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# SloanLED® Simple Solutions for illuminating sign cabinets



SloanLED.com/sign-and-architectural/ sign-cabinet-box



## Inside the BOX

SloanLED offers a family of products designed for a variety of sign cabinet sizes. Create even illuminated signs that catch your customer's attention.



# WELCOME Pag

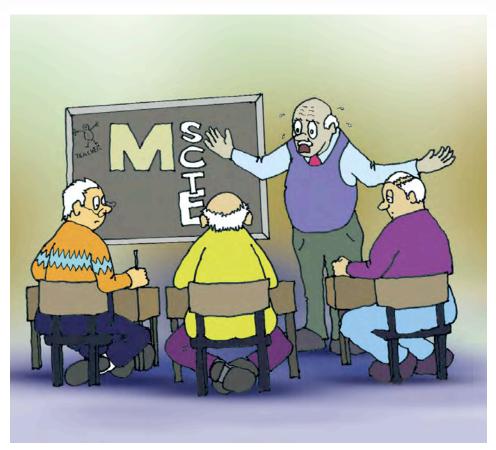
#### After a busy and blissfully warm summer, things are finally starting to wind down

It's September, a month synonymous with heading back to school, so it's seems only fitting that we should take a look at the education and training available for sign makers as well. We tackle the ongoing issue of publicising scholarships and providing ongoing training for sign makers in the Education feature on page 52.

This issue features loads of post-FESPA success stories, a show that proved lucrative in many ways for some of our readers. Several deals were confirmed at the show, with companies adding the latest and greatest technology to their repertoire. You can read all about those in the Product Choice section starting on page 26. One of the things we noticed at FESPA were the number of CNC routers available as well as cutting edge lasers - no pun intended! We take a closer look at some of the software and hardware choices proving most popular in our annual routing and engraving feature on page 44.

Also taking place at both FESPA and the European Sign Expo were a number of awards, and we catch up with some of the winners in the Sign News section on page 56. Aside from Andy Murray's historic Wimbledon win, there was a win for the sign industry at SW19 thanks to some innovative graphics from Applied Media. This month's issue contains wealth of information about several new exciting techniques, ranging from vehicle wrapping to wrapping an entire tube station!

Happy reading, Jemima



"For the umpteenth time, it's an M, not an N. The M has four line to it and the N has..... Arkwright, would you not be better applying for a postman rather than the sign industry"



## **Brett Martin expands Foamalux range**

Limited Edition colours make Foamalux the widest range of coloured foam PVC available

Brett Martin, the global manufacturer of plastic products for the construction, fabrication, print and display sectors, has announced the introduction of four new limited edition coloured sheets to its market leading Foamalux Colour PVC range; Neon Pink, Neon Green, Raspberry and Black Sparkle. These new additions Foamalux Colours even further apart from its competitors, with 15 available colours to make it the widest collection of foam PVC available. This allows more creative possibilities for the sign and display market than ever before.

"Our industry leading Foamalux Colour foam PVC sheet range offers designers unlimited application possibilities in the creation of interiors, shop outfitting, signage and fabrication," comments Hayley Marketing Manager, Brett Martin. "After thorough market research amongst end-users and our distributors, it was clear that the Neon Pink, Neon Green, Raspberry and Black Sparkle colours were the most popular out of all the samples we tested. We showcased our whole range on our stand at FESPA, and the positive response we had from visitors is testimony to this. The new colours offer further brightness and fun without compromising established quality and performance of our Foamalux PVC sheets."

Lightweight, versatile and durable, Foamalux has earned a global reputation for its quality performance and endless applications in signage, display and print. The strong, durable rigid sheet is renowned for its consistent smooth matt surface that allows for excellent end results with screen printing, direct to substrate digital printing, and surface adhesion for vinyl and graphic applications.



## Foamalux Colour Foam gives sign makers more options

At half the weight of a solid substrate, the Foamalux Colour foam PVC sheet range is available in thicknesses of 3mm or 5mm, and comes in a range of sheet sizes. The limited edition colours are available in 3mm. The whole range is self-coloured throughout, which means that the coloured edge is maintained after cutting, engraving or routing.

The 15 available colours include Straw-

The 15 available colours include Strawberry Red, Red, Orange, Sunburst Yellow, Yellow, Ivory, Green, Blue, Light Blue, Grey, Black and the four new limited edition colours Neon Pink, Neon Green, Raspberry and Black Sparkle.

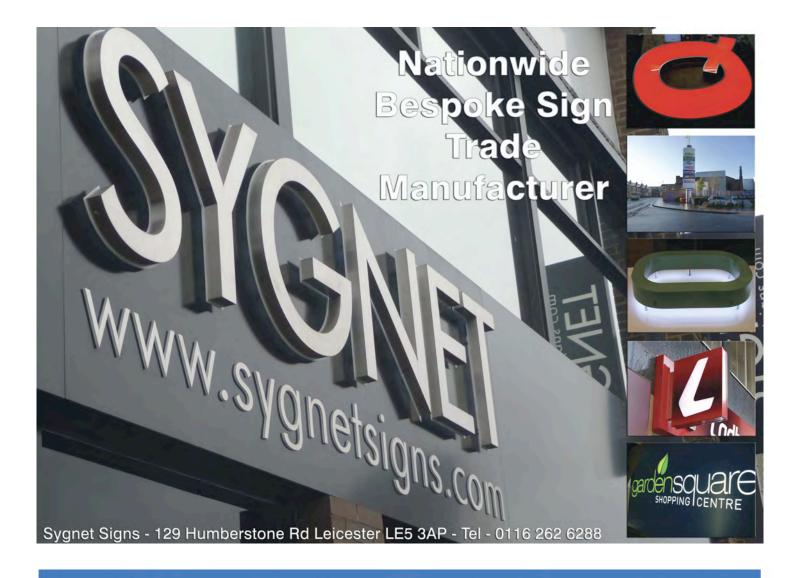
Brett Martin's Foamalux foam PVC

Brett Martin's Foamalux foam PVC range is available throughout Europe and is one of the most extensive ranges in the world.

• Foamalux White UV stable foam PVC sheets are available in a range of thicknesses 1-19mm with a bright white finish.

- Foamalux Colour with a palette of 15 colours in a matt silky smooth finish is the ultimate palette available for sign, print and display.
- Foamalux Ultra is durable and rigid in white plus six colours in a high gloss finish, which provides high end appeal and improved UV protection. It is available in white plus six colours and a range of thicknesses and sheet sizes. It may be suitable for outdoor use.
- Foamalux Xtra is the 'green' choice. It comprises a core of up to 80% recycled material in white, available in 3, 5, 10, 13 and 19mm thicknesses.

For more information on the new Foamalux Colours range visit bit.ly/New-Colours or email mail@brettmartin.com.





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## Drytac Europe announces new ViziPrint SEL

New polyester film is for solvent, eco-solvent and latex printers

Drytac Europe, the Bristol, UK-based manufacturer of products for graphics finishing and display, has launched ViziPrint SEL polyester film for solvent, eco-solvent and latex printers. ViziPrint is a printable, clear,  $75\mu$  (3 mil) polyester film with a unique removable and repositionable adhesive.

ViziPrint can be easily applied to glass, acrylic and other non-porous surfaces without the need for floating on water. As such, it is ideal for the creation of high quality graphics for retail storefronts, POP displays and backlit displays. It is highly versatile and can also be used for quick applications such as affixing a menu to a restaurant window.

Steve Broad, Sales Director for Drytac Europe, comments, "Installing a ViziPrint graphic is a very simple process. Users just position the graphic, remove the release liner and smooth out any air bubbles with a squeegee. There is no need for a professional installation – the customer can install the graphic in most cases."

#### Pricing and availability

Drytac's entire range of films and adhesives is exclusively distributed throughout the UK and Ireland by Antalis. For the most up-to-date pricing and availability, please visit www.antalis.co.uk



For further information on Drytac and its leading range of films and adhesives, please visit www.drytac.co.uk

## Zapkut launches Cleankut knife head

Product hailed as the complete, affordable sheet cutting solution.

Traditionally, smaller signmakers have used a plethora of tools for sizing, routing and edging a variety of different sheet materials – tools which add to workshop clutter and which all need maintaining and ultimately replacing.

With the recent introduction of 'Cleankut' knife head and floating router head options for its ZK and ZM vertical panel saw systems, British wall saw specialist Zapkut now offers a complete sheet cutting solution for smaller signmakers, simplifying operations and cutting costs.

#### **Portable ZK**

The ZK range of portable panel saw frames offers the benefits of a wall saw in a genuine 'go-anywhere' package. When folded, these units fit easily into even the smallest of vans, ready for deployment anywhere, in seconds.

The ZK range's tripod leg system, ensuring stability on virtually any terrain, and its compatibility with a wide range of saw heads, now including cordless examples, mean these machines are ready for action anywhere, any time.

ZK units are also ideal for permanent installation in smaller workshops with limited budgets and cutting workloads: prices start at just £945. The ZK8 handles sheets of up to 8' x 4' (2.4m x 1.2m) while the ZK10 caters for larger sheets, sized up to 10' x 5' (3.2m x 1.6m).

A standard circular saw head makes short work of accurate panel sizing and makes precise repeat cuts simple and swift. The optional Cleankut knife head is perfect for the silent, dust-free cutting of softer materials such as Foamex and corrugated boards.

#### **Compact ZM**

Zapkut ZM moving-column vertical panel saws are the ideal solution for smaller sign-makers with heavier cutting requirements. With its moving-column design, the ZM has a remarkably compact operating footprint, making it the natural choice for workshops with limited space to play with.

Priced from £2,495, the ZM range includes the ZM12, for sheets of up to 8' x 4' (2.5m x 1.2m) the ZM16, taking boards of up to 10' x 5' (3.1m x 1.6m) and the ZM 21, with a maximum sheet size of 10' x 7' (3.1m x 2.1m).

Robust and easy to use, the ZM's versatility is greatly enhanced by the new optional floating-head router, ideal for v-grooving Dibond and other composite materials for the manufacture of three dimensional items such as light boxes.

Zapkut saws cut and rout a wide range of materials, including acrylics (especially the thicker, harder sheets that can present serious problems with other cutting systems) Foamex, Dibond, Corex, solid aluminium, hardboard, chipboard, MDF and plywood.

Both ranges offer plunge and bevel capability, built-in scales for rapid and accurate dimensioning, mid-height sheet supports for smaller work-pieces, quick and easy switching between cross and rip cutting, and compatibility with a wide range of dust-extraction units.

For more detail on the Zapkut ZK and ZM ranges, as well as the Cleankut and router head attachments, please visit www.zapkut.co.uk — watch the product videos, accessible from the Products page, to see the machines in action — or call Zapkut on 0118 970 1950.





"The Cleankut knife head for the portable ZK (L) and Compact ZM (R) gives smaller sign makers more options for sheet cutting"

# SNAPFIX launches new line of locator cups

The global supplier of letter fixings has launched a completely unique range of multi-coloured locator cups aptly named **RAINBOW** 

This innovative product now allows the sign maker to match their panel or letter colour to the cup fixing with a varied choice of colours, and is available in a more user friendly pack of 100 sockets in sizes Small, Medium and Large which enables the product to be used across any size range of letter.

As with the original SNAPFIX product, RAINBOW is UV stable, frost resistant and able to withstand global temperature variations and comes with a lifetime guarantee.

"We have made a major financial investment and put a lot of time into RAINBOW and we are extremely proud of the product,"

Mark Ashcroft, SNAPFIX Managing Director, explains the decision was made to invest in the products after multiple requests from larger clients with regard to making the locator cups stand out on certain types of designs. "The only option for the sign maker was to paint them, which is not advisable and voids the guarantee, so it was paramount from our point of view to find a solution. We now have, and this has been proved by the exceptional pre-launch orders for RAINBOW locator cups that have been placed by our clients. What then followed was a significant investment in additional equipment, research and assistance from larger material suppliers with colour matching, which has led us to produce an excellent range of colours for a product that is already a global market leader."



The new line of locator cups come in Small, Medium and Large for versatile usage.

#### New product line blends looks with performance

A large quantity of stock in the full colour range has already been taken on by one of SNAPFIX's major clients, leading trade supplier TRADE-LETTERS.COM, who commented they are being very well received. "In the current climate, the sign maker is looking at every possible edge to make sure their products stand out from the crowd. Utilising RAINBOW does this, as the finished product looks incredible and is a definite step in the right direction for sign makers who want to

supply a quality and aesthetically pleasing product to their customers. Not only is it more cost effective than painting, it results in a superior end finish."

Ashcroft notes that the new line was a long time in the making. "We have made a major financial investment and put a lot of time into RAINBOW, and we are extremely proud of the product," he says. "It has been very well received within the trade as it is clearly evident there has been a gap in the

market and for many years a solution to painting the cups has been much needed."

SNAPFIX was established in 1969 when they first patented the locator fixing and now sell their fixings through a network of leading distributors in 28 different countries.

For further information or samples please call 0844 800 7866 or visit www.snapfix.com



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## Graphtec GB upgrades its flagship cutter

The flagship FC8000 plotter/cutter from Graphtec GB has been upgraded and is now available as FC8600 but at no increase in price.

The cutter offers a number of productivity enhancements, including Ethernet connection as a standard feature, a much faster activated registration mark sensor within Graphtec's proprietary ARMS 5.0 (Advanced Registration Mark System) and both Cutting Master 3 and Graphtec Studio software programs as part of the new offering.

The FC8600 now provides higher productivity levels at a maximum speed of 1,485 mm/sec, sustaining the machine's status as the "fastest in class" plotter/cutter currently available. It provides a maximum cut area of 610mm x 50m, has an enhanced cutting force of 600gf and will cut media up to a thickness of one millimetre.

The ARMS facility claims unparalleled media plotting and cutting accuracy by comparison with any similarly positioned solution via four-point rather than the traditional three-point registration. This contributes to higher and faster productivity levels, greater precision and enhanced ease of use.

For further information, visit www.graphtecgb.co.uk or telephone 01978 666700.



### **ADS** has it taped

A range of application tapes from R-Tape and 16 new matt colours for the MACtac MACal 8900 Pro series of media are among the latest developments announced by Amari Digital Supplies. The range of tapes includes ApliTape 4075, ClearChoice AT60 and Conform Application Tapes with RLA (4050 Medium Tack and 4070 High Tack), all of which are supplied as full logs and slit to customer specifications if required.

The 16 new matt colours for the MACtac MACal 8900 Pro Designer's Series of media supplement the original 32 gloss and 52 matt colours, all of which incorporate a removable solvent-based adhesive. The new colours are predominantly pastel shades to complement interior decoration trends reflected in the media and include Silk Grey, Lagoon Blue, Pastel Turquoise, Magnolia and Antique White and Violet.

For further information, visit www.amaridigitalsupplies.com

## INNOVA responds to sign makers' needs

The continued search by sign makers for lighter, thinner, "greener" and ultimately cheaper materials has driven INNOVA Solutions to develop new and improved additions to the NovaBond High Strength Bonding Tapes portfolio.

The new XS range embodies the constant research undertaken by INNOVA and its key partners in the sign industry to keep pace with and offer solutions for bonding requirements to new powder coating and paint systems and the adoption of recycled substrates. Collectively, these can exhibit very low and often inconsistent surface energies that make them difficult to bond.

With a range of crystal clear, white, grey and black products available in a thickness ranging from 0.22 to 0.25mm as standard and providing slit widths from six up to 900mm with a 0.5mm tolerance, the NovaBond XS range covers every sign making eventuality. Further complementary developments to the range will be the launch of two new surface primers, the first of which (NovaBond Metal Surface Primer) is specific to bare metals, while the second (NovaBond LSE Surface Primer) is designed to act on substrates such as recycled plastic and powder coatings. This will make them more receptive to the functional groups within the NovaBond adhesives matrix.

INNOVA has also introduced the NovaBond OP range. As the name implies, this comprises a group of selective products designed to deliver optimum performance on applications where ultimate bond strength is less critical and where price is a motivating factor.



For further information, visit www.innovasolutions.co.uk

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#### **Atlantic launch NEOLT Shield 1650 laminator**

The new Shield 1650 is a new pneumatic laminator for car wrapping and sign making

The Shield laminator range reduces set up and preparation times with the added benefit that the machine does not need any specialised personnel to operate this easy to use laminator. The Shield is designed and manufactured to accommodate the widest range of applications. The Shield can also be fitted with vertical online exit cutting units as an optional feature.

"The shield platform is designed and manufactured to fit the widest forms of use."

The Shield was recently demonstrated at the Car Wrap Competition at FESPA 2013 and was part of the competition winner's prize.

#### The benefits of the Shield series are:

- Plug & play; the shield range is equipped with internal compressor: just plug in, bring the machine to temperature and start working
- Auto media sensing: the shield's air pres sure system automatically adapts to the different thicknesses and to the frequent differences of media. The rollers simply adapts to the surface in real time.
- On line cutting: the Shield range has two exit vertical cutting units as optional which can increase productivity, additionally positioned according to the specific user's requirement. Moreover, you can also add the horizontal cutting unit.



- Eco-friendly: the air pressure system has a real low energy consumption re turn on those machines fitted with electric motors.
- Offers a low investment with full upgradeability.
- Cold or hot: the basic version is for cold lamination, with heated rolls up to 50°C as optional.

The shield platform is designed and manufactured to fit the widest forms of use, from vehicle and environment wrapping to include all kinds of applications of visual communication and sign making.

For more information, please visit www.atlantic-ts.com.

## SloanLED Introducthe SignBOX™ II

SloanLED is excited to introduce SignBOX™ II, the next generation in sign cabinet lighting. SignBOX II is a great solution for single- and double-sided cabinets with can depths as shallow as 5 inches.

SignBOX II helps the sign fabricator create the perfect grid of light for optimum cabinet illumination with. Modules are affixed to flexible straps. SloanLED's fully assembled innovative design makes it easy to install, product for new construction as well as retrofits.

SignBOX II products SloanLED's Constant Current Technology, which eliminates current changes from forward voltage variation and prevents damage from over-driving LEDs and runs on SloanLED's standard 12 VDC power supply. It is available in two shades of white 6500K and 5000K, and in single and double-sided congiguration. SignBOX II is UL and cUL recognised CE and CSA certified, and RoHS and WEEE compliant, and caries a fiveyear limited warranty, and comes standard with 16 mounting clamps. To order SignBOX II contact your SloanLED distributor.

More information can be found at www.sloanled.com



SignBOX II helps the sign fabricator create the perfect grid of light for optimum cabinet illumination with

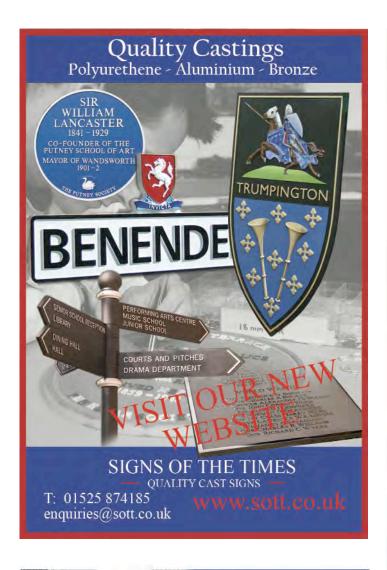
# ORAFOL launches petrol resistant film

At the FESPA show in June, German based ORAFOL Europe GmbH came out with a brand new digital printing film – OPA IET® 3050

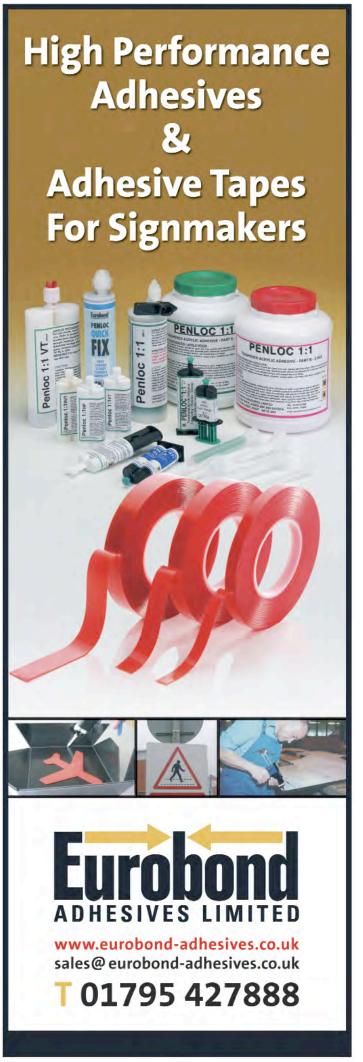
This new digital printing film has been developed specifically for advertising graphics that are applied near the fuel pumps on gas tanks. ORAJET® 3959 is resistant to the occasional petrol spillage when combined with ORAGUARD® 259, making this the ideal product of choice for this type of application. The material is printable with solvent-based inks, UK- or Latex inks.

