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## Signmakers should think about Search Engine Optimisation

As we bring this issue to a close, we're happy to say that we'll be taking a slightly longer gap between issues, coinciding with a well-deserved break over the summer. During this time, we will be focusing on enhancing the quality of our editorial content.

Reflecting on the past few years, we've noticed a trend among our online readership. Articles like "How to Cut Aluminium Composite?" and "What is Flex Face signage?" have consistently garnered the most attention. These articles feature headings that align with the queries people commonly search for on the web. Surprisingly, "How to Cut Aluminium Composite" has remained the most visited page for many years, despite not being prominently featured on the website and being an older article.

In this upcoming issue, we're particularly excited to delve into a fascinating piece from Ashby Trade Sign Supplies titled: "Aluminium or Aluminium Composite (ACM) sign trays - What is best?" We'll make sure to publish it online, optimizing the use of natural keywords and taking care of details like meaningful file names for images. For instance, the article will be accessible through a well-structured URL like: [www.signupdate.co.uk/sign-trays/Aluminium-Composite-or-Aluminium](http://www.signupdate.co.uk/sign-trays/Aluminium-Composite-or-Aluminium).

Mastering the basics of SEO (Search Engine Optimization) can make all of this quite straightforward. We firmly believe that investing time in understanding SEO techniques is worthwhile for most sign makers. It allows you to maximize the visibility and reach of your work, ensuring your expertise and products are readily discoverable by potential customers.

As always, we'd love to hear from the readers, and if any of you wish to share some knowledge, then we'll try to give it that little bit of Search Engine Optimisation friendliness, that will ensure it generates traffic to our website, and then onto yours.

Martin Hinchliffe



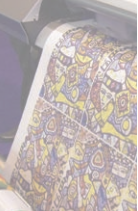
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# PRODUCT News

## Brett Martin launches new carbon reduced PVC plastic sheet - Foamulux Light Bio

Brett Martin, a leading European plastic sheet material manufacturer, proudly introduces its newest sustainable semi-finished plastic sheet to the market.

Foamulux Light Bio is low carbon high quality substrate made with 25% bio-attributed PVC derived from wood-based residue, originating from the sustainable forestry industry. This process, alongside 100% renewable energy powered production, reduces carbon emissions in the finished sheet by 20% and provides a fantastic solution to brands who seek to meet sustainability objectives.

International Sustainability & Carbon Certification (ISCC) standards are adhered throughout the supply chain, utilising the mass balance approach, guaranteeing every step meets traceability criteria, minimising any possible negative environmental impacts.

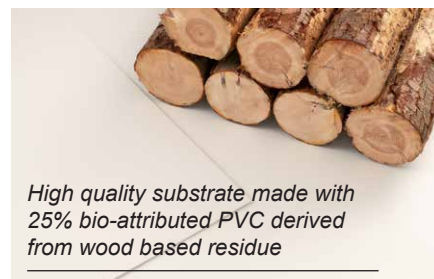
### A Sustainable Future

Brett Martin's sustainability strategy aimed to reduce the impact of business operations, and in 2022, Planet Mark

certification was achieved based on the commitment to continuous improvement in sustainability by measuring and reducing its carbon footprint.

Brett Martin's dedication to achieving net zero emissions is evident through renewable energy infrastructure. With a 2.3MWp wind turbine towering at 99.5 meters on-site, and a 6.42MWp solar farm nearby, resulting in a savings of over 900 tonnes of carbon emissions annually.

Speaking on the launch of this new product and the growth of the low carbon range, Sales Director Ian Noble commented, "I'm absolutely thrilled to be bringing Foamulux Light Bio to the market. With a 20% reduction in carbon emissions this product showcases Brett Martin's continued investment and commitment in providing high-quality, low carbon, sustainably manufactured semi-finished plastic substrates. Made with 25% bio-circular attributed PVC, Foamulux Light Bio provides a bright white, smooth printing surface as a perfect solution to sustainability conscious printers, routers and fabricators.



*High quality substrate made with 25% bio-attributed PVC derived from wood based residue*

Foamulux Light Bio harnesses the same qualities as traditional Foamulux Light but with a 20% lower carbon footprint."

### Sustainable PVC Options

For sustainable practices, Brett Martin's approach ensures that a practical and versatile product can be delivered, without compromising on quality. This new Foamulux Light Bio PVC sheet joins a range of similar eco-friendly products including Marlon BioPlus, Marpet-g FS Eco, Marcryl FS Eco, and Foamulux Eco and Foamulux Xtra.

