations Manager explains that this is a priority for the company, and the sign industry as a whole: "We are constantly making improvements with staff training so our quality is spot on, it is very frustrating for us when human error occurs on the rare occasion, what we do is try to rectify the issue as soon as possible and ensure we learn from any quality discrepancies."

"Exceptional quality can be a fine art when it comes to bespoke fabrication and signage systems. We strive for perfection, and are always coming up with new systems and procedures to measure that."

For more information please call 0800 328 3050 or visit www.tradesignsuk.com



Sign specialist awards its franchisees

FASTSIGNS®, one of the UK'S leading graphic design and sign specialists, held an award ceremony to recognise the success and hard work of its franchise partners, at its recent annual national conference.

Garth Allison, UK Managing Director of FASTSIGNS took part in the judging process and was also at the annual ceremony to help present the awards to the proud winners.

Garth says: "We are incredibly proud of the achievements of all our franchise partners and it is good to have the opportunity to recognise all of their efforts.

"We all know it is an incredibly tough trading environment at the moment but our organisation keeps going from strength to strength. The fact that FASTSIGNS is now the leading company in its chosen field is a result of all the efforts and hard work of every member of the team across the country."

Awards were handed out in seven different categories and FASTSIGNS Leeds, owned and run by Chris and Andy Simpson was the only centre in the country to pick up three separate categories.



Fastsigns' Leeds franchisees receive award.

The FASTSIGNS Leeds team took away the Sales Achievement Award and Franchise Partners of the Year Award, and team member Rebecca Holliday, Senior Account Manager, was awarded National Employee of the Year.

Metamark, which is based in Guildford and makes vinyls and other materials for the printing industry, was named Supplier of the Year at the ceremony with Applelec Sign Components and Spandex in second and third places.

Jenny Boreham, owner of FASTSIGNS Chelmsford, received the Project of the Year Award for graphics and signs provided for the complex used for the American Olympic team at The University of East London

The Marketing Award went to Gill Brown, owner of FASTSIGNS Derby for her consistent and varied approach to marketing during the year and Sales Improvement Awards went to Mark Phelps, at FASTSIGNS Kingston, and Richard Wedgewood, at FASTSIGNS Manchester South.

FASTSIGNS prides itself on the fact that customers can expect an unrivalled offering which includes the promise to manage any project from the concept stage right through to completion. Excellent service, customer consultation and project management every step of the process combines to make an unbeatable package.

For further information on FASTSIGNS and its products call 0808 168 0145 or visit www.fastsigns.co.uk

Spandex UK launches the new Essentials Product Guide 2013

The one-stop supplier of complete and innovative solutions to the digital printing and signmaking industries is launching a new product guide titled Essentials.

The brand new Essentials Product Guide presents a carefully selected range of materials from ImagePefect, Avery, 3M and MACtac, designed to support the daily requirements of your business. Whether it's coloured vinyls, digital media, accessories or display systems, they are all included in one, simple to navigate product guide.

All the products presented in Essentials are linked to "Worksmart," which is a low-cost, Management Information System developed by Clarity Software. Worksmart allows users to quickly develop an accurate quotation tracking system to help build a more successful and profitable business.

"The Essentials Product Guide and Worksmart Management Information System are two new strategic elements that will make doing business with Spandex even easier," says Leon Watson, General Manager, Spandex UK.

Sign makers and graphic producers are invited to download the guide online by visiting www.spandex.co.uk





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Registration now live for Sign & Digital UK 2013

Following the recent launch of the new and improved website, the Sign & Digital UK show team have announced that visitor registration is live. You can now register to attend the 2013 show for FREE at www.signanddigitaluk.com

Registering is easy and only takes a minute. Once you've registered, you can receive the latest updates from the show team about new exhibitors, show features (including workshops, seminars and competitions), as well as demos and product launches.

Exhibitor list online

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

Sign & Digital UK 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.

Show Highlights & Features

The website also has details of all the show features so you can start planning your visit. This includes show favourites; the Adobe & Corel seminar theatres, the Signmakers Workshop, the Green Trail and a new Business Zone.

A new feature for the 2013 show, the Business Learning Zone, will contain a number of niche areas focusing on developing markets and be dedicated to making money.