For more information, visit the website www.orafol.com.









## **GMG launches GMG ColourProof 5.5**

Major update of popular, most accurate colour proofing system focuses on greater performance and user interface.

GMG, a leading developer of high-end colour management and proofing solutions, has announced the release of GMG ColourProof 5.5, a major update of its popular proofing software.

'Our GMG ColourProof customers continuously expect the highest output quality along with reliable and consistent processes. Errors can be expensive, and colour predictability is extremely critical," explains Michael Farkas, Director Business Unit Graphic Arts at GMG. "They rely on GMG ColourProof as the quality reference in contract proofing which, for them, makes their lives easier. With the world's largest team of colour experts and over 25 years of corporate experience, GMG understands every aspect of colour management."

"Users will not only find much quicker startup and job creating times, but some really helpful user interface improvements - particularly within the new Manual Job Manager."

"Many of the new GMG ColorProof 5.5 features are in response to customer requests for greater performance and usability. Users will not only find much quicker startup and job creating times, but some really helpful user interface improvements - particularly within the new Manual Job Manager," adds Farkas. "Meanwhile, customers working with packaging will benefit from the enhanced handling of white ink and transparent areas when proofing on foil, along with enhanced integration with GMG OpenColor. And, GMG DotProof users will find a

much sharper dot along with GMG ColorProof's accurate One of the more significant features is

an automatic alert. GMG ColourProof often works unattended, however there are times when attention is needed - for example, to load paper, calibrate a printer, or fix a job error. GMG ColourProof now alerts the administrator when attention is needed. Multiple email recipients can be notified, so the ColourProof alert will not be ignored. This can save hours. If an error is not recognised for a few hours, jobs will be queued and a company might miss some deadlines.

#### A faster version of GMG ColourProof

GMG ColourProof has undergone an extensive rebuild to improve user interface speed.



Michael Farkas, Director Business Unit Graphic Arts at GMG.

color."

The required time to create a new job from selecting the file until ready to print has been cut in half. GMG ColourProof startup time was reduced from 45 seconds to 10 seconds on GMG's test system.

#### Improvements to the user interface

GMG ColourProof 5.5 comes with a new Manual Job Manager that offers a toolbar for the most common com-

mands. Job status is clearly indicated with a green, orange or red colour, giving the operator instant feedback. With more new GMG ColourProof features, a Database View offers colour-related information such as proof standards and spot colours, while a separate view provides configuration settings. GMG ColourProof now provides a 'save job report' feature, containing all relevant job information and image settings.

Other ColourProof features have been added to assist with packaging jobs and prototypes, such as White Profiling, Roland Cutting and Remote Proofing. GMG ColourProof 5.5 is available through GMG distribution now.

For more information, visit the website www.gmgcolor.com.

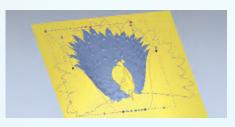
#### **Delcam announces the imminent launch of ArtCAM 2013**

Delcam will release ArtCAM 2013, its latest range of artistic design & manufacturing software for sign makers, in mid September.

In this release, ArtCAM Express has seen a number of improvements to its line (vector) drawing & editing features. As sign makers often work with imported customer artwork, ArtCAM Express now includes a number of quick select options, such as selecting all vectors of a specific size or thickness to help identify and prepare these vector designs for machining. These vectors can then be deleted, moved to another vector layer with the Vector Tools Module or edited, for example.

ArtCAM Insignia 2013, the mid-range CADCAM product includes all this and more. This introductory 3D modelling package covers an array of 2D & 3D design and machining functions. One of the latest 2D advancements is its ability to distort 2D artwork in real-time. This means that users can see their selected text for example being distorted and altered as they move their cursor. Designers can now also use a new 'Fluting Toolpath' to transform their 2D artwork into decoratively machined pieces. Distinctive tapered finishes can be machined to create unique text, patterns and cuts.

Last but not least is Delcam's signifi-



With the new ArtCAM Insignia sign makers can distort 2D artwork in real-time.

cantly enhanced advanced artistic CADCAM package, ArtCAM Pro 2013. ArtCAM Pro users, in addition to being about to created tapered designs with the Fluted Toolpath available in Insignia also have the option to machine fluted weaves. These can create some stunning borders or textured sign backgrounds.

ArtCAM Pro is also host to powerful distortion modellina. To demonstrate Delcam took the iconic release image for ArtCAM 2012, the peacock, and using the new relief distortion functionality selected the bird's outspread feathers and distorted them in real-time, followed by the feathers on the body to create a completely new piece of relief artwork.

To find out more about ArtCAM 2013 go to: www.artcam.com.

## **DTG** Digital release new **Viper2 Direct To Garment printer**

DTG Digital is well known for its Direct to Garment printers, with over 8000 installations to date. In fact there are more companies that rely on DTG Digital than any other brand globally.

Now the legacy continues with the release of the New VIPER 2 garment printer designed to replace the award winning Viper model that has been an industry icon for the past 5 years.

The new Viper 2 brings all the features like ONE PASS print technology, a through printer conveyor bed for oversized prints and WIMS white ink management from the original Viper but with more.

According to Steve Richardson CEO of Impression Technology manufacturers of the DTG digital range, "We wanted to increase the speed and simplify the user interface to make the new Viper2 into something that printers will find far easier to maintain and operate. With the rise of Internet sales our customer base and their needs have changed, so we needed to evolve.

"Customers want to print single orders through to hundreds reliably. We have worked hard to bring about what we believe is the most rugged printer with far less maintenance at a better price point in the market. Printers just want to print they don't want to

shake cartridges and squeeze bags to manage inks! The new Viper 2 achieves this by way of some smart but simple engineering. Our DTG manufacturing team have developed from a progression of building so many machines over the years."

"I'm very confident that printers will adopt the Viper2 as a breath of fresh air in DTG printing and continue the legacy which is the DTG Viper."

He concludes, "We know what is needed from printers, and this is the core difference with DTG Digital and the reason we are the most trusted brand globally. I'm very confident that printers will adopt the Viper2 as a breath of fresh air in DTG printing and continue the legacy which is the DTG Viper."

The Viper2 brings a number of new features that complement the growing Internet sales and print for profit markets. An all-

new Garment platen system called the 4-2-1 allows prints to XXXXL oversized garments, 2 standard garments or 4 smaller in one system. It also features an advanced ONE PASS white and colour option with greater laydown of ink and the patented WIMS (white ink management system) is still retained, but with a shorter ink tube length that is constantly pressurised at the print head. This is an industry first.

Overall colour and print consistency has also reached a new level because of the pressurisation of inks through the entire print path including the printhead. Maintenance is almost eliminated with only weekly cleans required; a special cleaning cartridge is also able to be used for shutdown over longer periods.

The Viper 2 is a new printer by DTG Digital is currently available on limited release in Europe and Asia as of August with USA towards the end of year. More information is available by contacting the DTG Digital offices through www.dtgdigital.com.



The impressive Viper2 is on limited release in Europe as of August.

## **Eurobond Adhesives launch new "Sticky Strips"**

The strips are removable and self-adhesive for easy use.

Sticky Strips are individual strips of foamed acrylic tape supplied on a roll that can be used to bond posters and signage to walls, bond exhibition graphic panels to booth walls, bond point of sale/point of purchase material in store, promotional signs to the tops of petrol pumps etc. 'Sticky Strips' will adhere to most metals, many plastics, painted plasterboard, glass and wood. They can be used on indoor surfaces and covered outdoor surfaces.

Each individual 'Sticky Strip' has a simple pull tab at one end which when pulled, elongates the adhesive peeling it away from the surface without any damage and without leaving any residue to the surface below.

Sticky Strips are clean and simple to use. For your free sample please call 01795 427888 NOW!



#### **Drytac launches new HCW Laminates**

Drytac Europe has launched a new range of Protac high coat weight (HCW) pressure-sensitive laminates designed to overcome the challenges faced when laminating UV-printed output.

On the introduction of the new laminates, Steve Broad, Sales Director of Drytac Europe, comments, "As UV printers are now regularly used in the creation of permanent and semi-permanent signage, we have introduced our HCW laminates to extend both the life expectancy and colour integrity of all UV printed output. In addition, the HCW laminates add antiscratch and anti-graffiti properties to the printed signage."

All high coat weight films from Drytac have UV inhibitors within the adhesive – a clear coating that adds longevity to all UV inks. Steve Broad explains, "One of the problems of UV ink is its limited outdoor durability in south facing light conditions. This is due to the fact that the inks are manufactured with minimum levels of inhibitors so they cure more efficiently. Drytac Protac HCW films have high levels of inhibitors which overcome this issue and protect UV-printed output from sun damage."

"Our tackifiers in the adhesive help with adhesion to low surface energy substrates which is especially important if your products are going to be cut on digital cutters i.e. Zund and Kongsberg to name a few. Our aggressive adhesive gives confidence to stop any delamination on such substrates," he concludes.

#### Protac anti-graffiti (HCW) 50 micron PET, solvent adhesive (Class 1 Fire rated)

This film is ideal for when a 'popped' image is required. The high gloss product offers the added bonus of having anti-graffiti qualities. Although UV inks are improving all the time, they still have a tendency to be quite flat. The laminate is perfect for printed hoardings, bus stop graphics or anywhere print is liable to be vandalised and offers outdoor protection for up to 3 years.

## Protac anti-scratch resistant matte (HCW) 100 micron monomeric PVC, solvent adhesive (Class 0 Fire rated)

Protac anti-scratch matte has now been manufactured with a high coat weight for UV



print. Most true matte films on the market will mark easily. However, Drytac has manufactured a flat matte film with anti-scratch properties which incorporates all the benefits of the Protac range of films for the UV market – such as UV inhibitors and tackifiers – but at a higher coat weight. These films offer protection for up to 3 years outdoors.

## Protac glossy (HCW) 80 micron monomeric PVC, solvent adhesive (Class 0 Fire rated)

This range offers cost-effective PVC laminates suitable for UV print and offer up to 3 years' protection against UVA and UVB radiation. It incorporates good gloss levels

to enhance UV printed-output and benefits from Drytac's leading UV inhibitors and tackifiers.

#### **Pricing and availability**

Drytac's entire range of films and adhesives are exclusively distributed throughout the UK and Ireland by Antalis. For the most up-to-date pricing and availability, please visit www.antalis.co.uk.

For further information on Drytac and its leading range of films and adhesives, please visit www.drytac.co.uk.

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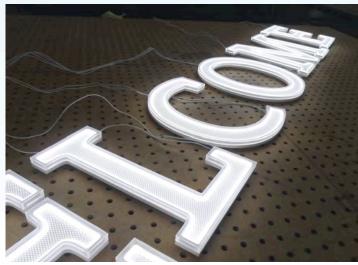
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Sign Lighters

## The Sign Group launch new SG LightShapes®

The Sign Group have been developing their SG LightSheet® material for over a year, creating new types of displays and signage that have rarely been seen before. Unique to these developments are the NEW SG LightShapes®.





This product is way a of creating shapes, letters and logos using the same lightsheet material in a method that has never been done before.

With various options in using the SG LightShapes® there really is a suitable solution for many areas of signage and displays, both internal and external. From stand-alone basic shapes to incorporating it within built ups, d/s displays and within light boxes,

these products are versatile in usage. The Sign Group really has hit the ground running. Sales Manager Ian Hoole commented, "We couldn't have expected a better response from our existing customers, and the influx of new customers interested in the products has been huge. The demand has been so great that we decided to create a dedicated website, www.sglightsheet.co.uk, to separate it slightly from general signage allowing visitors to see the raw material and hopefully inspire new and interesting uses for it."

Along with the new website, The Sign Group also created a visually informative brochure which can also be viewed through the website. Please email info@sglightsheet.co.uk or call our sales team on 01132 524706 to learn more information.





### UK POS snaps into shape with new frame range

Following the launch of its new LED and wallmount products, UK Point of Sale has expanded its range of snap frames to include four desirable new colours, due to popular demand from customers.

FESPA London in June saw UK POS exhibit the eye catching new range of 25mm powder coated frames, now available in red, white, blue and black. Since its launch, the snap frame range has proven to be one of UK POS' most popular prod-

ucts, and the launch of the additional colours has already been well received by customers.

Debra Jamieson, Sales and Marketing Director at UK Point of Sale, commented: "At UK POS, it is important for us to listen to



customer needs and provide quality products which provide the customer with a good return on investment. The snap frame range has been so successful that we have decided to further develop the range in order to keep our products as fresh and up to date as possible."

The snap frames come with pre-drilled fixing holes and can be powder coated in a range of colours. Available from as little as £2.39, the products are available in an assortment of sizes, including: A4, A3, A2 and A1. Other sizes and finishes can be manufactured on request.

UK POS has been manufacturing point of sale products for nearly 25 years and is continually adapting to changing market trends when it comes to working with retailers to market their offers. Best selling products include acrylic free-standing poster holders and snap frames. For more information on UK POS please visit www.ukpos.com or speak to a member of the experienced customer services team on 0161 431 4400.

Follow UK POS on Twitter at twitter.com/UKPOSGroup and join the company on Facebook at www.facebook.com/UKPOS.

#### Flashwear.com creates world's first wearable neon sign

Clothing innovator have created "Flat Neon Signs" for fashion and wearable technology

Flashwear.com is the leading clothing innovator for wearable technology. Flashwear take numerous lighting technologies and apply them to fashion, and their line of illuminated apparel is worn all around the world.

The UK POS stand at FESPA

Since creating the t-qualizer (that's the shirt with the graphic equalizer), Flashwear have in recent months devoted themselves to furthering wearable technology in mainstream fashion. Their latest release is the "Flat Neon", which is part of the techstyle range. Using a phosphor print process they have developed a flat flexible panel that behaves like neon sign. It stitches to any garments and quietly flickers and animates like a classic neon sign from the 1950s.

The range is kicked off with shirt slogans enhanced by the technology. Consumers can wear things like "OMG", "GEEK" or a yellow Smiley with an extra twist. They currently come on t-shirts in 10 different colours and by the end of September they will be on everything from hoodies to dresses.

Simon Parkes, founder of FlashWear, thinks it will be the next big thing. "If you read early adopter blogs and forums there is a buzz going round about wearable tech," he says. "I see our garments fill a niche, which is growing more mainstream every day. But I do admit our products are not going help you boil and egg in space - yet!"

Flashwear have some 10 new product ideas that are coming to market between now and Christmas. When applied to the various fashions and styles it will mean an additional 1,000 products by the end of the year. "Illumination is one area, we have solar reactive inks and next month we even have clothes that interact with Smartphones, so watch this space," says Simon.

For more information on the FlashWear developments and to see the Flat Neon shirts in action then go to www.flashwear.com



The flashing t-shirts are already proving popular.

## PRODUCT NEWS Review

## **Product review: DesignLine cutting** tape by Knifeless Technology Systems

'Knife-Like Cuts - Guaranteed!'



#### I was given the opportunity to try the new DesignLine knifeless tape, and in doing so wanted to answer the question:

#### Does it cut as well as a plotter blade?

At FESPA, Sign Update met up with Jason Gunnlaugson, Account Manager at Knifeless Technology Systems. We were given the opportunity to watch a demo of Knifeless being used, and I had to agree with them at the time that it cuts as good as a plotter. Jason explained the popularity of the product had been seen in the FESPA Wrap competition. "Everybody had to use our tape in the wrap contest," he explained. "They made them use the Knifeless in certain spots where they would have perhaps cut with a knife."

DesignLine is not a replacement for Knifeless's Finish Line, which is their more general product for most wrap applications, but another tool for the artist. DesignLine is their newest product launched earlier this year. Other products include:

Finish Line - this is the main product for most wrap applications

Bridge Line - this is ideal for wider gaps

Perf Line - this has been developed for wrapping European cars with narrower gaps

#### Helping sign makers get the "absolute best cut possible"

Knifeless tapes have been on the market for about 2 ½ years. DesignLine is their latest addition to the range, which was launched at the start of the year.

Jason explained why they felt the need to develop the product. "With Finish Line, which was our standard thin finishing product, we were finding that for some jobs it wasn't as easy to get the absolute best cut possible. There was a little bit of a difference between a tape and the plotter. With DesignLine we guarantee that it will be the same quality as a knife or plotter. This is why we developed this tape."

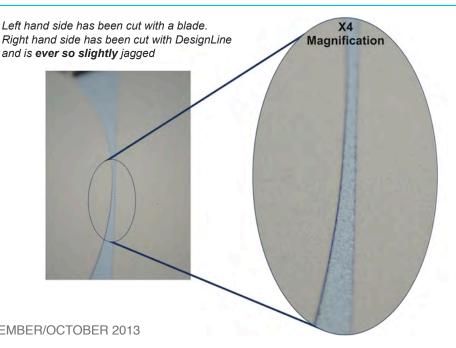
Jason continues, "Edges have to be heated with all wrapping films to seal them. After heating the edges the cut just gets even better." From our testing I can see that this does indeed make a good cut better.

I have also found that having the filament in the middle and the fact that is very conformable and soft does allow it to curve both ways very easily.

#### The Benefits of using the Knifeless tapes:

- 1. There are no knives on the bodywork, mitigating the risk of damage.
- 2. When using a knife on bodywork, blades can be flexible and wobble off your intended line. This doesn't happen with knifeless tapes.
- 3. It is easier to cut in one go. With a blade I tend to need to stop and start several times as you physically stop to move your body.
- 4. It can save a lot of money, as you won't make mistakes like you can with a blade. It's fairly fast too, reducing labour costs.

- When it comes to comparing the DesignLine with the Finish Line, there are some notable differences:
- It is made to stretch and can be prestretched for even tighter curves.
- Filament can be pulled at any angle, and from looking at it, I would say the filament is thinner which may be what allows the finer cut.
- You can break through the tape with your hands so no knife is required.
- Money back guarantee on the cut produced.



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From testing I would say that the filament is not as strong, which is probably why they say it is not suitable for doing more than one layer at a time. Jason assured me that "DesignLine can most definitely cut printed vinyl with laminate."

After having shown Jason the image of the cuts that are published on these pages, he did point out a few things. "Most vinyl manufacturers advise that you only cut half way through the vinyl (scoring) if you are using a blade, whether it's on a vehicle or any surface really, so you are still tearing the vinyl slightly when pulling it away." Based on this I think that they may have a point, and this could cause a less than perfect cut with a blade. In the knife cuts that I did, I had a strip of protective film underneath which allowed me to cut probably all the way through (or very close to it), which would give a better cut. I would then pull the underneath layer away and then stick down the main layer again by hand, which obviously adds a time element to it but does give a better cut than you would normally get from cutting directly on a car.

My tests had showed that DesignLine gave a cut that was ever so close to a knife quality cut that was only visibly inferior when



A car on the Arlon stand showing graphics that had been cut just with the knifeless tapes, and on close inspection I would have thought it was cut with a blade.

you looked under magnification or at certain angles with light reflecting just right. I think if I had scored the vinyl with a knife rather than cutting all the way through, I think the conclusion may well have been that I agreed with their 'knife-like cuts' statement.

For more information visit: www.knifelesstechsystems.com. Products can be purchased from Spandex, SignGeer and William Smith.

- Martin Hinchliffe



# PRODUCT NEWS Review

## **Product Review: Roller Squeegee**



We were given the opportunity to try out a Roller Squeegee that we picked up at the UK Sign & Digital Exhibition in May. After a few months of trying it out, I have to say I do recommend it.