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

## Introducing new Contra Vision AutoGraph

William Smith launches Contra Vision AutoGraph, the world's first perforated window film specifically designed for vehicle wraps and other overlaminated applications.

Vehicle windows provide a fantastic and sometimes overlooked opportunity to display a company's branding, be it on their own or as part of a larger vehicle wrap. Contra Vision constantly strives to improve and optimise its films for better performance, particularly when it comes to vehicle window applications.

While overlaminating perforated window films is not always necessary, it is highly recommended to maintain visibility on any graphics exposed to water and dirt.

However, overlaminating window films can sometimes lead to other issues too. Overlaminated perforated window film must be dry applied, which can lead to bubbles forming beneath the surface where the air has been trapped. Pricking these bubbles can leave the material vulnerable to moisture ingress, and aggressive squeegeeing can distort the overlaminate, ruining the visibility and

leaving streaks across the window.

Contra Vision's latest product, AutoGraph, has been designed and manufactured to solve these very issues, making the application process an altogether more enjoyable and stress-free experience for all those involved.

AutoGraph is a 40% transparency perforated window film specifically designed for vehicle graphics and other overlaminated applications.

The film features channels within the adhesive that allows for any trapped



*Contra Vision Autograph, specifically designed for bubble free application.*

air to be expelled with ease, even after the overlaminating has been done. This means you can be confident in a smooth, bubble-free finish every single time!

A thinner polymeric face film allows for greater conformability to curved vehicle windows. The film also provides an enhanced adhesion level, while still allowing for clean removability.

AutoGraph has also been formulated to allow for reliable cold weather applications down to temperatures as low as 0°C.

Contra Vision's optically clear overlaminate, CL50CY, is a 50-micron cast PVC film recommended for use with AutoGraph. CL50CY provides excellent optical clarity and protection. It is suitable for all overlaminated applications, including curved vehicle windows.

To place an order or request a free sample from William Smith, call their sales team on 01833 690305 or via email at: [info@williamsmith.co.uk](mailto:info@williamsmith.co.uk)

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## Widd Signs invests in a second Mimaki UCJV300-160 UV LED printer from CMYUK

Widd Signs has invested in a second Mimaki UCJV300-160 UV LED printer from CMYUK. The installation comes 3 years after the business bought its first Mimaki printer of the same model, again from CMYUK. Offering versatile productivity, this printer offers the ability to print and cut in a single unit. Purchased to respond to growing demand, it will increase production capacity and turnaround.

"Clients are increasingly requiring a shorter turnaround on jobs and the Mimaki printer is very efficient so allows us to increase capacity to be able to accommodate a quicker lead time," says Gary Williams, MD, Widd Signs.

### Great grandfather of signage

Widd Signs was formed in 1888 by Bradford-based sign writer Arthur Widd and is regarded as one of the original sign companies in the UK. The same founding values that made it an instant success in the 19th Century runs through the business today: innovation, design, excellence, and honesty. Operating in the north of England, it now has sites in Leeds and St Helens, supported by a 70-strong team of employees.

The business provides signage consultancy, design, and production services to a range of high-profile businesses operating in the retail, construction, sports, and leisure sectors. Clients include high street retail giants Marks & Spencer, Primark and Schuh; culture and leisure hubs such as the National Science and Media Museum, Chelsea and Burnley F.C.; and construction firms including Winvic, ISG, Robert McAlpine, Audas and Wates.

### The Mimaki advantage

The success and reliability of its first Mimaki UCJV300-160 printer made it an easy decision to invest in a second.

"We like the consistency of the brand; adding another machine allows us to cross-print between the two printers. There are a number of benefits to using the Mimaki, and we're particularly impressed with the ability to print good quality white ink easily whilst other printers struggle to provide this. It also offers flexibility to use different media that we print onto and the print and cut function gives further flexibility," says Gary.

Other elements that impressed him are the robustness of the printer and the multi-layer printing function that enables it to produce night and day prints for lightboxes.

"There is no doubt that the Mimaki is a reliable machine which is easy to maintain and on the few occasions that we've had problems, we've been able to resolve issues quickly and are grateful to CMYUK for the great customer support," he says.

*A new printer for Widd Signs has increased its capacity and shortened customer lead times*

### CMYUK support

The relationship with CMYUK began in 2018 when Widd's graphics department head, Lee Nottingham met Jason McNulty, CMYUK's Senior Digital Sales Consultant at the Print Show in Birmingham.