To keep up with the latest show news, follow Sign & Digital UK on Twitter@signanddigital. For more information, visit www.signanddigitaluk.com

MACTac UK names 'Gold' distributors

MACTac UK have appointed Amari Plastics, All Print Supplies and Pyramid Display Materials as qualified 'Gold' Distributors of the MACTac brand of materials throughout the UK.

Apart from the obvious recognition that this brings, the benefits for these 'Gold' Distributors include the most competitive MACTac prices, ongoing and unlimited staff and customer training, joint sales

and technical visits with MACTac staff, as well as Marketing funds and combined Marketing actions.

These appointed 'Gold' Distributors will be the first to receive any new products introduced by MACTac UK and will be fully equipped at launch with samples and literature on hand to enable Customers to see and understand where and how they might use these new products to further develop their own business.

Chris Martin, Country Manager, MACTac UK comments: "In tackling this review of our business we were truly able to define and determine who we see as our Partners in the UK and who we can and will drive our business forward with in the foreseeable future"

"Following an Olympics year, each of these three companies deserve the recognition of 'Gold' status for their efforts, and I would like to thank them publicly for their on-going support and investment in the MACTac brand."

For more information please call 01604 644697 or visit www.mactac.eu



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Colorific's UV Light technology briefings hailed a success, first orders placed

Colorific, the high quality, alternative ink supplier, recently hosted a series of technology briefings to highlight its new UV Light ink technology, which took place throughout December 2012 with more dates due to be announced for February and March 2013 (at time of printing – early Feb 2013).

Feedback to date from Colorific, the customers and distributors that attended the technology briefings has been extremely positive.

The briefings were supported by Metamark, the UK's leading manufacturer and supplier of self adhesive SignVinyl, Digital Media and Speciality Materials, which donated all the media used throughout the demonstrations. Metamark has also donated additional materials for upcoming Colorific UV Light events.

Over 20 end users visiting the company's UK-based headquarters in Maidenhead, five international distributors and five UK end users ordered demo units as a direct result of the event.

One such visitor was René van der Weijde, Commercial Director from Netherlands-based distributor, Sign Top.

René comments: "We first saw an overview of the technology at the SGIA Expo in Las Vegas and were immediately interested in its potential. As a result, we made the trip over from the Netherlands today to see the UV Light system in action."

Colorific UV Light technology enables wide format printer owners to convert 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.

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.