At £12.55 + VAT and postage for a pair they are not cheap, but I think they are good value. The question I have yet to answer is: are they going to outlast a normal squeegee? I think that they almost certainly will from my initial usage, although that said I think I don't seem to get through as many squeegees as the average sign maker. One of the benefits is you can buy replacement parts rather than replacing the whole unit, helping to make it more cost-effective.

The Roller Squeegee has been developed to apply media without scratching, because it rolls over the vinyl or application tape instead of being dragged. There is the option of a Silicone and rubber roller offering a different level of tack, which can be useful to have more of a rolling resistance when pressing hard. There is also a level of personal preference as to which works best,

says Jay from Roller Squeegee. "The rubber roller is tough and durable. It has been picked for everyday use in applying backing paper to your vinyls, applying vinyls and for use with wet applications. The silicone roller is smoother and slightly tackier, giving a soft application on glass and other surfaces. It is also great for picking up tiny bits of dust and dirt before application."

Initially as with anything new it does feel unusual, but at 100mm wide and 6mm thick it sits in the hand nicely. Apart from the inflexibility caused by the metal rod going through the roller, it has a similar feel to that of standard squeegees. This does mean you have even pressure over the whole 100mm, which I think would be more useful on a larger squeegee, where I find the edges don't always have as much pressure on them. I quickly warmed to it and applying application tape is now faster for me, unless I am doing big graphics for which I sometimes use a larger squeegee. Jay has told me that a larger roller squeegee is being worked upon, and that they should be releasing this soon.

So far the roller squeegee is in almost perfect condition showing little signs of wear and tear. There is slight wear and tear on the body, where the bar of the roller has worn into the 'top hat nylon washers', which I think is due to these nylon washers being aligned slightly off in the first place.

As part of my destructive testing I disassembled and then re-assembled it. It is clear that these top hat nylon washers can get caught and crumpled which negates their ability to reduce wear and tear. These are really minor points, and the fact that they have these nylon washers at all shows to me that this is a well thought out design as a result of extensive testing. Jay informed me that they spent the last 3 years developing and improving the Roller Squeegee. They have been working in the Sign Industry for 15 years and have gone through hundreds of squeegees.

I've used it for a fair bit of wet application too, for which it works well. The metal bar did get a bit of rust on it, which was only apparent when I saw the brown marks of rust on the application tape, which didn't really have any negative affect anyway.

One thing you have to be careful of is dropping it. Despite being quite robust, the PVC body can break if dropped and I managed to do exactly that, but as long as you're careful it really isn't a problem. It can take plenty of force, but with all PVC, there is an element of brittleness. They have already addressed this issue and will be changing the body to ABS (Acrylonitrile Butadiene Styrene) plastic this month (September). ABS is known for it's hardwearing and durable properties. "We will also be introducing Baize as an option for the squeegee end, this is pool table material and lasts a lot longer with less fluff than you would get with the felt ends," explains Jay. He is hoping this will be available on their website around the date of publication of this magazine.

Roller Squeegee manufactures and assembles these from their premises in Norfolk, ensuring a good quality-check process and helping them to provide a top quality product. I can only agree with that having used the product.

For more information, visit the website www.rollersqueegee.com.

- Martin Hinchliffe



The Roller Squeege has been developed over the past three years.

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# PRODUCT Choice

# SimSpot Project is plane sailing for Allen Signs

Following the opening of its Nottingham office, signmaker and vehicle livery specialist Allen Signs has been appointed by SimSpot to help brand its new flight simulation business.

Based on the top floor of The Cornerhouse in the city centre, SimSpot offers flying experiences and pilot training in a state-of-the-art Boeing 737 Next Generation simulator.

The company employed Allen Signs, whose head office is in North Hykeham near Lincoln, to design and manufacture the exterior signage, window graphics and wallpaper. Commenting on the project, SimSpot's Managing Director Mark Wright said: "Allen signs went beyond our expectations in terms of the service they provided and the quality of their work.

"Customer service is clearly important to David and his team as they are very easy to deal with. We greatly appreciated their creative input and their help in turning our ideas into something practical."

Allen Signs Managing Director David Allen added: "This is the only next-generation flight simulator in the East Midlands and only the second one of its kind in the country, so we were really pleased to be

"Allen signs went beyond our expectations in terms of the service they provided and the quality of their work"

involved in this exciting new business from the early stages.

"For maximum impact we manufactured the exterior signage out of built up aluminium letters with LED halo illumination. The wallpaper, which was designed to look like the sky, was printed on latex, which is non-toxic and doesn't give off any fumes and is ideal for inside spaces which don't have much ventilation.

"We wish SimSpot every success with their new venture and look forward to watching the business take flight!"

To find out more about Allen Signs call 01522 501500, visit the website www.allen-signs.co.uk or follow them on Twitter @Allen\_Signs.





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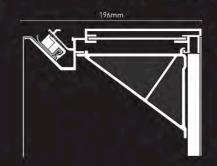
The Econoflex system is now easily recognised for utilising the now industry familiar 'black clip' tensioning system. Its design enables ease of both manufacture and maintenance with no pocketing, springs or eyeleting, and available in a depth of 196mm, it is ideally suited for both fluorescent and LED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

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# PRODUCT Choice

# McGowan's of Dublin buys first Durst Rho 1030

Confirmed at FESPA 2013 in London at the end of June, the first Rho 1030 in Europe is heading for Ireland.

McGowans is of one of Ireland's leading digital printers. Mal McGowan, Managing Director of McGowans, said: "We have a passion for digital technology and we have managed to stay in a leading position within the industry by constantly evolving and pushing this technology. Every single day, our clients give us fresh inspiration, new challenges, wild innovative ideas, and we love it! The choice of the Rho 1030 is to help us remain ahead of the competition whilst being able to provide a better service for our customers. The 1030 is quite simply the best in its class for productivity and quality of print."

McGowans has grown impressively from its humble beginnings as a simple colour company 20 years ago to one that now employs a staff of 90, across two factories in Dublin and Belfast, with also a sales presence in London. The company has diversified into the widest range of products from small digital print to large format retail products, (display units, POP, floor graphics etc.), exhibition design and production, indoor and outdoor signage, vehicle wraps and "specials". Its list of clients is equally impressive and includes several multinational retailers, such as Lidl and Primark, plus many supplied indirectly through agencies.

"We embraced digital technology as soon as it was available," commented McGowan. "We have had a long relationship with Durst installing a very early Lambda. Today we have two Lambdas which are still kept busy. Our first digital inkjet machine was an Inca Eagle 44 and I believe it was only the third to be installed anywhere. Since then we have continued to invest in digital technology, always looking to providing a competitive edge and quality for our customers."

"Our choice of the Rho 1030, as mentioned above, is actually due to several factors: firstly we needed to increase capacity again and that's when we started the process of reviewing the market for the most suitable machine. We first saw the Rho 1030 at Durst's innovation

days in Lienz in April and were so impressed by its performance. We wanted a machine that offered fully automated production and the Rho does just that. What is more, it really is as fast as Durst claims and the quality at high speed just has to be seen to be believed. Even though its high speed performance is exceptional, it still manages to provide a level of flexibility unrivalled by other top end machines. Similarly the build quality is second to none."

"We have had a longstanding relationship with Durst and the company's commitment to advancing inkjet technology helps to make them a perfect partner to take our business further forward."

In addition to its two Lambdas and impending Rho 1030, McGowans' list of the

latest digital technology is very impressive. Some of the large format machines include an Inca, a M-Press Tiger, 6 machines from HP Scitex, including Indigo and latex printers, Nur Expedio, a screen line plus others. These are supported by a laminator and both Kongsburg and Zund automatic cutting tables.

When asked about the future, McGowan replied: "We have every intension of further diversification and growth. We definitely see the Rho 1030 as part of our future and also Durst. I think we could very soon be looking at Durst's roll to roll printers and in particular, the Rho P10 for its superb quality of print."

For more information on McGowans, visit: www.mcgowansprint.com

"The choice of the Rho 1030 is to help us remain ahead of the competition whilst being able to provide a better service for our customers"



L-R: Mal McGowan, Peter Bray and Richard Bates are pleased with the purchase of the new Durst Rho 1030.

### Applelec invests in new laser welding machine

Adding to a growing range of state of the art machinery for modern signage and lettering manufacture, Applelec have recently purchased a laser welding machine.

The laser welder is now speeding up letter production at Applelec's signage manufacturing site in Leeds where it is used to construct stainless steel built-up letters. The machine fuses together each letter's face to its return to create a far more durable letter than those produced by hand soldering techniques. The rapid letter production ensures labour time is reduced with any savings passed on to Applelec's customers.

Andy Armitage, Applelec's Business Development Manager, explains: 'The machine is the latest addition to our Leeds factory and is used in conjunction with our automated return shaper to speed up Applelec's metal letter making processes. This creates a highly organised letter production system that delivers tangible labour timesavings and production efficiencies. With faster production, we are working towards passing the benefits directly to our customers in the form of reduced costs for Applelec's built-up metal letters.'

Complimenting the automated return shaper which was named Delilah, the new laser welder has been given the name Samson to create a mechanical double act of biblical proportions! The machines are situated in a purpose built room in Applelec's signage factory and managed by Applelec's experienced letter making technicians.

Speed is the name of the game with the laser welder which can fuse stainless steel together in thicknesses of 0.7mm to 3mm. In letter production, the letter face and return is first tacked into position by the machine in a



swift, neat start to the construction process which takes just a couple of seconds to complete. Next the letter is fully welded by the machine to create a continuous or intermittent seam depending on the requirements of the project.

The durability and strength of letters produced with the laser welder is increased considerably in comparison to a traditional hand soldering process. The laser welder fuses the metal of the letter face and return to create a high strength seam which is significantly more durable than a letter seam created by applying solder with a soldering

iron. Indeed, the laser welded letter is so robust it can withstand powder coating processes up to temperatures of 170°-190°, eliminating the need for a high temperature solder.

The machine speeds up processes across the production line, and can additionally be used to quickly tack shaped returns to letter faces before they are passed to the letter workers to be soldered. Similarly, the laser welder is used to weld bridges for fixings which are incredibly strong and hard wearing.

For further information visit the website www.applelec.co.uk.



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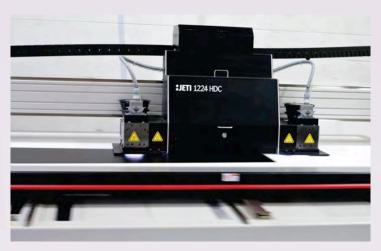
## PRODUCT Choice

#### Revolution Signs puts confidence in AGFA Graphics

Essex based large-format printers & sign manufacturers Revolution Signs have been continuing to strengthen their relationship with Agfa, investing most recently in the Agfa Jeti 1224 HDC digital printer.

Revolution Signs current has 2 Agfa Graphics digital printing installations. Alongside the Jeti 1224 HDC they have an Anapurna M2 to produce signage in its broadest sense.

Established in 2002, Revolution Signs has expanded rapidly during its relatively brief history. The company is renowned for the high standard of its digital and flatbed printing and the reliability of its service, both of which have led to the creation of an impressive customer base. Integrated sign and graphics



Revolution Signs have invested in the Agfa Jeti 1224 HDC digital printer.



solutions have been provided for such well-known names as Tesco, Honda UK, Nike and the BBC. More recently, the Agfa Jeti 1224 HDC has been used widely to complete a Guiness project in which most of it will rely on the Jeti's high quality white ink capability.

Agfa caught up with Managing Director, Ryan Fairweather recently to discuss how the partnership with Revolution Signs has developed. Mr Fairweather commented. "We have a relationship with Agfa which help us to expand our business and the capabilities of the machines help our customers and ups our productivity." See the video for more information vimeo.com/71756074

With the values to constantly increase the quality of the service, Revolution Signs are always seeking to move with the latest technology to give value to respective customers, investing nearly 400k in 2012 on new plant alone.

For more information contact Lewis Sharp, Revolution Signs at info@revolutionsignslimited.com. Revolution Signs also boast a growing number of trade printing clients. For more information about Revolution Signs, visit www.revolutionsignslimited.com.

#### printMAX complete Roland solution with Metamark

printMAX have announced the addition of Metamark Sign and Digital media to their range of consumables.

Renowned for 'exceeding expectation', printMAX have been awarded Roland's most successful authorised dealer for the past 3 years and are determined to bring the same level of success to their consumables business.

Metamark, the UK's leading manufacturer of digital media and sign vinyl, are notoriously selective over their distribution network, encouragingly only using companies who stand by their ethos and approach to customer service and value.

"We believe the way printMAX treat their customers and the solution they aim to offer is a perfect reflection of our business here at Metamark. We aim to grow our business significantly moving forward and the strategic partnership with printMAX will allow us to achieve our combined goals," said Paul French, CEO, Metamark.

printMAX MD Michael Bolton added, "We strive to offer the very best large format print solutions on the market, I believe that with our knowledge and expertise, the high-performance products from Roland and now with the Metamark media range we have the best product lines in the industry."

The fact that printMAX have been continuously successful and supportive of the Roland large format printer range won't have

gone unnoticed. Roland DG use Metamark media in their own product testing, aligning with Roland's number one dealer makes perfect sense for both Metamark and printMAX.

To celebrate the launch, printMAX are also offering 15% off all first Metamark media orders throughout August.

printMAX have now officially launched the product line, prices and product details can be found on their website www.printmax.co.uk/consumables/metamark/.

Alternatively a brochure, pricelist and samples can be requested by calling 01420 511539 or by emailing info@printmax.co.uk.





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# PRODUCT Choice

## STI Group orders Inca Onset S40i at FESPA

STI Group is first in the UK to invest in Inca Onset S40i with Uvijet OC inks, specifically designed for corrugated applications.

Specialist packaging and POP solutions provider STI Line has placed an order for an Inca Onset S40i with automation and XMF Workflow from Fujifilm. Officially confirming its interest at FESPA 2013, the UK site of the STI Group is the first company in the UK to invest in an Inca Onset S40i equipped with Fujifilm's brand-new Uvijet OC inks for corrugated applications.

Dave Driver, operations director at STI Line, comments: "The Onset S40i will pro-

vide us with extraordinary quality and improves our speed to market. The packaging & display market is extremely demanding and quality is paramount for some of our key categories such as cosmetics and beauty." He emphasises: "Not only does the Onset S40i offer unique features that we are confident will improve our time to market without compromising on quality, but the Uvijet OC inks will guarantee exceptional flexibility for us, so we can immediately proceed with the

cutting and finishing stage, delivering finished products quickly."

Dave adds: "The increasing demand for short run products, as well as the importance of reducing lead times, has driven us in the direction of digital print." He continues: "In the last few years the performance offered by this technology has grown steadily and now perfectly suits our requirements. As partner of the brands, our customers ex-

pect us to deliver creative solutions to enhance brand awareness and impulse buying. To provide outstanding packaging and POS Solutions, we need excellent designers as well as excellent technology."

In order to manage the full digital production process in-house, STI Line will integrate the Inca Onset S40i with Fujifilm's XMF workflow. Dave clarifies: "As part of a strategy to put in place a smooth and time-saving production environment, it's essential to rely on an easy-to-use and efficient prepress solution. XMF workflow ticks all the boxes." He expands: "Fujifilm's XMF workflow will help us to be fully in control of the artwork from creation through to final production, reducing not only our turnaround times but also the margin for error."

Dave summarises: "Having assessed the industry to make this investment, our experience in dealing with the Fujifilm team has been rewarding. We found them to be professional throughout and supported by a great range of products".

For more information, visit the website www.fujifilm.eu or www.sti-group.com.



#### BCQ invests in Acuity Advance HS HD3545W at FESPA

• Delivers high quality graphics • Improved output speeds • Expands existing wide format offering

Award-winning printer BCQ is the latest company to have purchased an Acuity Advance HS HD3545W, from Fujifilm's Acuity range of UV digital flatbed printers. The deal was finalised by BCQ chairman Richard Knowles and Fujifilm product manager Dave Cull at the Fujifilm stand at FESPA, Friday 28th June.

Specialising in the production of marketing materials for a number of industries that include automotive, leisure and government, the Buckingham-based printer has been looking to add a new flatbed machine to its wide format division, 'Jolly Big'.

"We were looking for something that not only would ramp up output speeds, but also deliver the 'zap-between-the-eyes' quality that some of our high-end clients have come to expect from us," explains Richard. "We searched the market for over three months looking for the ideal product, until a visit to Fujifilm's APTC (Advanced Print Technology Centre) in Belgium convinced us the Acuity Advance HS could be exactly what we needed."

The Acuity Advance HS HD3545W offers photographic quality printing at speeds that provide a quick return on investment, which fits perfectly with BCQ's 'Jolly Big' business model. With typical production

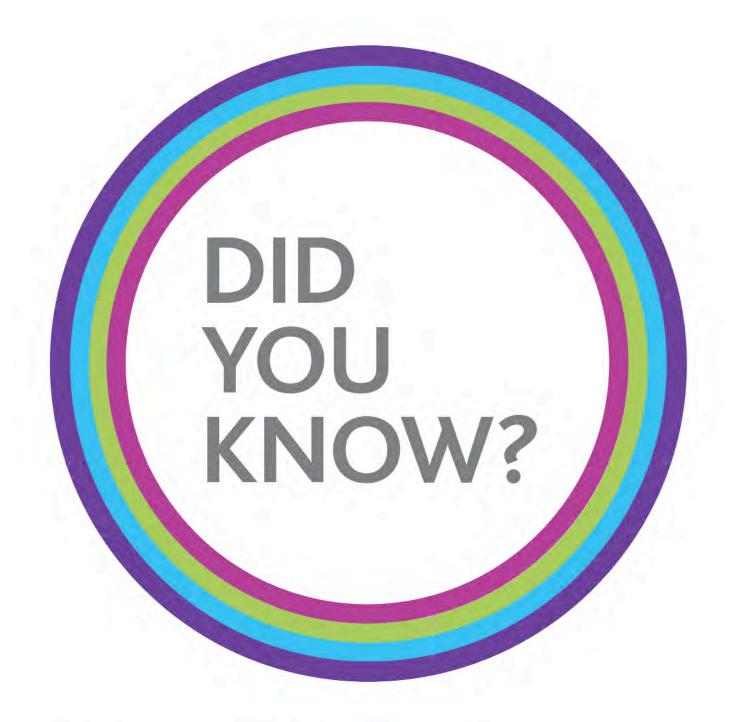
speeds of 40.2m²/hr and a high quality mode of 28.4 m²/hr, the Acuity Advance HS delivers increased daily output and includes an "express" mode that offers billboard quality prints at speeds up to 61 m²/hr.

"So far all of our in-house printers have been roll-fed machines, so this is our first venture into wide format flatbed," concludes Richard. "We are really looking forward to the results we'll achieve with the installation of the Acuity Advance HS which will take place at our new premises in the near future."

For more information, visit www.fuji-film.eu/eu/products/graphic-systems/,or www.youtube.com/FujifilmGSEuropeor follow us on @FujifilmPrintEU.



Fujifilm's Dave Cull (Wide Format Inkjet Product Manager) seals the deal with BCQ chairman, Richard Knowles at FESPA 2013.



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# PRODUCT Choice

## **Everything happens faster at Fraser Display**

Basildon based Fraser Display's recent investment in a Mimaki JV33 wide format printer and CG-FX cutter is the result of rapid change at the company, indicating exciting new directions and opportunities for its customers.

When Lee Smith posted his availability for a print sales position on LinkedIn, he wasn't expecting to be running a completely new digital print department less than a fortnight later. Such is the pace of change at Basildon-based Fraser Display, when you dig a little deeper; it's easy to see how a common thread runs through the business.

The biggest giveaway is the huge vinyl graphic on the wall of the company's workshop that bursts at the seams with point of sale displays packed ready for despatch to blue chip brands and their outlets around the UK. "Yes is the answer, now what's the question?" is on show for all to see and it resonates throughout the business, as Smith goes on to detail.

"We respond to requests from our clients that to other suppliers look crazy," he says. With tales of the entire team pulling all-nighters, huge volumes of high quality output readied in a matter of a few days and customers returning for new projects time and again, Fraser Display's recent investment in a Mimaki JV33-160 printer and matching CG-160FXII cutter has added a new dimension to the company's capabilities.