Lee was invited to the CMYUK demonstration and training centre in Shrewsbury to explore whether Widd Signs should invest in a flatbed or upgrade its existing roll-to-roll printer.

"We gave ourselves a year to make the decision, and eventually decided to upgrade our existing roll-to-roll printer for the Mimaki UCJV300-160. After realising how much better it was than our previous printers, we purchased a second one," says Gary.

The installation of the first Mimaki also marked the company's move away from solvent to UV LED cured inks. "Sustainability and moving towards more environmentally friendly print and signage is a huge focus for us. The Mimaki UV ink is more sustainable than traditional solvents which helps us support our environmental credentials," he says.

As far as plans for the short to medium term are concerned, Widd Signs is focussed on delivering signage and digital print that is turned around in the shortest of time scales.

Says Gary, "The Mimaki helps us to deliver a quality product in minimal time to exceed our customer expectations. This is something we're committed to continue to deliver and are grateful to CMYUK that the Mimaki helps us achieve this."

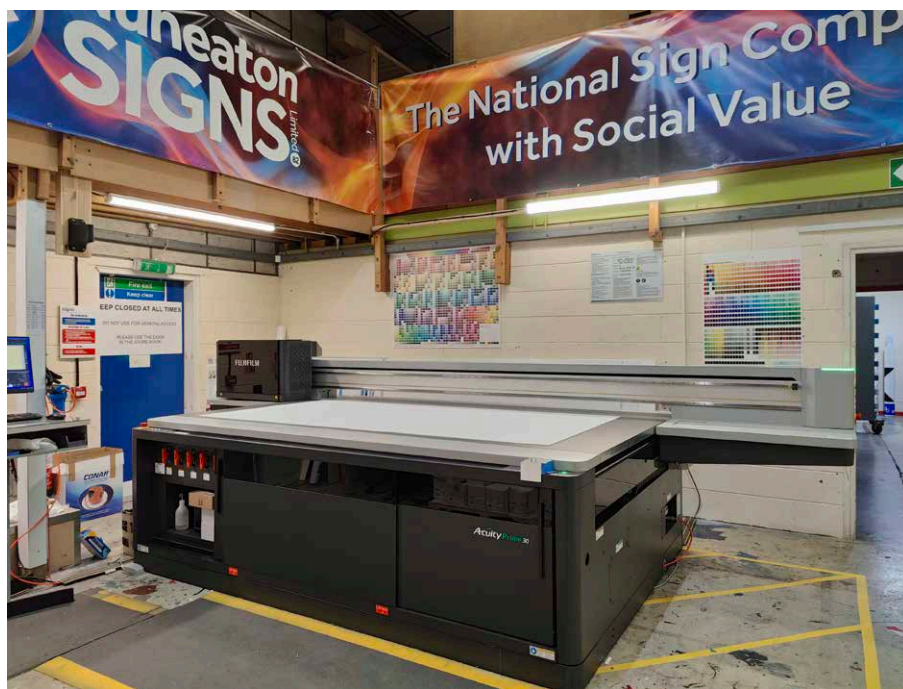
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Widd Signs increases its capacity and reduces lead times with an investment of an additional Mimaki UCJV300 printer



# Nuneaton Signs invests in the Acuity Prime 30 to support business growth



Installation of Fujifilm Acuity Prime 30 at Nuneaton Signs makes printing two and a half times faster

UK-based social enterprise Nuneaton Signs has invested in a Fujifilm Acuity Prime 30 flatbed printer to support its business growth and product sales.

The company, which was established in 1982 in Nuneaton, UK, manufactures traffic signage and signs for a wide variety of commercial applications, whilst providing meaningful employment and training for people with disabilities, which affect 71% of its employees.

Daren Hollins, Head of Procurement at Nuneaton Signs said the company sought a new flatbed printer to speed up the production of its signs and manufactured goods. The company chose the Acuity Prime 30 because of its reliability, its ability to produce high quality prints and because it was in line with the company's budget.

Hollins explains: "We went out to tender with various companies and we chose Fujifilm because we were impressed with the cost and efficiency of its inks, the cost of this printer and how overall, it was able to deliver in terms of quality and reliability – all while meeting our financial criteria."

He adds: "It is two-and-a-half times faster than the previous printer we used for the same types of jobs. It is also quick to set up and easy to use – which is particularly important for our team members with disabilities."