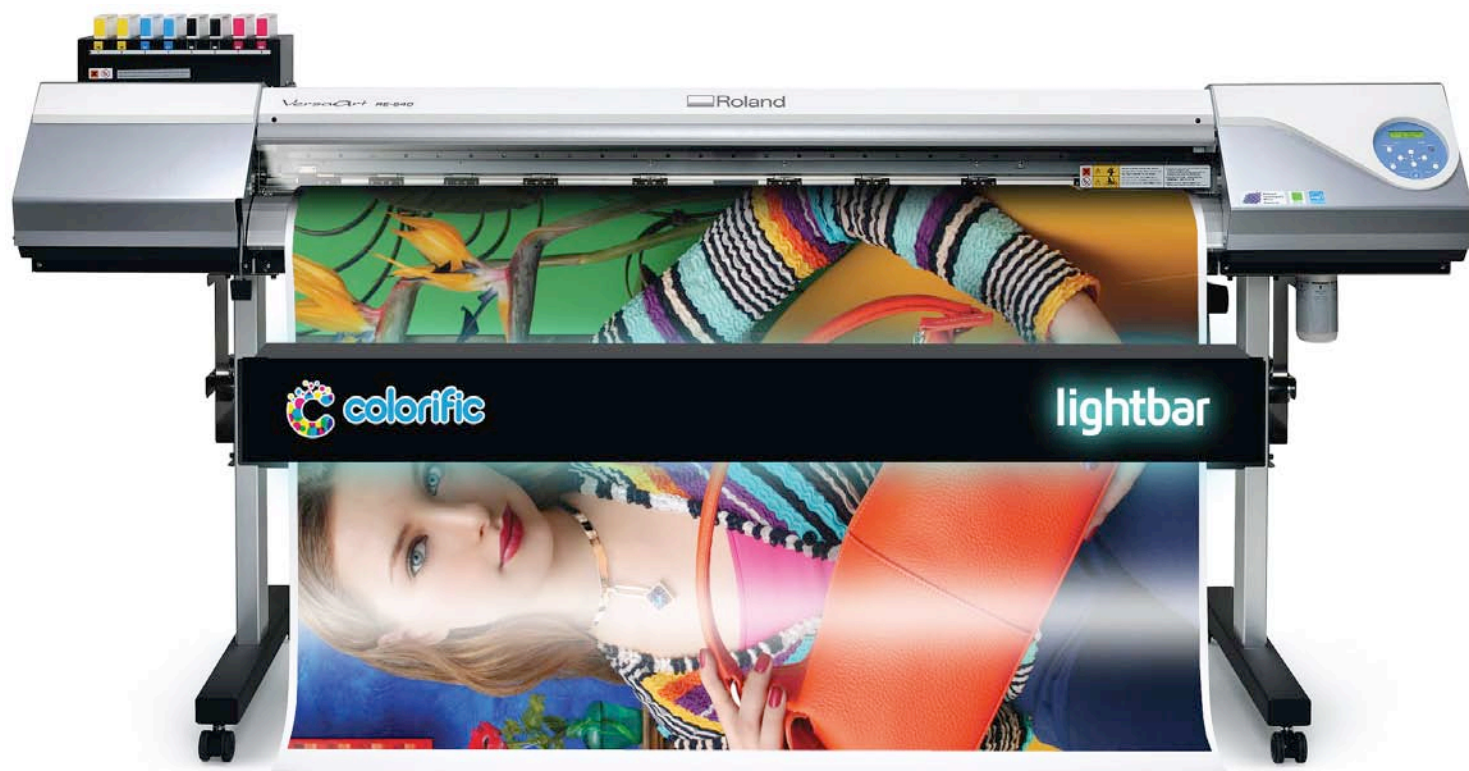
Colorific's UV Light was made commercially available from the end of January 2013. Pricing for a 64" wide printer conversion kit starts at £2550 and pricing for the full solution - a Roland RE 64" printer plus Lightbar conversion kit - starts at £13,495.

Colorific will be demonstrating the UV Light solution at a number of events during Q1, 2013, including Sign & Digital 2013 and FESPA in the UK and a number of other events in The Netherlands, France and Spain.

The company will also be hosting further technology briefings at its UK offices and around the UK.

Interested parties should email Shaun Holdom for more information and dates on shaun.holdom@colorificink.com

For more information on Colorific's UV Light technology please call 01628 560894 or visit www.colorificink.com



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Icon and McKenzie Clark unite under Chime parentage

Icon, the global event branding, overlay and production group, and retail display specialist McKenzie Clark cement their relationship following a highly successful joint partnership delivering the UK's amazing summer of sport.

The two market leading organisations, both part of Chime Communications PLC's sport and entertainment division, CSM, are set to become the UK's largest branding implementation agency. With continued commitment on core client opportunities within the UK plans also capitalise on Chime's growing global network and Icon's existing international centres to enable the combined businesses to engage in growing overseas markets with a very attractive design/project and quality management and

localised production and logistics.

Plans to fully integrate the two companies are well underway with an all-encompassing site, which will house an upgraded production facility, studio and office functions, being actively sought within the south-east section of the M25 area. In the meantime there is a focus on ensuring that staff from across the organisations are retained and engaged with the merger.

Alongside this there is a commitment to invest in the very latest technology which will increase both the quality and capacity of projects that the new partnership will be able to handle.

Icon MD John Francis explains: "We've effectively been a partnership since the beginning of 2011, but the physical

bringing together of the two companies will really show dividends for our customers and staff alike, with a wider skill set, enhanced technology and an even greater range of experience on offer."

Graham Clark, MD of McKenzie Clark, comments: "The synergy between the two businesses is huge and there are exciting and immense opportunities to build on the success of both companies' high profile and highly successful summer projects. Combining complimentary skills, knowledge and services will benefit clients in all market sectors bringing greater efficiency and innovation."

For more information please call 0208 3024921 or visit www.icon-world.com

FESPA 2013 London on track to be biggest ever

London show already matches 2010 footprint with four months still to go

FESPA 2013 is well on track to be the organiser's biggest event yet. The London show would be as large and comprehensive an event as in 2010 if it opened its doors tomorrow, with four months still to go until the show opens on 25th June 2013.