## Experience and reputation

Smith's initial role was to sell printed output, but he quickly became aware that buying in the work was costing the company dearly. "Within a week of starting my job, I put a proposal to the owners that resulted in being asked what wide format printer I wanted," he recalls. "My previous experience and the reputation of the Mimaki JV33 meant it was a simple decision to make and the samples I received from Granthams convinced us all it was the right choice."

He also alludes to the reputation Granthams has of high levels of customer service and a long heritage in the industry. When the system was delivered a week later, he found the training matched his expectations too. "Granthams' technician taught me what I needed to know on the printer, but he also went through the artwork workflow on the Mac too," notes Smith. "He really knew his stuff and

the Mimaki FineCut plugin software made it easy for me to pick up what I needed within Illustrator."

The Mimaki JV33 and CG-FX currently reside in the old boardroom - space made for them whilst the company develops a mezzanine floor to allow finishing to be

conducted in the same area as the printer and cutter-but the company's owners don't appear to mind. "We're getting

more value out of the space than we were before," says Smith, "and the JV33 hasn't stopped since we had it installed. It's more than paying for itself already because we're so busy, printing thousands of pounds of output a week at the moment."

#### Bespoke displays – and more

Fraser Display has a strong reputation for supplying a broad range of retail point of sale



Lee's investment in a Mimaki JV33 wide format printer and CG-FX cutter has helped him grow his business.

systems, bespoke manufactured branded display units and even exhibition stands, but Smith is keen to point out an evolution in the business brought about by its investment. "We might be a display company but we've got the capabilities to exploit every avenue," he says. This has been realised

with contacts Smith has brought in who are purchasing products that range from banner stands to wallpaper, vehicle liveries to

posters and Fraser Display's new brochure is designed to promote this to a wider market.

#### Strong in-house skills

"We respond to requests from

our clients that to other

suppliers look crazy"

Produced entirely on the Mimaki JV33, it's something Smith is justifiably proud of. "We wanted to create a short run of a few hundred brochures that showed what our skills are but pricing it up for traditional print made it unworkable." Turning instead to his in-

house capabilities, the brochure consists of over a dozen different materials; all printed on the Mimaki and with the cover being made from a printed self adhesive vinyl laminated to thin board it simply required a local supplier to guillotine to shape before final make up.

With a new website, an enviable contact list of FMCG brands and agencies with challenging projects waiting in the wings and a strong combination of in-house skills and equipment, it's easy to see why the phones keep ringing. "Our strong relationships help us to win new business for the company," concludes Smith, "and we're already approaching the point that we'll need more digital print capacity very soon." Doubtless when the time comes, they won't hang around long before they decide what to do.

Further information on Fraser Display's portfolio of capabilities can be found by visiting www.fraserdigital.co.uk. Granthams complete list of wide format solutions are detailed on www.granthams.co.uk and the full range of Mimaki's products are on the Hybrid website www.hybridservices.co.uk.

# A smarter kind of Monkey Business

Focussing on what it does best has been crucial to Print Monkey's success - and it's starting to show, as the young company, headed up by Lucy Ratcliffe, continues to secure new business with key clients. Her small team operate out of impressive modern premises in the Shropshire market town of Whitchurch and provide wide format print services to customers in the North West and Midlands, making use of an enviable line up of printing, cutting and finishing hardware that includes a Mimaki JV5 wide format printer, a Mimaki CJV30-160 printer/cutter, a standalone Mimaki CG-160FX plotter and a laminator. A new Rollover flatbed laminator is soon to be added to the arsenal, ensuring a speedy response to outdoor durable jobs.

#### **Profitable products**

"We've developed as a company in the last few years," says Ratcliffe – a former leisure centre manager who spotted a requirement for producing team wear and set Print Monkey up with this in mind. "Whilst we originally considered supplying sports teams with their bespoke kits, we soon realised that offering a broader range of products would be more profitable and that got us into the wide format market."

Investing first in the Mimaki printer/cutter and shortly after; the high end production JV5 printer; Print Monkey's product line swiftly evolved and the company supplies high volumes of banners, exhibition displays and posters. With the addition of the flatbed laminator, prints on rigid substrates are proving popular too. "A retail order of 300 boards has paid off a chunk of our investment in the Rollover already, but we still supply printed garments too."

#### Pro level service

The company has recently developed a subbrand exclusively to assist design agencies in their supply of wide format printed products. Print Monkey Pro tends to the specific needs of agencies that don't have the capability to handle long runs or specialist jobs and has rapidly become a key partner for a number of high profile organisations, delivering work for well known brands. Investment in Clarity's workflow software has assisted with the increase in jobs going out of the door and the company's geographical proximity to Signmaster Systems - the authorised Mimaki reseller from whom they've purchased their wide format hardware - has been a bigger benefit than Ratcliffe had ever





Welcome to Print Monkey

Print Monkey's Lucy Ratcliffe.

imagined. "The support we've received from the Signmaster team has been integral to our success as a company," she states. "Whether it's a last minute order for a roll of material, the quality of their training or the response speed of their technical team, it's made a real difference."

Print Monkey's business has grown through a combination of targeted integrated marketing, word of mouth and local networking – it's the latter that Ratcliffe is focussing on most at the moment. "We realised that in spite of an initial heavy investment in online advertising, most business was coming from local advertising and networking events," she confirms. Ratcliffe is so convinced of its benefits that she's setting up a local networking group within the town itself.

#### Powerful partnerships

The development (and leveraging) of partnerships is an aspect of the business that's working well for them and one particular assistance that it's grateful for is the Let's Do MORE rebate linked recycling scheme, run

by Mimaki's exclusive UK & Irish distributor, Hybrid Services Ltd. "It's a massive help to us," confirms Ratcliffe. "A scheme that not only helps us to manage our print waste but rewards us for doing so as well, is of real value."

Planned expansion – the company is seeking an apprentice who will complete an NVQ in Digital Print with the Learn to Print Apprenticeship company – is expected to pay off and since Ratcliffe took sole charge of the company at the start of 2013, things continue to go from strength to strength. "Some key new accounts have brought in regular volume business," confirms Ratcliffe. "Our focus on popular product lines is proving very successful so we'll carry on doing what we do best!"

Further information on Print Monkey can be found by visiting www.printmonkey.co.uk, Signmaster's range of products are available at www.signmaster.co.uk and for all the information on Mimaki's complete lineup, visit www.hybridservices.co.uk

# PRODUCT Choice

# iSee2 Total Wrap PVC Film proves ideal for vehicle wrapping

Whether it's a sharp colour, a high gloss finish or to highlight a feature, iSee2 Total Wrap from William Smith offers vehicle wrappers a wide choice of gloss, matt and carbon effect colours together with a selection of specialist effects to achieve that distinctive individual touch for their customers.

iSee2 Total Wrap car wrapping film is a hybrid and modified PVC film that is easy to apply and comes with a five year durability. It is suitable for full vehicle wraps and is designed to conform easily around compound curves, rivets and corrugations. It can also be used for general graphics and striping.

KBS Signs & Design recently completed full colour change wraps on three VW Jettas in Mandarin Orange. "We needed a self-coloured wrap film and this was the closest to the client's colour reference. The price was also favourable, so it 'ticked all the boxes' for us," explains KBS's Mark Way.

"We find the material's adhesive has a fairly strong initial stick and is considerably thicker compared to most cast products, so we applied on an individual panel basis as it was not so easily repositionable," he adds.

Gregory Chmielwewski at Prestige Customs has used several different colours and particularly likes the finish of Super Black: "We have used a range of colours in the iSee2 Total Wrap range for full wraps on high end cars. We have found it good to work with and easily repositionable. It's very good quality – much better than we had anticipated, and the Super Black is the best on the market in terms of finish. It has a good shine and looks like a paint finish."

Total Tinting NE has used iSee2 Total Wrap for all types of vehicles, for feature wraps such as roofs, and some part wraps. "It's a good product," says Total Tinting's Jeff Cowler. "We had previously used cast materials and found iSee2 easy to use and manipulate. It was very easy to fit, which meant that we achieved a good speed of application."

Full and part rolls of iSee2 Total Wrap are available ex-stock from William Smith and same day despatch is offered on orders received up to 6.000pm.



iSee2 Total Wrap from William Smith offers vehicle wrappers a wide choice of gloss, matte and carbon effect colours together with a selection of specialist effects.

For further information visit the website www.vehiclewrapfilms.co.uk

### CIM Signs & Graphics pleased with 3M Materials

Client trust and confidence have resulted in Norfolk based CIM Signs & Graphics bucking the trend in the current economic climate.

"I'm delighted to be able to say that we have kept very busy through these more challenging times," say CIM Signs managing director Mark Baker, "and I would

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CIM Signs & Graphics haven't seen a slowdown in demand thanks to 3M Materials.

put this down to the fact that we pride ourselves in doing the job properly, using quality materials, such as 3M's IJ180Cv3 and 1080 Series. This gives our clients

trust and confidence in our capabilities."

Recent projects have included half wraps in IJ180Cv3 for a fleet of 160 vehicles for RFT, which was completed in just two-and-a-half months; and a fleet of 48 vehicles for a housing association, for which 1080 Series in gloss Hotrod Red was used.

"These were the first major fleet projects that we had done for these clients and they were won on the strength of previous work we had done for them on smaller van projects and signage, and their confidence in us doing the job right first time," explains Mr. Baker. The 3M materials, supplied by William Smith, were selected on the basis of quality rather than price: "We can then guarantee that the materials will stay in position when applied," Mr. Baker comments. "The print finish on IJ180Cv3 is excellent, and we complete our work with the correct 3M overlaminates, which are pliable and flexible to use."

Ease of application has also enabled CIM Signs to achieve time savings in production, enabling faster turnround.

William Smith's customer support and fast turnround ex-stock service are key to the company being CIM Signs' chosen supplier.

"We purchase the 3M materials from William Smith because of the high level of support and service they provide. They also hold large stocks of materials, which is important when we are ordering 800-900m at a time," concludes Mr. Baker.

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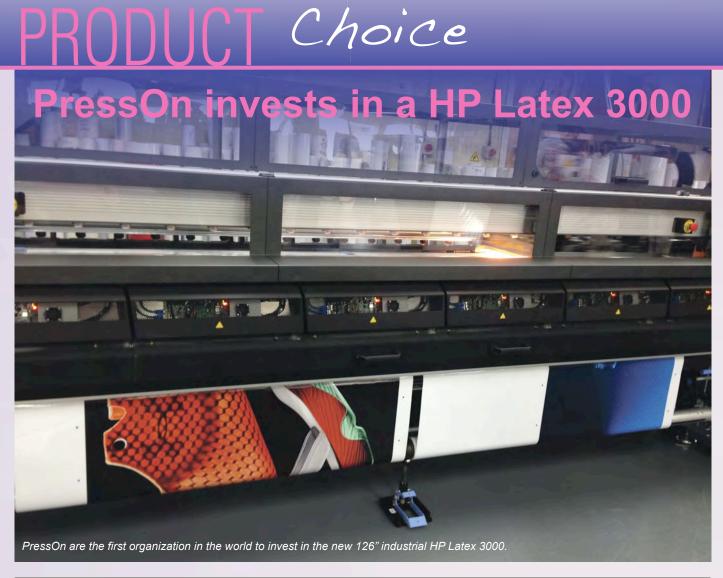
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Hot off the stand from FESPA 2013, Rochester-based PressOn have their newly acquired HP Latex 3000 printer installed and ready to meet the demand for high quality, self-adhesive vinyl graphics.

The first organization worldwide to invest in the new 126" industrial HP Latex 3000, PressOn has always looked ahead to technology to provide them with their business advantage.

"The print industry in the UK has generally been in decline, but large format digital printing continues to grow," says Andy Wilson, Managing Director of PressOn. "Since purchasing our first HP printer from print solutions provider CWE Solutions in 2002, our mind-set has been purely digital which has been a great advantage to our growth.'

In order to meet the demands for high quality digital print PressOn developed a £600,000 growth strategy to acquire a number of large machines including a Kongsberg XPi24 digital cutter purchased from CWE Solutions in August 2012.

A strong proponent of HP latex technology PressOn initially looked to purchase an additional HP LX850 to join their existing HP line-up however it soon became evident in order to keep up with

client demands an industrial roll to roll machine would be required.

After comparing both the Durst RHO P10 and the Vutex QS Series, PressOn had their sights set on purchasing the Vutex until CWE Solutions demonstrated the new HP Latex 3000, where the combination of the latex technology, speed and cost per click made it immediately apparent they had found their perfect print solution.

"The HP Latex 3000 will enable us to take on further work and utilise its increased speed and industrial design to improve customer response times," says Wilson. "Additionally, with 5 litre ink cartridges and 1.5 litre sub-tanks, the 3000 gives us true, unattended overnight printing, reducing operator costs but maximising achievable production time and increasing our revenue potential."

According to Wilson, the HP Latex technology is much more stable than UV technology, especially for self-adhesive vinyl graphics. "With UV you have inherent issues with installation and removal of self-adhesive vinyls. The HP Latex technology is a much more stable and makes for easier finishing and laminating."

In addition to reliability and speed, costper-click was critical in their decision making. Wilson estimates on last year's print work alone they would have added an extra £50,000 in profits had they been operating the HP 3000.

With the help of CWE Solutions, PressOn continues to lead the way in digital print. "CWE Solutions has helped us bring creative solutions to the marketplace in an innovation fashion. Today's client isn't just about price. You need to be able to do the job differently, reliably, and in a sustainable way while embracing new technology. The HP 3000 will allow us to use technology to our advantage and embrace those last-minute print jobs that others see as a challenge."

The addition of the HP Latex 3000 marks the beginning of exciting new business opportunities for both PressOn and the world of latex printing.

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# PRODUCT Choice

### **Debenhams confirm FESPA deal with Durst**

Debenhams has bought two Durst inkjet printers, which was announced at FESPA, in a £800,000 investment programme of its in-house printing operation, Magenta Print & Display, based in Taunton.

The two printers, a Rho P10 320R and a Rho 320R HS, are seen by Debenhams as having a major role in improving the quality of photography and graphics in all of its stores. The Retailer is currently modernising the flagship Central London Store in Oxford Street and there is a strong desire to ensure that the quality of photography used throughout the store is in line with what will be a fabulous retail environment. "Inevitably, the new standards set in Oxford Street will be adopted across all 168 stores in the chain and this where the productivity of the new machines will prove hugely beneficial," said Mr Chris Tester, Debenhams **Director of Print Operations.** 

Chris Tester, and Magenta's Production Manager, Lee Hutchinson, stated that the group has plans to expand the chain to 220 stores across the UK and Ireland.

Unusual for such a high profile chain to produce all its own display print, Chris Tester explained: "The in-house facility allows us to respond to market conditions faster, be more cost effective, and benefit from a more integrated system than if the print was outsourced. The print operation is run as an independent profit centre within the Debenhams Group

and we currently employ a staff of 90."

The two Durst machines will be supported by new finishing equipment, including a Fotoba cutter, Seal laminator, sewing machine and workflow automation software. Chris Tester believes that the investment in the new equipment will increase the wide format production capacity by three times, en-

abling the operation to further improve service levels to the stores.

Chris Tester said: "The Durst machines will be used to significantly increase the amount of textile printing undertaken by Magenta. This is driven by the desire for larger size prints. Printing onto fabric as opposed to paper makes large graphics easier to transport as they can be folded, and once installed they'll look much better too."

When asked why they should choose the two Durst machines, Chris Tester replied: "The productivity and the quality of print are unrivalled. To this we can add that

Durst inks for printing onto textiles are extremely environmentally friendly and this is of vital importance for printed material which is likely to come into contact with customers and staff.

For more information on Durst's print solutions visit www.durst-online.co.uk.



L-R: Matt Ashman, Chris Tester and Lee Hutchinson celebrate the purchase of the Rho P10 320R and Rho 320R HS

### Altaimage to take first LumeJet S200 digital printer

Docklands based marketing solutions provider Altaimage will be the first beta site for LumeJet's S200 ultra high resolution digital printer, it has been announced.

Altaimage, has a wide range of high end print options for it's clients and the Lume-Jet S200 will extend the company's offering with an ultra high resolution option.

"We are very pleased to be unveiling Altaimage as the first beta site for the Lume-Jet S200." said Miles Bentley, LumeJet's Commercial Director. "As a company we



The printer features patented photonic technology for a high-quality finish.

were looking for a printer that worked at the very top of the market, and had clients that needed, and would appreciate, the ultra high resolution output of the machine. In Altaimage I think we have a company that sits squarely in that space.

"Altaimage has set its stall out to provide its clients with innovative, high quality solutions for their print needs. It has a track record of installing and using the latest state-of-the-art pre-press, printing and digital technology and we think that both sides will get huge benefits from the installation."

The LumeJet S200 can combine – for the first time, and on the same page – true contone images with crisp fine lines and pinsharp text (right down to 1-point size, reversed out of a coloured background), liberating design professionals from any concern about optimum output resolution for type or photographic images. The machine features a unique, patented photonic technology resulting in an output equivalent to

more than 8000 dpi inkjet quality.

Commenting on the announcement Rob King, Director at Altaimage, said; "We are very excited about the arrival of the LumeJet S200, as we believe it opens up new markets for us. The ultra high quality output is a step up from anything we have been able to offer previously. For those looking for pin-point sharpness and absolute colour reproduction, we now have a machine that can deliver."

An inkless process, the LumeJet S200 takes 305 mm photographic roll paper for page sizes up to A3 landscape double-page spread, full bleed, including trim (1000 x 305 mm maximum) – ideal for layflat books. Using RGB colourspace, it's ICC profiled and achieves amazing colour fidelity, including hard-to-print Pantone® spot colours like Reflex Blue, neons, metallics and pastels, not to mention flawless solid black.

For more information visit the website www.lumejet.com.

# William Smith customers choose the Arlon DPF 6000 Series

Product, Performance and Price are making Arlon DPF 6000 Series cast graphic films a popular choice with William Smith's customers for a variety of vehicle wrapping applications.

"We use Arlon DPF 6000 for both full and part wraps on a wide range of commercial vehicles, including cars, vans, trucks, lorries and even motorbikes," says DeSigns Signage Solutions' Andy Sykes. "Following trials, after the product was recommended by William Smith, we chose DPF 6000 Series to replace the material we had previously been using. It prints well and our fitters are happy with the material. The price is also very favourable."

Dexie Hartis, Manager at Radecal Signs, comments: "We use Arlon DPF 6000XRP for both full and part wraps on vehicles ranging from small Mini Coopers to double-decker buses. The costing was what initially attracted us to the product as we had been awarded a big contract which required a large volume of materials, so we were looking for best value."

Arlon DPF 6000 is available in gloss, transparent and translucent finishes, while



# "DPF 6000XRP features X-Scape air release adhesive, which ensures a bubble-free finish"

DPF 6000RP and DPF 6000XRP both come in gloss white. The films have been specifically designed for large format graphics and are ideal for fleet and vehicle graphics.

They can be applied to flat, riveted, contoured and complex surfaces where good conformity is required.

"We chose Arlon DPF 6000 Series as



the print quality was exceptional on the HP Latex L26500 printer, the overlaminate gives a rich gloss and the product is competitively priced," explains Andy Gosling of Andean Signs. "We use it for full and part wraps, mainly for vehicles with soft curves, such as Vivaro's, Renault Traffics and other light vans. We have also used in on our own Andean Signs vehicle. We're very happy with the product and have had no issues."

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

"It's an excellent product, which we have been using for around two years now, and it outperforms other materials that we have tried. The XRP bubble-release adhesive makes it virtually impossible to crease or bubble, as the bubbles can be pushed out easily by hand," adds Dexie Hartis.

Arion DPF 6000 Series, which comes with up to seven years outdoor durability, is available ex-stock from William Smith as full, part or custom slit rolls and same day despatch is provided on full or part roll orders received up to 6.00pm

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# ROUTING & ENGRAVING Feature

### A glimpse into routing and engraving: 2013

The routing and engraving industry is as diversified and dynamic as most sign making companies today. Software innovations, hardware updates and health and safety improvements have transformed this sector in recent years. Jemima Codrington explores how the industry is undergoing a transformation to keep pace with today's client demand.

The possibilities for cutting and routing technology has developed and expanded in recent years, opening new doors to sign makers. Rebecca Freemantle, Art-CAM Marketing Manager, says the software available is of particular importance. "It is now more accessible for a company of any size to offer their customers an array of signage, such as affordable V-

carved and three dimensional signs. This is thanks to the market not only seeing a greater influx of lower end laser and CNC machines but also the software to create the signs ready for manufacture," says Rebecca.

Delcam's line of software offers three products, that start with entry-level 2D design and 2D and 3D machining right through

to advanced offerings for the creation of 2D, 2 ½ D and 3D signage. The ArtCAM product line has been developed for over fifteen years, and provides sign makers with continuous support and training via online tutorials, forums and onsite training courses. "We can even send people to your premises," says Rebecca. "However you like to learn, we have support in place."







The peacock has been brought to life using the ArtCAM product range.

These images were made with (L-R) ArtCAM Express, ArtCAM Insignia and ArtCAM Pro.



The products in the software range start from £99 with ArtCAM Express, which has been designed with hobbyists and small sign shops in mind. With this, the sign maker can either import existing bitmap images or vector artwork, and then create or alter their 2D artwork directly in the software. "In addition to creating 2D / 2.5D designs you can create 3D signs as well by importing 3D models into the software. What's more, all of our products have over 600 pieces of free clipart, so you have a number of options when it comes to design," says Rebecca. They can then set the tool path to send it to the CNC router or laser machine.

Delcam's mid-range product features a number of additional 2D/ 3D design and machining strategies. "For more complex 3D signs, sign-makers can use ArtCAM Insignia, an introductory 3D modelling and machining package, which lets them quickly convert vector drawings or bitmap images into 3D relief artwork with a click of a button," says Rebecca.

ArtCAM Insignia allows sign makers to take an image into the software, create the vectors around it (manually or using the built-in tool), and then convert it using the Shape Editor. By double clicking on an area of artwork, it will bring up the Shape Editor, and you can choose the shape you want to add

to it. "Whether it's a flat surface, dome or triangle, you can determine the shape and height you want, as well as determining how it interacts with the shapes you've created," Rebecca explains.

The ArtCAM Pro has even more 3D modelling options and machining strategies to get an exceptionally high level of detail. Designers can add textures, use an array of sculpting tools and even use different analysis tools to examine their designs. As with all of the products in the line, simulation is available, so sign makers can see how the finished product will look once it's machined. "The ArtCAM range works with both CNC routers and lasers, so if you did want to do laser engraving as well as other signage, ArtCAM offers that diversity!"

# Questions sign makers should ask themselves when choosing software:

- · Is the software easy to learn?
- Does it offer CAD and CAM?
- Can I upgrade, or would I need to reinvest and relearn?
- · What routers does it support?
- Does the company offer training and support?
- Do they know the industry?

# Questions sign makers should ask themselves when choosing CNC vs Laser:

- Am I looking at doing just very basic 2D signs, or more complex jobs?
- · Which materials will I be using primarily?
- · Will it work with my current software?
- · How much can I invest financially?
- What do I want to achieve in the short term, and the long term?

#### Making a choice

If the European Sign Expo in June showed anything, it was that the industry is evolving and diversifying – and at a rapid pace.

"What I'm noticing in the sign industry at the moment is that everyone's looking to expand their portfolio in terms of the types of signs that they can provide. "Some are going down the digital route, some are doing very simple laser signs, some are heading in the direction of 3D signs and then you've got those that do LED," says Rebecca. For this reason, it's more important than ever to invest in software and machinery that can handle not only the work the sign maker is currently doing, but would be able to handle work in other sectors in the future. Investing in machinery that can switch up functionality and performance on various materials is important to avoid costly investments in hardware and software that doesn't fit with the company's long term business plan and vision.

"Answering that last question in particular honestly is important for sign makers, so they can invest in a machine they can then progress with," says Rebecca.

When it comes to choosing between a CNC router or a laser, Rebecca says the choice is dependent on several things. "You can create fantastic pieces from both laser & CNC machines but it depends on: what you're looking to do, the knowledge of the operator, the material being machined... a number of factors really." Another key thing to consider is diversification. If sign makers want to move from working on traditional signage to other areas such as POP displays or LEDs, having technology that can adjust to handle these projects is important to avoid costly re-investment in newer software, machinery and subsequent training.

www.artcam.com.

Andy Borrow, Managing Director of Impact Sign Solutions, says there have been noticeable improvements to the hardware available to sign makers over the past few years.

One clear change is the rise in the number of lasers available, although Andy points out that these are not always ideal depending on the material being used. "The move seems to be towards fibre and CO2 hybrid lasers, but like all things though, you get what you pay for," he says. "The quality of the tube is paramount, some of the cheaper glass tubes may be fine for simple cutting of acrylic, but they have limits when engraving to a high standard." As the usage for laser engravers has become more creative,



Impact Solutions makes a specialist engraving laminate control panel, ideal for these types of jobs.

market demand has changed to reflect this with more elaborate requests coming in.

In the vain of "you get what you pay for," one thing Andy prefers not to skimp on is ceramic barriers, which according to him make significant difference. "They are expensive and add a great deal to the time of the job, however they do enable you to do jobs that would otherwise be impossible. Fibre lasers do not, in my opinion, mark metals such as stainless steel 'black' enough."

While an increasing number of customers are interested in 3D signage, before any company can carve out a 3D sign, they must first carve out a name for themselves for offering this to clients.

.....continued on page 46

# ROUTING & ENGRAVING Feature

# A glimpse into routing and engraving: 2013

"It's great to be able to be creative and 'play' to create eye-catching signs in 3D, but these enquiries are few and far between for us, I think that you really have to be known for this type of work," says Andy.

Impact Sign Solutions uses Engrave-Lab software for all their engraving solutions. "It suits all of our needs," says Andy. The software allows them to work on a number of projects – even the more peculiar wishes. "Requests range from bog standard data plates to the bizarre. We once had a request for a life-size acrylic cut-out in the shape of Roald Dahl when he was a boy, with a cut out so that you can feel his appendix as he had it removed!" Although the development of laser technology has had an effect on the market as a whole, for Andy, the workload remains largely unchanged - even with the odd Roald Dahl request!

www.impactsignsolutions.co.uk



Impact Signs created a life size replica of Roald Dahl as a boy – complete with a missing appendix – using acrylic material.

Liam Hodson, AXYZ International, explains sign makers are looking for adaptability from CNC routers.

"An increasing number of sign makers are looking to have more versatility out of machines, which is something we've seen develop over the past two to three years," he explains. "They're not just looking for a router, they're looking for something to reduce labour costs that has the capability for things like knife cutting and print finishing."

He adds that machines with a double head capacity are also in demand, as they effectively reduce labour costs and save time by allowing one operator to control two machines. "One important factor for sign makers to consider is the edge finish that customers are expecting from machines now. There's been a lot of development from the machines controller and drive systems to perfect the edge finish on materials such as clear plastics."

Regarding software, AXYZ International uses ArtCAM Express, and often recommends it as a starting point for most sign companies. "From there, we look at what the customer will be doing, and we then advise them on the best software for that specific purpose," he says.

Regarding market demand, Liam has

noticed a spike in requests for routers that have superior carving facilities, as customers are requesting more intricate jobs like V cut lettering signs. "We're also seeing a lot of people move into the printing side. The user base we're selling into already have a printer and just need a system to cut the print out and finish it. If something has been printed, the machine needs to know where the print is in relations to the material. With our system, the customer can put registration dots and the camera will go and find them and align the cut with the tool path with the artwork."

www.axyz.co.uk



L-R the AXYZ 4010, AXYZ Pacer 4008 & AXYZ Pacer 5010.

Julian Sage, Managing Director of Complete CNC Solutions Ltd, has been selling Tekcel routers to the sign and display industry for the past fifteen years. He has noted the continuous improvements to the hardware, and the difference these make to the end-users productivity and cost management.

"Tekcel routers have recently been upgraded with our own in-house state of the art controller system, fitted as standard on all new models to give the operator a simple, feature-rich yet easy to use front end interface control," he says. "All the complex and challenging number crunching is all kept behind the scenes."

He adds that all routers benefit from encoded digital servo driven ballscrew drive technology, as opposed to rack & pinion drives on other systems that are cheaper and less accurate. "Ballscrew with digital servo drives are a must for any serious production router," he affirms. The format offers exception positional and cutting accuracy at speed, alongside longevity and low maintenance.

"Cut to Print" camera systems have also been apparent improvements. These systems allow registering printed substrate profiling and excellent knife cutting capabilities. "This has moved routers along quite nicely over the last 3 years or so," says Julian.

One concern he points out is the safety of the machines. As health and safety becomes a more prominent aspect of the industry, manufacturers should pay careful attention to creating machines that are designed with the safety of the operator in mind. "I've seen many machines out there that are certainly not fit for purpose and I'm shocked as to how they can actually be sold," he says. The manufacturer of Tekcel routers has always developed products that operate quickly, accurately and safely, adding things like safety light beams and integrated controller safety loop features.

In terms of market demand, Julian notes the demand for Tekcel CNC routers is better than ever. As an increasing number of clients are requesting larger format systems, the Tekcel EXR 2m x 3m is proving to be a popular choice with sign makers. "With material manufacturers producing larger sheet products in sizes of up to 2m x 4m, especially in the ACM (Aluminium Composite Material) arena, then our demand for 2m x 4m routers has increased significantly," he adds.



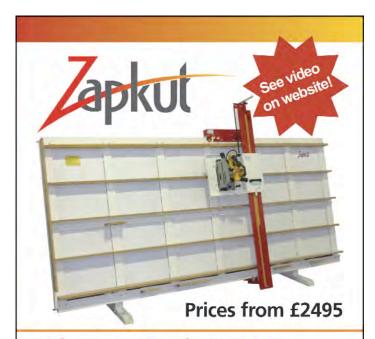
Julian Sage has over fifteen years of experience in the industry.



But as good as the hardware available is, software plays an increasingly important role for clients, end users/operators and machine suppliers. The improvements in recent releases, especially from software products developed by newer companies, have had a huge impact on efficiency. Julian notes that the key to successful software is the combination of ease of use with extensive capabilities and features. "From a machine suppliers point of view, then offering an expensive and complex set of software with your machine can be off-putting for the customer and also make your machine look complicated to operate, which again, can be daunting and disappointing for a new prospect," he explains. Complete CNC Solutions uses Vectric VCarve Pro or Vectric Aspire as their first choice of software on account of it's attractive price point, extensive features and easiness to learn and operate. "It's feature rich, and also complements our machines," he concludes.

www.completecnc.co.uk

.....continued on page 48



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# ROUTING & ENGRAVING Feature

# Whether a sign-maker is looking for a laser or CNC machine, there are a number of factors they need to consider

### • What type of sign do they wish to create now and in the future (e.g. 5 years or 10 years time)?

The type of machine or the features it will need to have will depend on whether they are only looking to cut out or mark a sign or create 2.5D or 3D signs. Some machines are built purely for cutting or marking purposes and are therefore cheaper, whereas others may cost more but are built to do all this and more.

#### What material are you looking to work with? E.G. Steel, wood, plastic, foam

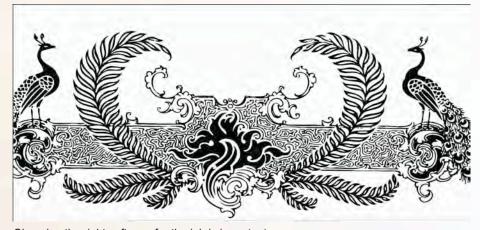
When choosing between laser and CNC machines, the sign-maker needs to be aware of the plus and minus points for both when working with different materials, in order to find a solution that adequately meets their work remit, budget, timescales and work space.

For example, if they want to work with wood, lasers can leave burn marks. If the design is to create pyrography or poker work, this will quickly and easily create the desired effect to create some stunning results. However if this was just to cut out a design for example, this will require sanding or other finishing work to remove the burn marks afterwards which can be tricky with 3D pieces.

Nevertheless, it is also worth bearing in mind that CNC cutting tools can also leave burn marks in the wood if the user hasn't selected the correct machining strategies causing the cutting tool to overheat. For example, using a tool too small to machine everything, Instead of using a larger tool to chunk out the material and then, gradually using smaller cutting tools to obtain the detail. Additionally, with CNC machines there is a risk that the pressure put on the wood by



Sign makers should consider the types of materials they want to work on, such as wood or metal (Image courtesy of Delcam)



Choosing the right software for the job is important.
This image was made with ArtCAM Express, ideal for small sign making operations.



Delcam's mid-range Insignia product line allows for more complicated jobs.

the cutting tool could cause pieces of wood to break off, especially along the wood grain.

With laser cutting you can get a nice clean edge on acrylics, removing the need for polishing afterwards as you would with CNC machines. This is great if you are looking to create plastic cut out letters, for example.

When we look at metals, there are many considerations also. With CNC machines, you can get more wear on the cutting tool, which as a result, means that if not attended to, will cause inaccurate machining, or cost more by way of purchasing replacement tools. Furthermore, when working with hard metals a great deal of heat is generated; this may require water jets or coolants to stop the metal from overheating when machining.

Typically, with laser technology however, different lasers are used dependant on the metal being cut, which means if the sign maker wants to work with several types, their investment may be greater as they may need to purchase additional machinery. For example, for steel you are most likely to use a Fibre laser whereas you could use a CO2 laser for aluminium provided that the laser has a high enough wattage.

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### • What size and thickness of material do they typically work with?

The size and thickness of the material can also play a part. If the material is too thick, both laser and CNC machines may need to do extra passes over the material to machine it effectively dependant on the power of the laser or the spindle speed of the CNC machine. The more machining time: the greater overheads. In addition, for larger sized pieces, sign-makers will need a machine with a larger machine bed and the premises to accommodate it, or alternatively, ensure that they have a software package that will allow them to machine the sign as separate parts that can then later be glued back together. CADCAM software package, Art-CAM from Delcam will allow you to do this.

#### Have you already considered what software you will use with these machines?

When looking into machinery, it is also worth considering the software you plan on using at the same time. By using separate CAD and CAM packages, there is a greater risk of designing a piece that is not suitable for machining or data not translating as accurately between packages. This is where a package offering both is beneficial, such as the CADCAM software ArtCAM, which not only allows you not only to design your sign but create accurate CNC toolpaths or STL files required for the laser machine. Before the toolpaths are sent to the machine they can

be simulated to ensure that the sign-maker is happy with them.

Choosing a software package that has a strong working relationship with CNC and laser manufacturing suppliers is also advantageous. Benefits of this usually include: software that has been thoroughly tested to ensure that the software and machinery work well together; that if any problems are encountered they will be in a better place to resolve any issues quickly. Furthermore, if the sign-maker chooses to purchase additional machinery from another supplier, they will feel less tied into a specific manufacturer.

Delcam has a strong working relationship with machine manufacturers worldwide

to ensure that ArtCAM will work seamlessly with their machines. ArtCAM's database currently supports over 350 machine tools. What's more, if a sign-maker cannot find their CNC machine, Delcam has a dedicated team that will happily create the necessary post-processors for machines that are not already supported.

If the sign maker is considering a software package to accompany a laser machine, they need to look at the accuracy of the greyscale image that the software will create. ArtCAM can create true graduated greyscale images that can be used to create highly detailed 3D pieces.

Delcam understands that there are a lot of things to consider when researching into the machinery and technology required for your business. Because of this, Delcam has a worldwide network of dedicated professionals who can help answer your technical design and manufacturing questions and provide you with the contacts required regarding machinery.

What's more, Delcam provides dedicated training courses, to help sign-makers learn the skills required to create designs suitable for machining and provide guidance on how to create the accurate and efficient toolpaths.



Sign makers should consider the size and thickness of the signs they'll be making (Image courtesy of Delcam). 19<sub>mm</sub>

3.20



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**Trade Prices 2013** 

ACRYI	LIC	(persp	ex - inc	luding	g gold	& silve	r) (10n	nm: w	hite blo	ack & c	lear)		n	o mini	mum	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
<b>FOAM</b>	PV	<b>C</b> (	all ava	ilable	colour	s - 10n	nm & i	9mm	availa	ble in	white o	only)	n	o mini	mum	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

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22.94

47.38

55.11

61.80

67.90

16.68

13.65

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**

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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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## EDUCATION & TRAINING for todays signmaker

### **Education and Training Feature**

When it comes to gentrifying skill sets and learning about new sectors and products, the job is never done for sign makers. Jemima Codrington caught up with the industry's leading education and training providers to see what is on offer to help sign makers grow their businesses.

David Catanach, Director of the BSGA, believes continuing education in the sign industry is more important now than ever.

In the current economy, many sign makers may find it hard to find the money for costs of training, but according to David, the long-term benefits of having an educated workforce are innumerable.

"There are plenty of options for education out there, but sign companies need to recognise that if they're going to move their company forward, they need an educated workforce," he explains. "Sending someone on a training course doesn't just result in having someone who knows what they're doing, it saves the company money on things like waste and mistakes, making it a financially viable decision in the long run."

The British Sign and Graphics Association lobby for education in the sector by promoting the number of programs and courses available at various institutions across Great Britain. This can vary from full two-year designations to two-day courses offered by partners of the association. "For example, Spandex offer vehicle-wrap training, which we're receiving a lot of interest in at the moment," he says. "We're keen to say it's available, because not all sign companies are able to send people on courses for two years, so they need quick and intensive training which our members do provide." LED work is also proving popular for people to learn more about, but there is still considered interest in perfecting elements of traditional sign making like metal bashing, cutting and welding.



BSGA's Dave Catanach.

### **Fighting to Raise Awareness**



Attendees at the Canon Horizon's centre take in a presentation.

One of the main issues the BGSA is facing is fostering engagement from the Scottish sign industry regarding apprenticeships. At present, there are very few Scottish sign companies expressing interest in official training programs such as apprenticeships or SVQs (Scottish Vocational Qualifications), and as a result, the BSGA is facing funding being withdrawn from that area. "It's a serious issue," says David, "because in a few years time, a Scottish sign maker may say they want an apprentice, and they'll find there's no funding there for it. It's detrimental for the growth of our industry."

The BGSA fights to outreach to this area of the sign making industry, but there are also several other opportunities for education and many companies are taking advantage of them. Whether it's through colleges or businesses, there are ample ways sign makers can continue to develop their skills. To learn more about the courses that are available and through which providers, visit the BSGA Education website at www.bsga.co.uk/principal-activities/training-and-education/.



The new facility provides hands-on training.

Sign makers that utilise Canon products can further their knowledge of them with hands-on seminars and training. Canon UK has developed a customer-centric experience centre called Horizons, which allows sign makers to learn how Canon products can help expand their business opportunities.

The centre was designed to provide an experience that is "tailor-made" to the specific needs of sign makers to help them develop their business prospects.

"With Horizons, we're looking to inspire sign makers and help them realise the vast potential that exists for them to grow their business through a wide range of printing applications," says Duncan Smith, Wide Format Group Director, Canon UK. "Sign Makers that visit Horizons can also expect to learn about the latest developments from Canon in flatbed direct to substrate printing and associated workflow packages that will enhance productivity, help reduce costs and labour."

To achieve this, Canon has spent time developing the programs using four key principles. Firstly, Canon relied on market insight to establish the requirements and needs of the service providers and their customer base. From here, Canon looked at how they could inspire the businesses of service providers and aimed to identify new business avenues and opportunities. The next step is turning the customer vision into reality by delivering new services and approaches, while providing ongoing support to ensure the sign maker is achieving their objectives.

"Horizons, has been introduced to reflect this approach and this journey," says Mark Lawn, UK & European Marketing Director, Professional Print Solutions, Canon Europe. "We wanted to move away from an old fashioned showroom concept and create an experience which places the customer at the heart of the journey. In terms of the name, we are trying to look forward and see the opportunities – we feel Horizons reflects this well."

So far the response to the centre has been excellent, with lots of positive reviews stemming from the customer experience day.

Nigel Harvey, Operations Manager, Document Solutions at Sodexo, adds: "It was a very different experience to your usual customer days. Every visitor was accommodated for. The seminars – whilst very organised and thorough - were very flexible and interactive and we could jump in with questions at any point. This made it more personal and productive, and enabled us to extract from the day exactly what we wanted. Canon raised lines of discussion and new ways of thinking that was outside the box, and demonstrated how - as a partner - it could help grow our business through new revenue streams."