Neil Felton, Managing Director of FESPA.

Committed space already takes 2013 floor plan area to just under 30,000m², equalling the final footprint of FESPA 2010 in Munich three years ago.

The South Hall of the ExCeL exhibition centre, which has a 100% digital focus, is now sold out, and demand for remaining space in the mixed North Hall is high. Many digital exhibitors have increased their stand space compared with 2010.

The top ten exhibitors in 2013 are HP, Canon (incorporating Océ), Agfa, Durst, EFI, Fujifilm, Orafol, Mimaki, Kornit and M&R. The ten largest stands at FESPA 2013 will collectively occupy 15.5% more stand space than the top ten in 2010, indicating the growing investment being made by major suppliers in their presence at FESPA.

The leading players have all chosen FESPA in London as a key platform to showcase their latest wide format innovations to FESPA's international decision-maker audience.

Managing Director of FESPA,



Neil Felton comments: "It was clear from the minute we closed the doors on FESPA Digital in Barcelona in February last year that exhibitors were firmly on board for 2013 in London. By the end of February 2012, FESPA had bookings for 108% of the space occupied by the Barcelona show and we have sustained that momentum throughout last year and into the New Year."

For more information please call 01737 240788 or visit www.fespa.com

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XYZ expands its online routing support facility

Leading supplier of high-performance routing, cutting and engraving solutions to the sign and graphics and digital printing industries, XYZ International has expanded its CNCRouterShop division.

The stock of CNC routing tools, consumables and accessories held by this division, all of which are available on next-day delivery, was already one of the largest and most competitively priced available.

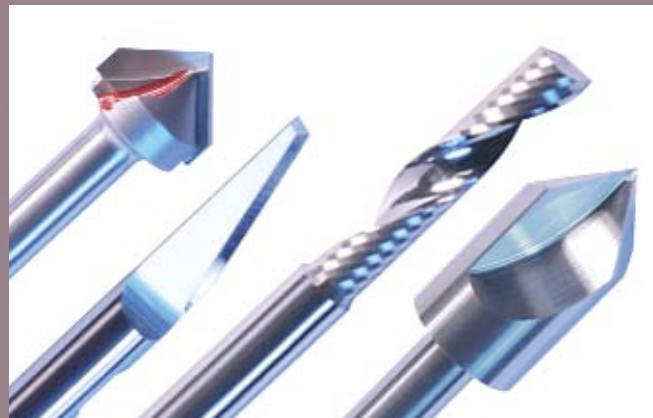
Now, following wider sourcing of additional products from leading quality suppliers in the UK and Continental Europe, the division can meet the requirements not only of XYZ machine owners but also those companies which have other machines in operation, regardless of their make or source of supply.

In addition, the division is now advertising online a range of used routing systems that will appeal to those companies wishing to engage with routing, cutting and

engraving technology but cannot at present invest in new machinery.

Furthermore, for companies where the volume and nature of the work undertaken may now require higher productivity levels, improved quality or more flexible programming that cannot effectively be met by the routing technology already installed, the expanded capabilities of the XYZ CNCRouterShop division can now provide a much wider choice of tooling, consumables and machine upgrade options that could avoid the need for companies to make such an investment, particularly in view of the current economic climate.

Supporting the expanded division is a raft of service support facilities.



These include 24-hour online ordering and technical advice, wall charts to assist tooling specification and to determine the correct cutting speeds for specific materials and, as required, printed catalogues.

The XYZ International team of specialist engineers lends further support by providing tailored solutions to keep machines running continuously and to avoid potentially damaging and costly breakdowns. Standard or bespoke training courses that are conducted either at the customer's own facility or at the XYZ International Training Centre complete the CNCRouterShop division offering.

For further information, visit www.cncroutershop.com or telephone 01902 3756000.



cncroutershop.com

Shuttleworth launch a new software release to help 'Improve Customer Service Excellence'

Shuttleworth Business Systems has announced the launch of its latest pioneering MIS software, version 5.2.

Paul Deane Joint Managing Director at Shuttleworth Business Systems explains why this new release is eagerly anticipated by Shuttleworth users across the entire print spectrum: 'In today's market it is no longer about marketing your production ability and what resources you have. It's about providing value for money goods and services backed up by world class customer service. The new 5.2 release includes some exciting new developments, which will enable users to maximise their MIS investment.'

Shuttleworth has introduced new 'Advanced Filtering' capability that enables users to only see data that's relevant to them throughout the system. This speeds up use of the system by making key relevant data immediately available.

New features also include the addition of a 'History Function' to all areas to enable easy access to recently opened records and new 'Custom Buttons' make it easy to add user definable buttons to the Ribbon Toolbar which can be set to run any application outside the Shuttleworth System.

In addition, the new 'Automated Export' functionality enables users to export data to Excel or csv files. The exported file can then be edited and will update the format of the report and retain the changes each time the export is run. Exported reports can also be scheduled to update automatically at



Paul Deane, Joint Managing Director, Shuttleworth Business Systems.

a set month/day/time.

This year will also see a further release from Shuttleworth which will include a new mobile CRM App and some exciting new functionality called 'Milestones'. Milestones are where transactions and events will automatically update a status of a Job/Project as it progresses through the business. The next release is currently being beta tested and will be due for a commercial release in July 2013.

For further information please call 01536 316316 or visit the website www.shuttleworth-uk.co.uk

Keillor Graphics sets the standard for success

Keillor Graphics Limited, based in Arbroath, has proved its excellence in business performance after passing a rigorous independent assessment and accreditation process.

The company can now forge links with blue chip businesses 3 Retail, Arcadia Group Limited, BHS Projects, Burger King, Carphone Warehouse, City Link, Cunningham Lindsey, General Healthcare Group, Harry Ramsdens, Johnsons Cleaning, Johnston Press, KFC, Monsoon, MRH Retail, NCP, Next, Pizza Hut, Punch Taverns, Quest-Gates, Roadchef, Savers Health & Beauty, Scottish & Newcastle UK, SGP Property & Facilities Management, Spar, Spirit Pub Company, Superdrug, The Perfume Shop,

Thorntons, Trust Inns, Welcome Break, William Hill, Wolseley UK, after qualifying as an Altius Assured Vendor.

Gary Plant, Managing Director of award winning Altius Vendor Assessment (www.altiusva.com), explains: "Keillor Graphics Limited has demonstrated to our expert assessors that it's a top supplier. This provides complete assurance that it is in sound financial health, with all the necessary health and safety systems, insurance coverage, and other requirements in place to be a competent supplier to large corporate customers. We are delighted to welcome the team as one of our assured contractors."

Ken Drysdale, Director, said: "Achieving

this recognised standard proves our high level of competency. It will enable us to compete nationally for major contracts and boost our reputation as a quality supplier. The major corporate businesses who are partnered with Altius can have confidence in our abilities, and it gives us a golden opportunity to increase our sales."

"Founded in 1984, Keillor Graphics have continued to grow and develop through their reputation for quality and efficient service in all areas of the Design, Media and Sign Industry. We are proactive and always looking for new technology and ideas to keep our company ahead of the game."

Altius Vendor Assessment helps companies to assess, improve, monitor and assure their supply base – to reduce their risk and liability and increase performance. The robust online supplier accreditation and management system, which is free to clients and main contractors, takes a thorough evidence-based approach to checking the competences of suppliers (vendors).

By working with suppliers to develop and assess their competences, Altius enhances their status and performance – opening up opportunities to win major contracts with some of the UK's leading businesses. Suppliers can also raise their performance further by developing and proving their customer service, environmental and corporate social responsibility credentials to achieve Altius Elite Vendor status.

For more information please call 01241 876 722 or visit www.keillorgraphics.com



Mark Ruxton and Ken Drysdale with Assured Vender Certificate.