Graphic Arts customer Gary Livermore, Director at Print Warehouse, reflects: "Customer experiences like Horizons are vital in keeping up with the latest technologies, equipment and techniques of this fast-evolving and varied industry. I enjoyed the seminars, which covered a wide range of subjects from digital photo production to web-to-print. The potential of the former was a real eyeopener, while the W2P session cemented some of beliefs I already had, inspiring me to improve on our current service offering. It was absolutely worthwhile attending and I am looking forward to any Canon events in the future."

Lawn concludes: "The response from customers has been very encouraging. They have clearly seen how Canon is perfectly positioned to help them grow their business over the long-term."



# EDUCATION & TRAINING Feature

Dean Hicks runs The Sign Training School alongside Jon Tuttle and Ben Fermor. With their technical experience of over 21 years in the industry as well as now being a national wholesaler to the trade and public of plastics, their product knowledge is helping countless training facility attendees improve using their products.

Jon Tuttle trains people with the software and design elements, with Ben Fermor training from the basic sign applications to full vehicle wrapping.

"One of the things we're really focusing on is teaching people how to properly use things like plastic sheets," he says. Aluminium composite also is a popular choice for many sign makers. Dean believes that Cut Plastics offer an excellent finished product as well as longevity. The plastics can be used for a variety of signage applications including fascia boards, bespoke signage and more. Having installed signs made with these products and then returning to remove the signs many years later knows the right product for the different applications that are required externally. It's the knowledge

gained through experiences like these that the Training School wants to pass on to other sign makers, so they can make the best choices about their materials.

"A lot of new sign makers particularly will pick a product based on the best price, but we don't focus on price. This is where the education is so important; there are so many products out there that seem cheap in comparison to higher end products and look identical, but the performance isn't there. We show people what the value and the quality is. That's what The Sign Training School is all about."

# Sign makers can learn the art of vehicle wrapping at The Sign Training School.

### Helping start-ups succeed

The school was launched just over a year ago with a view to helping sign makers start their own businesses, as well as brush up on certain skill areas. Attendees can come down to the training facility in Hertfordshire where the school offers a hands-on practical approach with plastics and vinyl as well as the theory.

When it comes to helping companies start up, the experts at The Sign Training School put together affordable packages that encompass training, materials and ongoing support to help future and current sign makers succeed. With a basic start-up package starting at just £4,995 which is exclusive through Sign Update, it's an affordable way for sign makers to get all the tools for success they need in one place. This will include things like training on design software, man-

ufacturing and installation help, sales and marketing training and information on the overall business process. "Our plan is to work with individuals in the long term, which is why we keep the costs low," says Dean. "We want to create a learning environment that encourages people to come back to us and continue their ongoing education to solidify the foundations of their business."

For the training school, the end-goal is to use their many years of experience to help new sign makers avoid making the same mistakes in their own pursuits. "If someone is providing positive and proactive information to you, you can't really fail," they conclude.

To learn more about the training facility visit www.thesigntrainingschool.co.uk. To learn more about the plastics used and recommended by the school visit www.cutplastics.co.uk.







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- "Very worthwhile and informative course with good hands on learning." Jim Sneddon
- Jim Sneddon Signs
- "Learned loads, discovered where we were going wrong and learned new techniques for general sign making." Alias Macauley, Mcbride Signs
- "A worthwhile course, professional help and great environment. Thanks." Darren Kroegler John Young Signs
- "Learned a lot, would recommend to all who want to learn wrapping properly, great tutor, very flexible." Michal Sosna









For more information and to register please visit www.rhgtraining.co.uk

mh@uksignboards.com

# SIGN News

### **Durst Rho P10 250 wins EDP award**

At FESPA 2013, the Rho P10 was announced the winner of the award for the "Best hybrid UV printer."



Innovation is the main criterion for selecting "Best Products of the Year" for the winners of prestigious EDP Awards.

The products are judged on the value of the new technical abilities they offer. This can be innovation in the technology that improves speed, quality, usability and functionality or reduces environmental impact as well as cost to the user.

The European Digital Press Association is now in its 7th year, has 20 member

magazines covering 23 countries in Europe and represents over 1 million readers. The selection process is in two parts. Firstly the Techni-

cal Committee of the European Digital Press Association evaluates the competing products. Secondly, the General Assembly finally considers the Committee's recommendations and has the last word in giving any Award, which comprises all EDP editors on behalf of the total readership.

### The Durst Rho P10 250 UV inkjet printer

The Rho P10 250 is part of the Rho P10 Series of UV inkjet printers which define the quality standard for industrial print production. The printers have the highest productivity/ratio in their class. They feature a very small drop size of only 10 picolitres and achieve a print quality of 1000dpi without loss of speed. The Rho P10 250 is ideal for large format print-

"The Rho P10 250 is ideal for large format printers who require the highest quality printing for indoor or outdoor signage, POS/POP material and roll material such as backlits and window displays for luxury goods."

ers who require the highest quality printing for indoor or outdoor signage, POS/POP material and roll material such as backlits and window displays for luxury goods. The P10 250 is a true hybrid machine capable of printing on the widest range of media and switching from rigid to roll media very quickly and

easily. Other features include mechanical front shops for printing parallel boards, the option of light colours and process colour addition (orange and violet) without loss of speed, and the highest reliability on the market. With unrivalled production efficiency capable of uninterrupted printing, 24/7, the Rho P10 250 is a true industrial printer.

Now equipped with Durst's Variodrop and Greyscale technology, productivity and print quality is even further enhanced. Productivity is increased by up to 25% and the improved image quality includes better colour gamut and less banding. By increasing the drop size up to 15 picolitres for high speed printing modes, the Rho P10 250 is capable of printing up to 240 m² per hour. The Variodrop technology also helps to overcome some of the errors that can occur with traditional greyscale printing.

For more information visit www.durst-online.co.uk.

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# SIGN News

# Father and son shortlisted for national award

Chris and Andy Simpson, owners of FASTSIGNS®, a signage, graphics and visual communications company in Leeds are down to the final four contenders for a prestigious franchisee of the Year award.

They have been shortlisted by the bfa (British Franchise Association) in the Long Serving category and will find out if they have won in October.

Dad Chris set up the business, which is based in York Road, with his son Andy 18 years ago. Now the company is the top performing FASTSIGNS centre in the UK and employs 12 people. So far this year it is smashing all of its previous sales records and recently produced 2000 square metres of graphics and signage in record time for the prestigious new Trinity Shopping Centre in Leeds.

Said Chris: "We are obviously delighted to be finalists in the 2013 bfa Awards. We have never looked back since setting up the business 18 years ago.

"It is fitting that the nomination has come in our best ever year. Despite being in a recession, over the past three years we have had the confidence in our business to invest over £200,000 in new state of the art equipment and take on more people. We knew that in such a competitive marketplace standing still wasn't an option and our strategy has clearly worked. Sales and enquiries are at a record high and our customer satisfaction level is running at 93%.



L-R Chas Ellis, Cliff Ward, Vinny Symes, Rebecca Holliday, Andy Simpson, Phil Walker, Paul Taylor.

"We have a fantastic team here - if we win the award it will be all down to their hard work and commitment."

The award dinner is to be held at the ICC in Birmingham on 3 October. The over-

all winner chosen from five award categories will win £10,000 from sponsor HSBC Bank.

For more information contact Chris or Andy Simpson on 0113 248 3500.

### Spectrum launches 'Business in a Box' distributor package

Spectrum Industrial, the site safety signage division of DIY and hardware expert Centurion Europe, is looking for distributors to join its exclusive distributor programme.

The programme, which offers exclusive opportunities in this growing market provides a support package which managing director, Paul Kantecki describes as 'a complete business in a box'.

He explains, "There are over 5,000 health and safety related items with a 99% stock holding and as Spectrum products are supplied only through distributors members of the Spectrum distributor programme can expect high levels of success.

"The distributor programme includes a suite of marketing materials including a full colour, easy selection catalogue which can be overbranded, or even recovered entirely. There is also the opportunity to have a distributor-branded website which is ecommerce enabled, sets of own branded stand-alone and wall mounted merchandising fixtures and product in retail ready packaging."

Stock items in the range include health and safety signs in a number of formats, sizes and materials, labels, tapes, window manifestations and floor graphics all manufactured in-house to control quality and enable low minimum order quantities. Custom product can include modifications to standard designs such as size, message or material or a 'design your own' facility to create a proprietary design from scratch.

Spectrum Industrial also offers a full technical support service which covers product, marketing, legislation and tendering, site surveys, risk assessment and full reporting. There is also a delivery and fitting service with installation teams that are covered by professional indemnity insurance.

To become a distributor please contact Centurion on info@spectrum-industrial.co.uk or call Salesaon +44 (0)1302 788 700. More information about the exclusive distributor programme can be found in the Spectrum Industrial catalogue or via the website at www.spectrum-industrial.co.uk.







Iron Design is the UK's leading supplier of quality hanging brackets and projecting signs, supplying the trade with the largest 'off the shelf' range of products, including the bracket, panel and lighting.

Our designs are both traditional and contemporary, sympathetic for conservation areas and just at home on the high street. The uniformity of design can also work well in shopping malls and arcades. We also offer a full bespoke service to manufacture to your own design.

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email: enquiries@ironsigns.com website: www.ironsigns.com

tel: 01202 463573 fax: 01202 463564











# SIGN News

# Spandex launches easy to wrap essentials guide

Spandex has produced Wrap Essentials, a complete guide for vehicle wrapping professionals

The guide provides an overview of the most complete range of wrapping materials and accessories on the market today with over 170 colours/finishes from ImagePerfect, 3M, Arlon and Avery.

The easy-to-use guide includes a range of vinyls from high quality cast PVC films with air release technology for user friendly application through to promotional short term media, window films, accessories and training courses. Most products are available for next day delivery.

The guide is an essential tool for anyone decorating or wrapping a vehicle. You can request a free copy by ringing 0800 77 26 33 or online at www.spandex.co.uk





### **Mood Signs wins ESF award**

The UK-based company beat out hundreds of finalists to scoop the coveted award.

When the European Sign Federation (ESF) launched the competition searching for "A sign for the year 2020" earlier this year, they were inundated with submissions.

The ESF had partnered with European Sign Expo to hold the Europe-wide competition after the purchase of a historic building brought about the requirement for a new sign. An international company that specialised in refurbishment had bought the building, and would need a sign to complete the project in 2020. The competition gave the

following outlines: "During the next six years this building will be totally redesigned and reconfigured internally into a five star luxury hotel. The outside facade will not be changed in any way. Your task is to design external signage comprising a double sided projecting sign, a fascia sign and a monolith/totem sign, which will reflect modern signage in the year 2020 and be in keeping with the exterior aspects of the new hotel and the surroundings."

Robert Mood, CEO and Founder of Mood Signs, had been in the industry for fifteen years. After years of wanting to start his own business, Robert

thought he'd test the waters with a submission into the competition. His brother-in-law turned business partner Brett Armstrong had supplied the capital for Robert to embark on his dream. "When he was notified that he had made it into the finals, we just took it as a sign that he was clearly talented, and had a skill that he had to pursue," says Brett.

"Don't forget the little guys

– these are individuals with huge
talents and I think Robert winning
this award proves just that."

Robert won the competition at the 2013 Sign Maker Awards, and collected his prize at FESPA on Thursday 27th June during an awards ceremony at the ExCel



Robert Mood accepts his award.

Centre. "From a recognition point of view, hundreds of sign makers, sign designers and sign schools entered this competition, so it's such a huge award to win," says Brett. The achievement has given Robert confidence to pursue his dream of running his own business, but also proved the point that bigger doesn't always mean better.

"We often find that it's the larger, more established players that win key accounts and more prestigious jobs, which isn't always right," says Brett. "Don't forget the little guys—these are individuals with huge talents and I think Robert winning this award proves just that."

For more information visit www.mood-signs.co.uk.



### London's tube-goers get a "Great" experience

Outdoor media owner Applied Media joined forces with specialist print service provider QPS to deliver eye-catching graphics on a 360° wrap promoting the film "The Great Gatsby" in London.



Fujifilm's Acuity Advance HS was used by Applied Media, via its print partner QPS, to produce 46m2 of specialist material for high quality and hard wearing flooring and transform London's Oxford Circus Underground Station into a Great Gatsby experience, as part of the film's promotional campaign.

Larry Walsh, business development director at Applied Media, explains: "QPS printed 46 m2 of our specialist material on their Fujifilm Acuity Advance HS. The flooring covered nine metres of the tunnel in Oxford Circus station and perfectly matched the wall coverings and graphics applied on the ceiling to create an engaging, 360° film-led experience for all passengers passing through this busy station."

Visit www.appliedoutdoormedia.com to learn more.

"The Fujifilm's Acuity Advance HS created an engaging, 360° film-led experience for all passengers passing through this busy station."

### Spandex crowns winner of the 3M Vespa

Spandex, the one-stop supplier of innovative turnkey solutions to the sign & display industries announces Maidenhead-based Solo Creative as the winner of the 3M sponsored Vespa motorbike prize draw.

The iconic vintage style Vespa was on display at the Spandex stand during FESPA 2013 in London which took place on June 25-29. It attracted hundreds of visitors who came to the stand and took pictures of the Vespa being wrapped in a range of 3M vinyls including the very latest colours of 3M™ Scotchprint® Car Wrap Film Series 1080.

S SOLO
CREATIVE

Piero lapichino led the Solo Creative team to victory at FESPA.

The Vespa winner, Solo Creative, specialises in a range of services for visual communications ranging from inexpensive banner displays through to complex signage projects. Piero lapichino, Director at Solo Creative says, "I am very happy to win the Vespa. It was a big sur-

prise for me when Spandex paid me a visit to let me know I had won it!"

Spandex's participation at FESPA 2013 generated a large volume of high quality conversations with visitors. Leon Watson, Spandex UK General Manager comments, "Apart from all the fun we had

with the Vespa @ FESPA prize draw, visitors and customers could see that service and product offering is everything for Spandex. We offer 26,000 products with 99.6% of all orders delivered next day and this is why we had so many



The 3M-sponsored Vespa was a hit with show goers.

visitors to our stand. Our knowledgeable and friendly staff are always willing to go the extra mile we are told by many of our customers."

More information is available about 3M wrapping products at www.spandex.com/uk/.

# SGN News

### LED Displays reach out to students

The need to communicate with increasingly 'tech-savvy' students and visitors has seen schools and colleges alike turning to variable message LED display technology to help get their message across, observes LED specialist Messagemaker Displays.

From the purely functional to promotional communications. educational establishments are discovering the many uses of digital displays. An increase in volume manufacturing allied to new advances in technology has driven down the price of systems dramatically, bringing the technology within financial reach for the education market.

In the same way that smart technology is used to enhance the learning experience in the classroom, variable message digital signage is now being applied within the wider learning environment to inform and engage existing students and to reach out to prospec-

tive candidates and parents considering their next choices.

At the simplest level, scrolling message LED signs or 'tickers' are an effective means of keeping pupils and parents informed of daily news. Available as single- or multiple- line displays, the boards draw attention to vital information from 'snow day' closures to curriculum changes and safety announcements.

However, LED displays can deliver so much more. Areas, whether indoors or out, where students and parents naturally congregate, for example entrance areas, receptions, canteens and designated collection

Walsall College of Arts & Technology An increasing number of educational establishments are discovering the many uses of digital displays.

> zones, offer the ideal opportunity for to broadcast notable achievements such as OFSTED, exam and sports results to a 'captive' audience.

> Equally important, the high visual impact of graphic digital displays creates a favourable first impression on arrival, projecting a forward-looking approach underpinned by a commitment to investing in and applying the latest technology.

> Easy programmability means that messages are variable. They may be updated at any time and sequenced to retain interest by continually refreshing the

information displayed. Multiple displays can be linked together allowing important information to be conveyed rapidly with single source data entry, while uploading or changing video and graphics content is fast and simple.

#### **Explains Harry Filer, MD** of Messagemaker Displays:

"Over the last few years as purchase costs have come down we have seen an increasing number of enquiries from educational establishments. Competitively priced, variable message digital displays offer the potential for schools and

colleges 'stamp their brand' on premises, as well as reaching out to students through engaging visual content".

He adds, "The availability of affordable full colour text options with the capability to run graphic and video content, combined with the clarity and long-lasting brilliance of digital displays makes them a versatile, cost-effective proposition."

For more information on Messagemaker's LED display solutions for education call 01737 774738 or visit the website www.messagemaker.co.uk.

### Colourful car wrapping with ORAFOL's 96 standard colours

Worldwide, the market for vehicle wraps is booming, and with this also an ever-increasing demand for very special colour shades of the wrapping films.

Even full wraps are most often done out of a wish to personalise the vehicle, and most customers have a very clear picture in their minds as to what the new colour precisely should be.

And the development of new colour variations is something which the R&D team at ORAFOL Europe GmbH in Oranienburg Germany works on at a constant basis.

Today, ORACAL® 970 Premium Wrapping Cast vinyl by ORAFOL tops the list when it comes to colour range. The material is offered in 96 standard colours - more than any other wrap film on the market today. It means that the creative possibilities are nearly endless. In addition, the material comes with the "Rapid Air" construction for easy and hassle-free application without the risk of trapped air bubbles.



ORAFOL offers today the largest colour range in the market place for vehicle wraps.

Besides the 96 standard colours, the ORAFOL wrap range also includes exciting premium tuning films in 7 different structures, ranging from classic carbon and brushed, to crocodile, cocoon and many others. All tuning films are also available in several colours

Completing the range of wrap products, ORAFOL also offer premium stoneguard films as well as a full range of cleaning and care products, all of which have been developed to ensure the highest durability and best maintenance of looks and aesthetics for the vehicles wrapped in the ORAFOL films.

For further information please contact Global Marketing Manager, Tina Andersentina.andersen@orafol.com, phone +45 4576 9222

# Innovative graphics enhance Wimbledon's visitor experience

As the Wimbledon Championships got underway this year, enhancing the visitor experience took a new turn.

With over 35,000 visitors per day during the prestigious lawn tennis fortnight, unmissable printed graphics were the latest way-finding development to keep the fans and traffic safely on course at the event, and upon leaving for home.

The unique Applied Media floor applied graphic system has been adopted as part of an experimental signage scheme designed to contribute towards continuous safety improvements. The scheme enhanced pedestrian, wheelchair and vehicle movements in and around the world famous venue in South West London.

The large format graphic panels were printed using an efficient digital flat-bed with flexible UV cure inks which proved ideal for the polymeric base media. The printed graphics were then protected with a propriety laminate

and incorporated crystalline aggregate.

Championship manager Matt Crawcour said: "Providing the best possible visitor experience is hugely important to us. A big part of this is to provide information for everybody to move safely and efficiently with minimum queuing and delays."

The answer at Wimbledon has been to utilise this innovative floor applied graphic system for their various temporary signage requirements. The system, which is more usually employed for high impact advertising campaigns, provided clearly visible route markings to help the large visitor numbers enjoy even more of the Championship experience.

The Applied Media full colour graphic system, which can be tessellated to any size, was not only instated within the Wimbledon

campus but thanks to the product's unique properties the London Borough of Merton also approved this system as temporary signage on the macadam footpaths around the perimeter of the complex. The signage safely guided the 'Queue' for tickets and the authority were impressed with results and performance and are assessing potential for future events in the borough.

Business development director for Applied Media, Larry Walsh said: "This is a great use of a home grown product and we are pleased to be involved in this prestigious British sporting event which is the oldest tennis tournament in the world."

"This innovation has been specifically developed to facilitate branding, advertising and signing opportunities in new and sometimes difficult to access locations. Sports fans will be familiar with the Applied Media graphics which were also adopted to provide branding in the challenging tidal environment at this year's BNY Mellon Boat Race in London. Last year our parent company also worked closely with Transport for London using similar technology to apply and remove 120 kilometres of temporary games lanes for the Olympic and Paralympics games."

Ideally suited to sporting and events stadia the panels can be printed with any creative design, sign or message. They are designed for use in areas with heavy pedestrian activity and can be overrun with vehicular traffic. The panels are easily laid on any sound surface and then quickly lifted without damage to the substrate or leaving adhesive residue.