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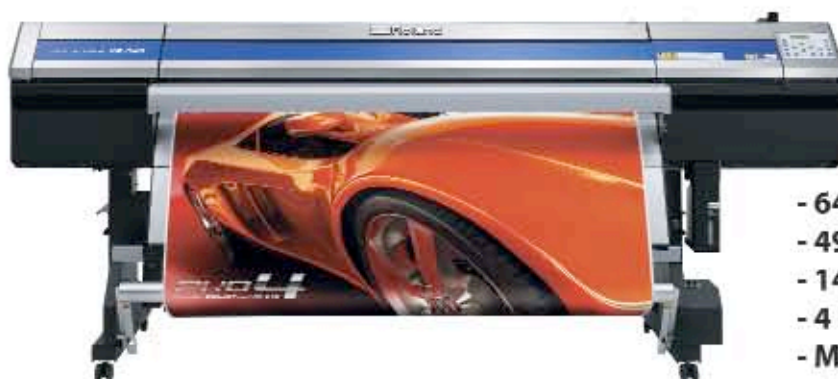
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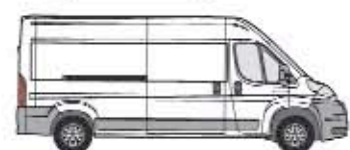


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APPOINTMENTS

All Print Supplies hires new Sales Manager

All Print Supplies (APS), one of the UK's leading suppliers of materials to the sign, exhibition and display market has announced Jon Thompson's appointment as the company's new South West Sales Manager. Jon, who started his new role in December 2012, brings with him nearly a decade of specialist sales experience in the signage sector and will be responsible for the South-West region.

Kevin Wallace, Managing Director, All Print Supplies says: "Over the past few years, we've seen our customer



base in South-West England and South Wales grow significantly. As a result of this, we've now appointed a dedicated sales manager for this area to ensure all our customers in this region continue to receive this highest level of customer service from APS. Jon brings with him a wealth of experience in the signage and wide format sectors and he is a great addition to the team. Jon is tasked with providing continued support for our existing customers and increasing the awareness and sales of All Print Supplies products across an area that has some

great opportunities for us. We welcome Jon on board and look forward to working with him to grow our business in this region."

"I am delighted to accept the role of South-West Sales Manager, particularly at this exciting time for All Print Supplies as it seeks to grow its business in the South-West and Wales. I'm very impressed with the team at All Print Supplies. They have a straight-forward and very strong proposition to take to the market - the best products in the market backed by best customer service from a team that deliver on what they promise," says Jon Thompson, South West Sales Manager, All Print Supplies.

For more information please call 01753 696977 or visit www.allprint.co.uk

Brian Filler becomes President of Screen Europe

Dainippon Screen announces the appointment of Brian Filler as President of Screen Europe.

Brian joined Screen in 1981 in sales, became Managing Director of Screen UK in 2000 and Vice President of Screen Europe in 2010. Brian has been closely involved with Screen's evolution from a leading developer and supplier of imagesetters to the leading platesetter technology company and, over the last six years, to a leading supplier of digital print-on-demand technology. His in-depth knowledge and management of the company, its products and pan-EMEA distribution have been instrumental in Screen's success.

"I am honoured to become President. Although these are difficult times in the industry, I am very much looking forward

to the task ahead," says Brian Filler. "Screen is in the strong position of being able to deliver a range of high-end, high-quality and highly-engineered digital print-on-demand systems for commercial, publishing, packaging and wide-format applications. Our strategy is to continue to grow our market share by providing skilled solutions that companies rely on to generate profits in an increasingly diverse and competitive market."

Mr K Aoki, President, Media and Precision Technology Company, Dainippon Screen, says: "We are very pleased that Brian Filler is leading Screen Europe. His knowledge of the company, our technology and his strategic track record makes him the right candidate to oversee the company's future expansion across Europe."



For more information please call 020456 7800 or visit www.screeneurope.com

DISQ Group appoints Philippe Jeffery as Chairman

The DISQ Group has announced that the partnership of leading suppliers of display products to the trade has appointed Philippe Jeffery as Chairman to help steer the future growth of the Group. Philippe Jeffery is Managing Director of Promotor Industries International and takes up this role in addition to his existing responsibilities.

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

The Group comprises of four businesses, Eurostand Display, one of the UK's leading manufacturers and distributors of indoor and outdoor display products,

Promotor Industries International the world's leading manufacturers of promotional units for the retail sector and Eve Products the UK's leading display product innovations company and creator of the Twist range and Alfa Display the UK's leading supplier to the trade of Modular Exhibition services.