Early successes for the product came at the Sports Business and Marketing Conference and the North West Football Awards at Lancashire County Cricket Club in 2011. Both here and high profile branding for the Sports Merchandise and Marketing Exhibition at Wembley Stadium the power to revolutionise sports and events marketing was quickly recognised.

The highly durable, slip resistant graphic panels were also recently installed at London's Oxford Circus tube station where they wowed commuters with a highly visual campaign for Warner Bros. Great Gatsby movie.

"Following the success of this year's trials we may consider further opportunities to roll out Applied Media at Wimbledon next year," added Matt Crawcour.

Applied Media's revolutionary graphics kept fans and traffic safely on course at Wimbledon.

Visit www.appliedoutdoormedia.com to learn more.

# SGN News

### Mutoh Valuejet 1638W wins EDP award

At the FESPA 2013 show in London, Mutoh has won a prestigious EDP award – attributed by the European Digital Press Association (EDP) - for its 64" / 165 cm wide ValueJet VJ-1638W dye sublimation printer as winner in the category "Best Wide-Format Textile Printer".

Mutoh was also nominated for an EDP award in three other product categories for its new Universal Mild Solvent (UMS) inks, the ValueJet 1638 sign & display printer and the 2.6 metre wide ValueJet 2638 outdoor printer. Only three nominations were given per award product category.

The Mutoh ValueJet 1638W (1625 mm - 64") is a high-speed high-volume sublimation printer featuring new electronics, two latest generation 8-channel piezo inkjet heads in a staggered setup and Mutoh's innovative Intelli-

gent Interweaving print technology, resulting in exceptional high speed printing without compromising on print quality. The machine prints on the thinnest sublimation papers and delivers sellable production speeds up to 65 m<sup>2</sup>/h. The printer utilises Mutoh's waterbased disperse dye sublimation inks. Appli-



Mutoh's 64" / 165 cm wide ValueJet VJ-1638W dye sublimation printer beat out the competition at FESPA.

cation possibilities encompass high quality in-store textile decoration and displays, textile banners, pop-ups, sportswear, personalised home decoration, etc...

"It is a real honour for us to be recognised by a panel of independent and highly respected printing industry professionals,'

says Arthur Vanhoutte, Mutoh Belgium's General Manager.

"We are delighted with the award for our ValueJet VJdye sublimation printer. We consider both the award and the three nominations as recognition for Mutoh's innovation power, craftsmanship and our technological leadership in the field of wide-format roll-to-roll inkjet printers. The award underlines Mutoh's ongoing commitment to deliver products with technology proven to be faster, more reliable, more cost effective and more efficient", Vanhoutte concludes.

The EDP association is a not-for-profit organisation, which recognises the latest innovations in the digital print industry.

For more information on the Mutoh ValueJet 1638W dye sublimation printer, visit www.mutoh.eu.

### **FASTSIGNS®** invests in next generation signage specialists

FASTSIGNS®, a signage, graphics and visual communications specialist, is taking active steps to boost the future of the industry by encouraging its centre owners to take on apprentices.

The initiative is geared towards priming the industry leaders of the future, and it follows the government's pledge to boost apprenticeship opportunities.

In recent weeks, three new apprentices have joined FASTSIGNS centres in Sheffield and Derby and one former apprentice has been appointed as a full-time Production Specialist in Reading. Typically the apprenticeships last one to two years and result in a level 2 or 3 NVQ.

Garth Allison, the UK Managing Director for FASTSIGNS, strongly believes that apprenticeships are the ideal way to align education with the industry's current and future needs. Firms require a diverse set of core skills, from business management to graphic design to production, and technologies to support these areas are evolving all

"Employers from all industries complain about the lack of 'work-ready' young people," Allison explains. "Academic qualifications are all well and good, but they need to go handin-hand with practical capabilities. Appren-

"Apprenticeships offer an effective way for young people to get hands-on experience, and they help to address future skill shortages."

ticeships offer an effective way for young people to get hands-on experience, and they help to address future skill shortages. If enough firms take this view, it could play a vital role in securing the future success of the industry. Today's apprentices could be tomorrow's industry leaders."

David Cameron has pledged to make apprenticeships the "new norm" for school leavers who decide against going to univer-

sity. The prime minister said such schemes gave school leavers "the chance to learn a trade to build their careers" and allowed the creation of "a truly worldclass, highly skilled workforce that can compete and thrive in the fierce global race we are in." (Source: BBC News March 2013).

For more information visit the website www.fastsigns.co.uk.

# Walsh Graphics appointment strengthens Irish Mimaki channel

The appointment of Walsh Graphics to Mimaki's Irish reseller network adds a company with a strong reputation and expertise in the commercial printing, sign and graphics industry.

As Mimaki's exclusive Irish & UK distributors since 1996, Hybrid Services Ltd continues to grow its reseller network in the country with the appointment of Cork based sign and digital print supplier, Walsh Graphics. Established for over 20 years, Walsh Graphics started by supplying the litho printing industry but a move towards the sign sector around six years ago has seen it offer a broader range of solutions to its customer base.

The company's sales and technical staff already have considerable experience in the wide format industry and Walsh Graphics currently supply a substantial range of sign making and wide format printing materials and consumables to customers across both Northern Ireland and the Republic. Hybrid's general manager for Ireland, Dave Rainsford, welcomes the company's appointment, "Bringing Walsh Graphics into our reseller network further strengthens the support and offering we can provide for Mimaki in the Irish market."

"With the addition of some key staff with years of industry experience in machinery we are continuing to grow our wide format solutions due to the demand from our customers," says Michael Walsh — managing director of Walsh Graphics. "Requests from our commercial print clients for wide format consumables and substrates have naturally led on to demand for complete systems, so by securing Mimaki reseller status we can supply and support a premium solution."

'We are delighted to have been appointed as a Mimaki reseller for Ireland," he continues. "We have a large product portfo-



Hybrid Services Ltd continues to grow its reseller network in the country with the appointment of Cork based sign and digital print supplier, Walsh Graphics.

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lio which contains some of the top brands in the industry. Mimaki is one of the most prestigious manufacturers of wide format machines in the world and makes a perfect addition to our catalogue." Walsh Graphics is able to demonstrate wide format print and cut systems with a Mimaki CJV30 Series printer/cutter currently installed in its showroom. Design creation, cutting and RIP software is included as part

of the package enabling customers to see how a complete solution can benefit their company. "Investment in wide format solutions by litho printers is a big growth area for Mimaki," concludes Hybrid's national sales manager, John de la Roche. "Our products suit a broad range of needs and Walsh Graphics are perfectly placed to provide expert advice."

Further information on Mimaki's complete product range can be found by visiting www.hybridservices.co.uk. Walsh Graphics' website is www.walshgraphics.ie

# SIGN News

### Signs Express are Brandbuilder of the Year finalist

Leading sign making franchise Signs Express were delighted to be named a finalist for the BFA Express Newspapers Brand Builder of the Year Awards at the annual awards held on 4th July, at the Honoury Artillery Company (HAC) London.

The prestigious British Franchise Association Award highlights the innovative methods franchisors are adopting to effectively develop their brand to boost their potential for the future and includes entries from all industries operating as franchises.

The Awards, now in their 24th year, showcased the UK's most exceptional franchisors that are driving business success through best practice, innovative strategies and building strong brands. Founded in 1989. Signs Express has grown steadily to become the UK's largest specialist signs and graphics company. The network comprises over 70 franchise sign production centres, employing approximately 600 people across the UK and Ireland.

Signs Express has had previous successes in the annual awards, having been shortlisted in the past consecutive 5 years for both Franchisee of the Year and Franchisor of the Year Awards, testament to the strong network and brand ethics.

Seán Hammond, Head of Franchising, Express Newspapers, said: Express Newspapers Brand of the Builder Year Awards champions franchisors who have implemented clever innovative strategies to boost their brand recognition despite the highly competitive environment. This Award offers a platform for high-performing franchisors to receive prestigious recognition not only at industry level but also

to showcase their success amongst their peers and clients."

Signs Express Managing Director Craig Brown commented: "We were truly honoured to be named as a finalist. It goes a long way in recognising the advancements



The nomination comes after Signs Express underwent a significant rebrand

and success of our recent rebrand. We understood the potential risk involved with making changes to our established, successful brand. The feedback and results we've received have reassured us that it was the right time for Signs Express to move forward and

"The feedback and results we've received have reassured us that it was the right time for Signs Express to move forward and we're looking towards the future"

we're looking towards the future."

In July 2011 Signs Express commissioned their first ever national customer survey of over 1000 businesses, to learn what their SME customers really thought. The survey findings formed the basis of a nationwide PR campaign which benefited individual franchisees as well as the overarching brand, as well as proving valuable research data which has helped shape the company's brand.

The results for Signs Express showed that it was clear that their visual identity did not reflect the values and perceptions of their brand and that they needed to update.

Signs Express wanted to embrace that they are a brand with tradition and heritage; whilst at the same time demonstrating that they are forward thinking, innovative, agile and current. Signs Express developed a new brand proposition that runs through

every area of their business, from visual identity to staff training; internal systems to PR everything the company does is about expertise.

Using focus groups and a national survey helped to shape the direction of the rebrand for Signs Express. The national sign

> company took the opportunity to refresh their logo by using a new bright and engaging colour palette, giving a fresh energy into the established brand. All elements of the brand have received a fresh new look; from signage, literature and press advertising through to the company's website and now the new company vans; which will be seen driving across the length breadth of the country.

> Signs Express provides a one-stop-shop for signs and graphics for businesses

large and small and is a full member of the British Sign & Graphics Association and the British Franchise Association.

Visit www.signsexpress.co.uk to learn more.

### Mimaki Offers a "Scorching" Summer Deal

It's still hot outside, and there's no better way to make the best of summer than to take advantage of a scorcher of a deal.

Wide-format printer specialist i-Sub Digital has announced it will give a 5-star upgrade to orders of the Mimaki JV33, CJV30 or JV5 wide-format print units in 1.3m or 1.6m widths placed before the end of September, giving away heaps of summery freebies.

In collaboration with exclusive Mimaki UK and Ireland distributor Hybrid Services, the offer from i-Sub Digital includes free delivery and free build of the new printer for UK mainland customers.

In addition, new buyers will receive a £200 voucher for machine-compatible materials and consumables, 50% extra ink, 50m of banner material and 50m of vinyl, and a free accessories pack shipped with each new printer.

Customers will also receive the standard deal offered with every Mimaki printer from i-Sub Digital: a 2-year Gold Warranty,

full software package, ink, a powered takeup unit and access to the Hybrid Services rebate-linked Let's Do More cartridge recycling programme.

"We're treating our customers to 5-star treatment with this Mimaki offer," says Andy Spreag, director of i-Sub Digital, "but unlike a holiday the benefits will last well past the summer.

"With free delivery, build, consumables and accessories, sign and display companies will be making a fantastic saving on what are already brilliant value machines."

The summer deal applies to all new orders of Mimaki CJV30-130, CJV30-160, JV33-130, JV33-160 and JV5-160 printers placed between August 1st and September 30th 2013 with machines to be installed before October 31st 2013, when supplied with SS21 or ES3 ink.

For further information on the offer please email info@i-subdigital.com or call 01536 415511. To read more on i-Sub Digital, please visit www.i-subdigital.com.



### **Bob Usher takes the helm at Picon**

Bob Usher, Managing Director of Apex Digital Graphics, has been elected as Chairman of Picon, the UK association of print industry manufacturers and suppliers.

He succeeds Peter Morris, CEO of Friedheim UK, who has completed his twoyear term. Like Peter, a top priority for Bob will be to increase the effectiveness of the UK print industry's representations to government and other bodies, and he believes the recent formation of the Graphic Print & Media Alliance (GPMA) will provide a major boost to lobbying efforts. "Peter deserves a lot of credit for his role in bringing together the seven trade associations that form the GPMA. The UK print, media and graphic arts industry now has the opportunity to find a stronger, louder collective voice and appeal successfully for the support we deserve as the country's sixth largest industry. I shall be working hard with the other GPMA members to bring other trade bodies on board."

Another early objective for Bob will be working to ensure the success of Ipex 2014. "It's important for the UK printing industry that Ipex continues to be successful, and I expect the new venue and a host of new features for Ipex 2014 to cement its position as a significant international exhibition. We shall do all we can to support the organisers by encouraging all Picon members to exhibit." He also aims to continue broadening the membership of Picon, with a particular focus on attracting new members from the digital and cross-media sectors.

"Picon is in excellent hands with Bob as Chairman for the next two years," says Peter Morris. "The depth of industry experience he brings to the role, particularly from the digital side, will benefit members considerably as the implications for digital technology within the industry become clearer. For myself, I look back on the last two years with pleasure and pride, especially the creation of the GPMA as an umbrella industry organisation for a previously disparate collection of sector representatives."

Bob has worked in the printing industry since 1966. He started as a technician with Rotaprint, then joined AM Multigraphics, fol-

lowed by Itek Graphic Products. He founded Apex Reprographics in 1989 which became Apex Digital Graphics in 1995 following the introduction of CtP technology. Today the company is the UK distributor for Ryobi presses and supplies Konica Minolta digital presses.

Picon's recent AGM also elected Andy Cook, Managing Director of FFEI, to the Picon Council, which now comprises the following: Tim Klemz, Compact Engineering; Ron Chambers, Kadant; Gerard Heanue. Heidelberg; Peter Friedheim International, Keith Dalton, Fujifilm UK Ltd; Robert Flather, Kolbus; Neil Sutton, Komori; Quen Baum, Morgana; Brian Filler, Screen. Picon has also announced three new member companies: thermoplastic extrusion specialists C&K Extrusions, and digital press specialists MGI Technology and Ricoh.

Visit the website www.picon.com for more information.

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- 1x Travel Case converts to promo table



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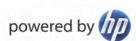
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# SGN News

### Fujifilm blends into end-to-end sign making at Image Technique

The Acuity Advance HS and Uvistar Pro8 guarantee consistent results.

Founded in 1996, Image Technique specialises in the design, manufacture and installation of signs. With 45 employees, this experienced supplier can support customers through the entire process from consultancy and drawing of signs to the delivery and mounting stage. Image Technique prides itself on having the capability to manufacture almost everything in-house; acrylic and aluminium sheets are cut, folded, welded, assembled and painted to be transformed into different forms of eye-catching and expertly crafted signs.

"Our objective is to generate iconic signs that improve the image of retailers from high street brands to nationwide superstores. Debenhams, B&Q, Halfords and Pets at Home are just some of the major companies we work for," explains Des Kenehan, director at Image Technique. He continues: "We are one of the leading sign makers in the UK and we've been involved in the evolution of this sector over the years. Although sign making is still our core business, there's an increasing demand for integration with graphics, window decoration, visuals and displays. As a consequence, being equipped with the necessary production tools to fulfil specific requirements is crucial if we are to remain competitive. Bringing print production in-house is a key element of this strategy."

True to this ethos, two years ago Image Technique installed a Fujifilm Acuity Advance HS to manage all print related jobs in-house. Des talks us through this choice: "In the last few years we've realised that it's more reliable and cost-effective to be in control of our own destiny and keep everything under our roof'. Taking charge of the print department has allowed us to guarantee perfect image quality and to ensure that delivery times always meet customers' needs."

The Acuity Advance HS was a significant addition to the Image Technique environment and has given them the opportunity to print directly onto rigid media with the added value of the white ink option. It soon became clear that the print side of the business wasbooming. Des explains: "The ROI with the Acuity Advance HS was almost instantaneous and demands for print jobs were constantly rising. We were facing many requests for roll-to-roll based volumes with quicker turnaround times, so it was essential to strengthen our print capabilities."

Together with the other director, Gavin Smith, and the managing director, James Dawson, Des agreed to invest in a superwide format printer to fill the production gap. At the end of 2012 they were all in complete agreement to turn once more to Fujifilm, whose three metre version of the Uvistar Pro8 perfectly fit the company's criteria.

'We were so pleased with the high quality we were achieving with the Acuity Advance HS that we didn't want to lower expectations. For us, the Uvistar Pro8 was the ideal compromise between quality and productivity. The vivid colours and adhesion offered by Fujifilm's inks, together with the perfect skin tone reproduction, are balanced with a significant throughput,"comments Des.

He is also keen to highlight additional benefits of Fujifilm's Uvistar Pro8: "This device can simultaneously handle two rolls of the same material which has significantly improved our efficiency. What's more, we take advantage of the extensive range of euromedia substrates that Fujifilm offers. Vinyls, PVC and banners are just a few of the materials that the Uvistar Pro8 can print on."

In terms of efficiency, he stresses: "A key point for us is the flexibility to allocate jobs to the Acuity Advance HS or the Uvistar Pro8, safe in the knowledge that we're guar-



anteed consistent results. Fujifilm's expertise in colour management and its technical knowledge has helped us to make the most of both the devices, calibrating them to achieve uniform quality."

Des continues: "Uvistar Pro8 has dramatically improved our competitiveness as it has boosted our productivity and extended our range of services. We can now approach retail brands and provide them with a variety of creative and integrated projects including signs and indoor graphics, to name but two.'

A few months ago, Image Technique also embraced the digital signage market with the creation of a dedicated business unit called Vueinti. Des explains: "We believe in the integration of different methods to support brand owners in the growth and development of their corporate image. Sign making, wide format print and digital signage all go hand in hand to achieve this objective." He concludes: "Thanks to our skills and technical knowledge, we're able to make use of the most appropriate methods to provide clients with both print and digital tools to convey their marketing messages in the most effective way."

To learn more visit the website www.imagetechnique.co.uk.





### The BSGA fights over 140 planning battles

New web archive reveals behind-the-scenes work vital to the sign industry.

The British Sign and Graphics Association (BSGA) has lodged over 140 protests against proposed local planning laws over recent years in defence of its members and the sign industry as a whole.

Local authorities are now empowered to set out regulations covering planning applications within their areas and these 'Local Plans' can often carry conditions that could adversely affect the production and installation of signs.

"If these proposals are not monitored and fought against when necessary, unfair and unwarranted restrictions could slip through and cause major problems for the sign industry," explained BSGA Director David Catanach.

"Before the advent of local plans there was one set of regulations covering planning

"If these proposals are not monitored and fought against when necessary, unfair and unwarranted restrictions could slip through and cause major problems for the sign industry"

applications for signs. Everyone knew where they stood," he said. "Now, every planning authority in the country can produce its own regulations, resulting in a free for all and a raft of different regulations for different areas. You can even find situations where one set of rules governs one end of a street and a completely different set controls the other.

"We are also very conscious that what gets through for one authority may well be adopted by neighbouring authorities when they see what has been allowed without objection" he added.

The BSGA, together with its specialist advisors, has taken on the arduous task of monitoring every Local Plan that is published for consultation and submits formal objections where it is considered that any regulations are restrictive.

"As an example, one local council which has a designated conservation area within its boundary decided that all fascia signs should be hand painted on wood. It was, obviously, a clause initially formulated for the conservation area. This was not stated in the plan and because, in legal terms, there is no such thing as a conservation area, the planning policy would have prevailed throughout the council's territory," explained David.

"The BSGA objected on the grounds that the clause was unnecessarily restrictive for districts outside the conservation area and the plan was modified as a result. Had we not acted, it's highly likely that the plan would have gone through in its original form and local signmakers would have had a battle to get anything other than hand-painted wooden signs past the planners anywhere in the district.

"Many signmakers are oblivious to the changes in planning laws and the problems and damage these can cause. So, as the principal representative organisation for the UK sign industry, the BSGA acts to safeguard the interests of our members - and the industry as a whole benefits." he said.

"It's one of the vital things we do 'behind the scenes' and, whilst generally it goes unnoticed, without our monitoring programme the industry would be unaware of the restrictions planned by local authorities." The BSGA has now launched a new archive on its website — www.bsga.co.uk/planning-matters-archive — where all the objections can be reviewed. The archive is organised alphabetically so people can easily find out what has happened in their local areas. The archive will now be kept up to date with all new activities.

"The archive reveals the depth of the work that goes into looking after the interests of the industry in terms of planning regulations and it should also be a useful tool for signmakers across the country."