For more information please visit www.disqgroup.com

Arlon Europe names Vincent van Wylick as Inside Sales Manager

Arlon Europe has announced the appointment of Vincent van Wylick as Inside Sales Manager. Vincent joins the company with significant entrepreneurial and management experience, and has run numerous large volume calling campaigns. He is fluent in English, German, French and Dutch.

Vincent will be responsible for Arlon's call centre

operations and driving sales targets within Europe.

"We are very excited to have Vincent join our team," states David Neidell, Director of Europe, Arlon Graphics. "His experience will certainly help us to exceed our goals in 2013 and beyond."

For more information please visit www.arlon.com



i-Sub Digital appoints Mark Hollinsworth to drive consumables sales

i-Sub Digital, the reseller of wide format digital printing solutions and the associated finishing equipment, has appointed Mark Hollinsworth to drive sales of consumables.

Mark joins i-Sub Digital having spent 12 years working in sales at media company Metamark. He is an experienced sales professional who has also worked at a number of other resellers in the wide format space.

On Mark's appointment, Andy Spreag, Director, at i-Sub Digital comments: "We've been selling wide format printing equipment for



8 years now and have had great success with our unrivalled range of printers and finishing machines. However, up until now, we've not proactively chased up the consumables side of the business. We realise that – whilst we have already enjoyed success with the consumables range – a more active approach would strengthen our business and ensure our clients enjoy a higher level of advice and service. Mark has been appointed to boost consumables sales and ensure our existing and new clients have a resource for

advice and guidance on the best product for their business."

Mark will be responsible for selling to all the existing and potential i-Sub Digital customers. i-Sub's consumables range consists of media from the likes of Soyang, Xerox and Metamark and OEM inks from Mimaki and Agfa.

On joining i-Sub Digital, Mark comments: "I'm really looking forward to working with i-Sub and ramping up consumables sales. This is a great opportunity for me. i-Sub has an unrivalled range of hardware products – all of which use the relevant consumables – so there is plenty of scope to develop this exciting sales role."

For more information on i-Sub, please call 01536 415511, visit www.i-subdigital.com or www.i-sub.co.uk

Sarah Fenna brings her wide-format expertise to new role at Signmaster Systems

As part of its strategy to increase its coverage of the digital market, Signmaster Systems has announced that Sarah Fenna has joined the company from January 2013 in the newly created role of sales and operations director.

She makes the move from Robert Horne Group, and will be responsible for developing new markets and strengthening the Shropshire-based specialist's position as a leading supplier of sign-making and display solutions throughout the UK and further afield.

Fenna's long history in the materials and consumables markets is complemented by her extensive technical knowledge of wide-format digital printing machines and all ink technologies. Her appointment at Signmaster coincides with the company's growth in all areas of the ink-jet arena, expanding on its families of solutions from Mimaki and Roland to service a steadily growing customer base of sign-makers, display pro-

ducers and specialist print service providers.

More than 20 years' experience in sales within the print and paper industries has resulted in Fenna achieving an extremely broad knowledge of the wide-format arena, including software and consumables, as well as machines and technologies. Her consultative approach gives her the ability to generate new business and overall growth for Signmaster Systems, and her appetite for inspiring new initiatives will benefit the company as it moves to the next level of meeting the future digital requirements for its customers.

Signmaster Systems was founded 16 years ago and has grown from being a supplier of sign-making equipment to one of the UK's leading providers of digital solutions to display producers and commercial printers investing in the ink-jet arena. Priding itself on



service, the company's customer base includes high numbers of repeat clients as well as first-time users who need good value for money and reliability.

"Joining Signmaster Systems gives me the valuable opportunity of adapting and streamlining the expertise I have developed during the past two decades to a family run business," adds Fenna.

"I'm looking forward to the challenge of helping to shape the company's ongoing success and continuing to develop its growth in the ink-jet sector," says Sarah.

For further information please contact Sarah Fenna at Signmaster Systems on 0845 1305565 or e-mail Sarah.fenna@signmaster.co.uk More information about Signmaster Systems is available at www.signmaster.co.uk



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SIGN MAKERS Swindon

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SIGN FITTERS Swindon & Nationwide

We are growing our Signage Installation Division and looking for Sign Fitters and also teams to work throughout the UK, you must be flexible and hard working and be able to stay away where required.

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Fax: 0121 344 4558

marketing@righton.co.uk

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