For more info visit the website www.bsga.co.uk/planning-matters-archive.



Every high street in the country could be governed by different planning regulations.

### FESPA declares HP corporate partnership renewal

FESPA announces that HP has renewed its position as FESPA's Corporate Partner for the next three years to continue to ensure its customers benefit from the organisations industry expertise.

FESPA and HP have been collaborating since 2007. Under the terms of the renewed corporate relationship, HP will work with FESPA as Corporate Partner across all European events until 2016, including FESPA Eurasia 2013, FESPA Global Summit 2014 and FESPA Digital 2014.

Neil Felton, Managing Director Events and Exhibitions comments: "At a time when companies have many platforms to choose

from, it is gratifying to see the confidence HP is placing in FESPA as an event organiser and a brand. The strength of the association demonstrates that wide format print is a strong market to be investing in and that FESPA's strategy is working for HP's vision to connect and educate visitors with the latest technology."

Ronen Zioni, director of market development, Europe, the Middle East and Africa,

Graphics Solutions Business, HP, comments: "FESPA's global exhibitions, events and online platforms are among the most influential business destinations in the large-format print sector. Our cooperation with FESPA benefits our customers of the networking opportunities, resources and intelligence that the organization provides."

Learn more at www.fespa.com

# SIGN News

# **ARLON DPF 8000 stands test of time on Weymouth's Sea Life Tower**

After 12 months of exposure to wind, weather and sea-spray the graphic images that wrap the reception building and walkways for Weymouth's Sea Life Tower have proven their durability and continue to present a striking effect.

When a new attraction for Weymouth was required to add interest to the town, Merlin Entertainments, which also owns Weymouth Sea Life Park, came up with the innovative idea of a 174ft. high rotating observational tower, giving panoramic views across the town, bay and beyond, and which could also be seen from all points around the bay.

Swift Signs was awarded the contract to supply and install the graphic wrap and selected William Smith to provide a suitable and extremely durable media.

"We wanted a really high quality and durable print, so asked William Smith to supply this for us bearing in mind the location, the time of year we would be applying the graphics and the requirement to apply to a difficult structure," explains Swift Signs Partner, Karl Lantree. "The technical advice from a great team at William Smith and samples supplied made the process and product selection very easy."

It was essential that the selected mate-

rial would withstand wind and weather at the sea's edge and would handle well in Winter weather conditions as installation would take place during March. Although not built specifically for the London Olympics it was planned to be ready prior to the start of the games. William Smith recommended Arlon DPF 8000, which was then sampled and approved by the project architects.

"It's a fantastic product and has become one of our mainstays," says Karl Lantree. "For this project the weather was our guiding factor and DPF 8000 has a nice threshold for application; even though the adhesive is quite aggressive, it's not too temperature critical. It's a testimony to the product that it was applied in very harsh conditions and one year on is still working very well."

Approximately 1Km of Arlon DPF 8000 was used to create the graphics which completely wrap the exterior of the reception building and walkways leading the tower.



One year later Arlon DPF 8000 has held up to the conditions.

"The results are stunning and, as a consequence, we have been awarded other contracts using the same materials," concludes Mr. Lantree.

For further information visit www.williamsmith.co.uk

### William Smith lends further support to its trade customers

An enlarged stockholding facility, the acquisition of distribution rights for additional leading brands and innovative sales and marketing initiatives have fuelled spectacular growth at leading trade supplier William Smith.

This is particularly evident in the company's Materials Distribution division as a result not only of a further strengthening of its long-term partnership with primary supplier 3M for which the company remains the largest UK stockist and distributor but also new partnerships forged with other leading brands, including Arlon, ContraVision, iSee2 and R-Tape.

William Smith has recently expanded it's portfolio of products for distribution.

Most recently, William Smith has added a range of patented knifeless vinyl cutting systems as well as an extensive range of sign making tools and accessories sourced primarily from 3M and Swann Morton. These additional product offerings enhance the company's materials supply capabilities and enable it to better accommodate customers' niche market and variable budgetary re-

quirements.

As the term implies, the knifeless vinyl cutting systems dispense with the need for traditional knives and cutters that are capable of damaging valuable substrates if handled incorrectly and rely instead on the use of an ultra-fine filament to produce crisp and even cuts comparable to those achieved using traditional methods of cutting without any of the risks involved. Available in four formats to accommodate different sign and

graphics applications, the Finish Line version is the one best suited to the burgeoning vehicle wrapping sector of the sign and graphics industry. Significantly, it is a 3M-certified approved tool used in 3M's Advanced Installer Training Classes for vehicle wrappers.

The range of tools and accessories now added to the William Smith portfolio has been designed to assist and improve the use by its customers of the leading self-adhesive films during application, for their predicted life span and subsequent purposeful removal as required. The vast selection of products comprises surface preparation, cleaning and protection fluids, knives, blades and cutters, rollers, heat guns, squeegees, primers and edge-sealers. The range also includes a special Essential Tool Kit Bundle that is available at an exceptionally attractive price.

For further information, visit www.williamsmith.co.uk or telephone 01833 694707.

# Tekcel Routers complete new ownership

# For the past decade, the name Tekcel has been widely regarded as the industry's No. 1 choice of CNC router.

A name which has earned the respect throughout the sign, print and display industry for its outstanding performance, pinpoint precision, high productivity and above all, reliability. Complete CNC Solutions Ltd is now very proud to announce that they have become the "Exclusive Distributor" for all Tekcel CNC router products and accessories throughout UK & Europe.

Drawing on more than 22 years of CNC router industry experience and headed up by Managing Director Julian Sage, who says "Along with the manufacturer of Tekcel routers, we are totally committed to supplying, maintaining, servicing and supporting all existing Tekcel and Spandex Tornado router customers, as well as welcoming potential new router and tooling customers on board."

As part of this process, Complete CNC Solutions is also proud to announce the launch of its exciting new online store, offering an extensive range of high quality solid carbide CNC tooling, cutters and accessories. "We've developed an unbeatable range of cost effective tooling products, specifically designed to deliver high class routed edge finishes, across a wide range of materials for the sign, display, POS, exhibition and shop fitting industries. These products are as a direct result of our own broad experience of CNC routing spanning more than 22 years, along with the important ongoing feedback we've received from CNC router owners," explains Julian Sage. Complete CNC Solutions are also offering substantial discounts on quantity purchases of tooling and are always available to lend expert advice and knowledge for customers requiring help when choosing the correct cutter, feed rate or machining strategies for CNC routers.

The company has also implemented an expansion plan, to meet the continued high demand for Tekcel routers and in doing so, has created some new positions in its technical and administration departments. It's also just completed a successful move to larger premises in Somerset, where a new router demonstration area has been created for customers to see Tekcel routers in action, sample cut materials and an extensive range of CNC Tooling.

Julian Sage adds, "These are really exciting times for Complete CNC Solutions and I would like to take this opportunity to personally thank all our existing customers for their continued support through this transition. We are truly dedicated to providing our customers with the same high levels of sales and aftersales support they've enjoyed over the years and commit to offering potential new customers an equally positive purchasing experience."

For further information on Tekcel Routers or to receive Complete CNC Solutions' New 2013 Tooling and Accessories PDF, please call on 01934 742186 or email us at info@completecnc.co.uk or simply visit our website and download any information. www.completecnc.co.uk

# New laser cutting facility from Awltech

Following the move to a new purpose-built production facility and showroom at the Omni Business Centre in Alton, Hampshire, specialist supplier of fabrication equipment Awltech is now offering customers a new laser cutting service.

The company is well known in the sign industry for its high-quality plastic fabrication equipment that includes heat benders and both diamond edge and flame polishing systems backed by a first-class customer support facility.

The new service is based on the installation of three powerful laser-cutting systems that enables medium to large volumes of panel processing to be handled efficiently up to a size of 2,500 x 1,500mm and a thickness of 10mm. Customers are welcome to visit the new showroom and view the range of heat benders, flame and diamond polishers and laser cutting equipment.

For further information, visit www.awltech.co.uk or telephone 01420 542 261



The powerful laser-cutting systems can handle a variety of jobs.

# SGN News

# Sign 2000 wins Business of the Year Award

Kent-based corporate and retail signage specialist, Sign 2000 has won Business of the Year Award for the South in a hotly contested competition that involved hundreds of entries from the Kent and Sussex areas of the South East.

The award coincided with the company's 25th anniversary and was a fitting tribute to the success of Sign 2000 over that period and gave cause for a double celebration.

The Business of the Year Award is an annual business initiative created by Action-COACH, the world's leading business coaching franchise with over 1200 business coaches strategically located throughout the world. The Sign 2000 award came via the ActionCOACH outlet in East Sussex and local Action Business Coach Lucy Cameron. The organisation acts very much as a sales and marketing support facility for small- to medium-sized businesses, engaging with individual companies and enabling the achievement of optimum performance levels through guidance on key management strategies and offering support and encouragement in reaching this objective.

Two years ago, Sign 2000 moved to larger premises in Tonbridge as part of a programme of future growth and development. The strong client base includes some of the UK's largest blue chip companies, including Whitbread, Superdrug and the Post office, leading to an increased pressure on the company's production and management teams and their respective systems. It was at this point that Sign 2000 engaged the services of Lucy Cameron of ActionCOACH to help implement some key strategies. These included leveraging technology and developing a dashboard for the company's key performance indicators, ensuring the appropriate level of manpower for each project and intercommunication between Sign 2000 and customers' teams, leading to the creation of 14 new jobs for that area of Kent.

Sign 2000 Sales Director, Neil Scott commented: "Lucy encouraged us to ask our clients and the company's own staff what they liked about the services and in what areas improvements could be made, monitoring the responses and putting in place a programme that would reflect how the company should go forward." Managing Director, Murray Crompton added: "Employing an Action Business Coach has kept us focussed on key issues and has definitely helped push our business forward. It is surprising how far we have come in a relatively short time and we have ambitious plans for the future. Lucy has helped us gain clarity on what we need to do to achieve our objectives. We have a fantastic team and together we will continue delivering a great service and products to our burgeoning customer base."

Commenting on Sign 2000's continuing success and its Business of the Year Award, Lucy Cameron concluded: "The Sign 2000 directors have been extremely open-minded about implementing new ideas and strategies and winning the award is a testament to that. I am extremely proud of the progress the company has made and look forward to assisting future business growth with the aim of winning the award again in 2014."

For further information on the services 2000. provided Sign www.sign2000.co.uk or telephone 0845 265 2000. For more information about Action-COACH, visit www.actioncoach.com or telephone 01435 872495.



Action Business Coach Lucy Cameron flanked by Steve Spackman, Sign 2000's Marketing Director (left), Sales Director Neil Scott and Managing Director Murray Crompton.

# And the UK Sign & Digital winner is...

In the build up to the Sign & Digital UK event, which took place at the NEC Birmingham in May, the show organisers once again teamed up with Mimaki's exclusive UK & Irish distributor, Hybrid Services, to offer one lucky visitor the chance to enter a special prize draw competition

Sign & Digital UK has announced that Raymond Bartlett from Reade Signs based in Aldershot is the winner of two tickets to a Premiership football match, where he will enjoy a VIP package of hospitality and overnight accommodation.

What's more, Raymond will also benefit from attending an applications workshop at Hybrid's headquarters, where he will learn how to turn print into profit and maximise his investment in wide format solutions.

Sign & Digital UK marketing director, David Copeland, sad: "Our prize draw competition has always been very popular and Hybrid Services has been kind enough to work with us once again. This year they raised the bar by adding the workshop to the prize, which on its own has a value of around £400."

On hearing of his win, Raymond said the following: "I am delighted to win and really looking forward to both the Premiership match and the workshop. Thank you to the show organisers and Hybrid Services. Sign & Digital UK was a great show this year: really busy and with lots of opportunities to network; a great exhibitor line up; and some really interesting products and innovations."

For more information, contact www.signuk.com.









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# The Global Wrap Cup Master crowned at FESPA

Piotr Ciński from Poland has been crowned the Global Wrap Cup Masters champion at FESPA 2013 in London to win the title of Global Wrap Cup Champion.

The Wrap Cup Masters started with a qualifying round on day one at FESPA 2013, which saw three skilled contestants get the chance to compete in the grand final which culminated on Saturday 29 June 2013.

The Wrap Cup Masters competition revved into action at FESPA 2010 in Munich and has since travelled across the world to regional and digital FESPA shows picking up finalists from FESPA Americas 2011, FESPA Mexico 2011 and 2012, FESPA Digital 2011, Digital 2012 and FESPA Brasil 2013.

A total of 16 elite wrap cup artists took part in the final heat in London battling it out to be champion and to take home €9,500 worth of prizes.

Piotr Ciński, Owner, Pentagraf comments: "Winning the title of World Champion in the Wrap Cup Masters has made my dreams come true. It was a pleasure and honour to compete arm to arm with the best installers from around the world. I would like to thank the competitors, judges, sponsors and everyone else that was involved in making the event happen.

"To all the people that are considering

vehicle wrapping I would like to say one thing. Just do it!"

Also taking place on the Wrap Cup stand at FESPA 2013 on days two and three was the Cup of Nations, where teams of two from across the globe battled it out to become the best team! 'Holland I' made up of Rob Buursen, Jabe Reclame from the Netherlands and the overall Wrap Cup

Champion Piotr Cinski, Pentagraf from Poland took home the prize of best Cup of Nations team as well as prizes to the value of €1,500.

Duncan MacOwan, Head of Events and New Media, FESPA comments: "The Wrap Cup Masters is always an exciting and fast paced competition and this year has been no exception. With the addition of the Cup of Nations we've watched some of the world's best vehicle wrapping superstars' battle it out providing a crowd magnet.

"Bringing together the winners of the regional FESPA shows, makes the grand finale a truly international event representing our global print community. All competitors were inspirational and the standard has been exceptional, well done to Piotr Cinski and all the finalists involved."

Visit www.fespa.com to learn more.



FESPA attendees grapple for the coveted title of Global Wrap Cup Master.

# SIGN News

# Infamous yellow graphics in Tour de France win

With Sky Pro Cycling celebrating their second consecutive win in the Tour de France, Signs Express (Manchester) were on call to help celebrate the momentous occasion in Paris.

Providing a wide range of car graphics and signage for the riders and team support vehicles, Signs Express (Manchester) has travelled across Europe during the road cycling season for the past 4 years to be on call for the leading cycling team and as the pinnacle in the road racing calendar, the Tour de France 2013 represented a unique opportunity.

The 21 stage Tour de France is viewed by millions across the world and with the last stage of the 2,000 mile journey on route to Paris, and Chris Froome in the driving seat to win, Team Sky commissioned the experienced sign making team to start the final stage preparations.

Preparations began and the team was then flown out to Paris the day before the final day's stage to help kick start the winner's celebrations by branding their team support vehicles yellow, match-





Signs Express (Manchester) Director Lee Eaton and sign maker Aaron Johnson after completing the striking yellow liveries.

ing the infamous winners yellow jersey so the celebratory final stage could start with a festival spirit.

The team's two Jaguar XF Sportbrake cars and bus, used to support the riders along the route, were rebranded with partial vehicle wraps. Signs Express (Manchester) specified All Print Supplies multi-fix vinyl for its ease and dexterity of application which was digitally printed to the striking yellow graphic. With the world's media attention on the team, the enormous marketing opportunity saw Team Sky cemented in Tour de France history.

After the success of the yellow vehicle branding in 2012, the team and vehicle manufacturer Jaguar were keen show their appreciation of the fans and supporters by launching a competition to have

supporters silhouettes included on the graphics. By using the hash tag #behindteamsky on Twitter they created the ultimate fan livery graphic which was then produced and applied to their brand new F-Type model the early morning that the final stage began.

Signs Express (Manchester) Co-owner Lee Eaton explains, "We feel very privileged to have been involved in such a prestigious occasion and were delighted to pull out all the stops as the timing was crucial. What a fantastic achievement for the team. There was enormous excitement at the last stage as the whole team had worked so hard. With the left over vinyl from the car graphics we even branded up the team's iPhone cases which added the finishing touches to the whole experience and the party atmosphere as a result of the win."

"We have also been asked to complete follow-up promotional work with the team vehicle manufacturer by Jaguar, who commissioned for the graphics to be applied to an F-Type Jaguar, given as a gift to Chris Froome to celebrate the win."

Signs Express (Manchester) is part of the UK's largest sign company and is a member of the British Signs & Graphics Association.

For further information contact Signs Express at the website www.signsexpress.co.uk/manchester.

# James MacDonald named Nazdar VP of Marketing

NAZDAR Ink Technologies announces that James MacDonald has been promoted to the position of Vice President of Marketing for Nazdar Ink Technologies.

Previously, he has led the Nazdar, Ltd. marketing team and advanced the marketing efforts for their digital product lines. With over 20 years' experience in the industry, Mr. MacDonald's primary focus will be to develop and implement marketing strategies to expand Nazdar's presence internationally.

"We recognise the need to integrate our geographic marketing resources into a global marketing organization led by dedicated, focused executive leadership," said Richard Bowles, President of Nazdar Ink Technologies. "James' understanding of marketing, our product lines and market segments along with the experienced staff he will lead will create an effective marketing organization."

Visit www.nazdar.com to learn more.



Do you like working with people and with your hands? Are you able to work by yourself and as part of a team? Are you a mature minded professional who takes pride in your work? Are you a self-starter? If you answered yes to these questions then N & N Signs might have a job for you!

We currently have two job opportunities and are looking to recruit a:

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Must have extensive relevant experience within the sign industry.

NMSIGNS www.signupdate.co.uk/nn1 www.signupdate.co.uk/nn2

for full job descriptions and details on how to apply.

65a East Barnet Road, Barnet, Hertfordshire, EN4 8RN www.nnsigns.com

#### Print Production Assistant Vacancy for Chesterfield / Mansfield

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#### Experience Required:

Knowledge of Adobe Illustrator & Corel Draw. Previous experience working with digital printers. The ability to work under pressure and to deadlines. Exceptional organisational & administrative skills. Good written & verbal English. Accuracy & attention to detail.

If you consider yourself suitable for this position, please apply to wendy@nationalsigns.co.uk attaching your CV.

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#### Sub Contract Installation Teams

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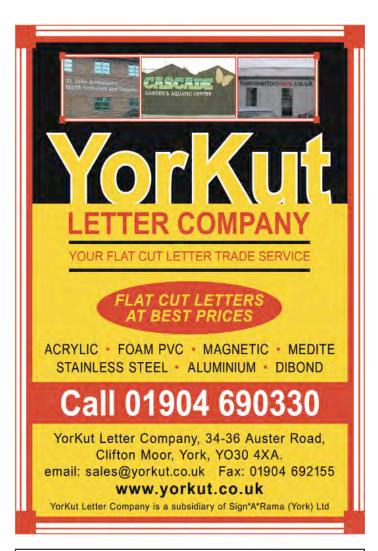
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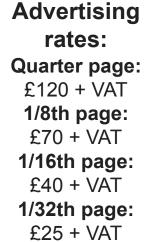


























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An experienced professional sign and lighting contractor to undertake Surveys, Project Management, Individual or Programmed Installations, Planned or Reactive Maintenance, Illumination and Accident 'make safe' and repairs, throughout the U.K. All crews are fully trained to current Health and Safety standards including Pasma, IPAF and UKPIA Safety Passports.

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Designers and Manufacturers of laminating systems. Vivid supply a wide range of laminating products including the well established Easymount range of wide format laminators which are available in cold and hot models. Roll fed, pouch laminators, laminating pouches and a wide range of laminating films.

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LED Solutions supply quality, energy efficient LED products to the sign trade. We are UK distributors for DAEHAN LED who specialise in sign illumination and offer 5-year warranties with our sign LED module range. We supply RGB modules, LED Light panels, Flexible strips, Neonflex, and IP Rated Power supplies, so please contact us for any assistance.

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Professional installation and maintenance service throughout Scotland. We specialise in all types of sign work, excavation service for sign foundations, neon, flexface systems, vinyl. Surveys undertaken. All our crews are fully trained and hold IPAF, PASMA and CSCS certification.

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

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

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

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

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accsign1@aol.com www.accentsignsltd.co.uk

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studio@fonteynesigns.co.uk www.fonteynesigns.co.uk

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

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

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

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