*"We were impressed with the cost and efficiency of its inks, the cost of this printer and how overall, it was able to deliver in terms of quality and reliability"*

Hollins highlights that Fujifilm's exceptional ink quality has enabled Nuneaton Signs to print high quality jobs on a variety of substrates. With a focus on the most sustainable substrates, Nuneaton Signs prints on: polypropylene; 100% recycled and recyclable cast acrylic sheets; polyester sheets; premium fibre structure paper board; recyclable aluminium composite material; lightweight foam board and many others.

He also says that Fujifilm provided excellent training and support, further enhancing his trust in the brand.

Engineered from the ground up, with the operator in mind, the Acuity Prime 30 – released in 2021 as part of Fujifilm's new blueprint for wide format – has won Red Dot, Good Design and iF awards for its impeccable design features.

Hollins continues: "We visited Fujifilm's Broadstairs site (in Kent, UK), and were given an extensive demonstration of the Acuity Prime 30, which turned out to be the ideal printer for our business's requirements."

"The service provided by Fujifilm was excellent and efficient. When the machine was installed, it was ready for use – factoring our training – within a week."

Andy Kent, Division Manager, Fujifilm UK, adds: "We value all of our customers and their business requirements. We're particularly pleased to see that our printer is supporting Nuneaton Sign's team members with disabilities – ultimately enhancing their independence."

Social enterprises like Nuneaton Signs trade for a social purpose and reinvest or donate a percentage of their profits to further their cause. In the UK, there are around 100,000 social enterprises, which employ nearly 2 million people.



Nuneaton Signs, manufacturer of traffic signage and signs

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

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



## Shift Graphics invest in new Mimaki equipment for faster turnaround

Solihull-based Shift Graphics has invested in a Mimaki UJV 100-160 UV LED printer and Mimaki CG-130AR cutting plotter from CMYUK. The new equipment has enabled this start-up to produce fast turnaround vinyl graphics in-house up to 1.6m wide for the exhibitions sector.

"The key issue regarding this investment was turnaround times particularly for vinyl and smaller graphics," says Shift Graphics' owner and M.D, Mike Clarke.

"I could have started my business without any production equipment, but then I'd be limiting my service offerings – becoming just another middleman. Exhibition builds can be incredibly frantic and stressful, so to be able to offer our customers that reassurance that we can and will react instantly to support them is huge and sets us apart."

### Mimaki reassurance

Mike, former Live Events Manager at Hollywood Monster, is a seasoned graphics display professional. He decided to invest in Mimaki equipment because of the balance it offers between quality, affordability, and reliability.

The Mimaki UJV100-160 is a 1.6m wide UV LED printer that offers a resolution of up to 1200dpi. It supports a wide variety of materials including textiles, vinyl, and banner.

Its dual-layer printing feature allows white ink to be used on transparent PET film, while clear ink can be printed to achieve a topcoat varnish effect.

This is a dedicated roll-to-roll UV LED curable printer that offers high quality, stability, and productivity due to a NCU (Nozzle Check Unit), NRS (Nozzle Recovery System) and MAPS4 (Mimaki Advanced Pass System4). A new DAS (Dot Adjustment System) has automated dot position and feed correction, further reducing operator workload.

"There are not many printers about at that price point with the quality of the UJV output. It's a very easy printer to live with, simple to use, and not temperamental. All in all, it's been a very smooth journey and if I have any hiccups, CMYUK is there at the end of the phone. They are a trusted and well-respected supplier that is the natural go-to for our industry," says Mike.

He chose UV LED print technology for its instant drying abilities and quick turnaround times. "We print same day or next day. I'll get a request to print something overnight that'll be installed in an exhibition hall the next morning. Outputting UV means it's consistent with the supersized 5m work out there. There's no point me producing gloss graphics if other walls are going to be matt. It's all about uniformity," he says.



*Mimaki CG-130AR, entry level cutting plotter gives maximum performance at an affordable price point.*

### Adding in-house cutting

Mike was outsourcing all his cutting work but decided to also invest in Mimaki's new CG-130AR cutting plotter, which he feels complements his new printer perfectly.

This entry-level cutter offers improved cutting performance and compatibility with a wide range of materials, at an affordable price point. It features a cutting area of 1,370mm (53.9inches) and a cut pressure of 550g that expands the range of cuttable materials. In addition to a new line-up option for full cardboard cutting, it's suited to sign and displays, window graphics, packaging, stickers, labels, and decals.

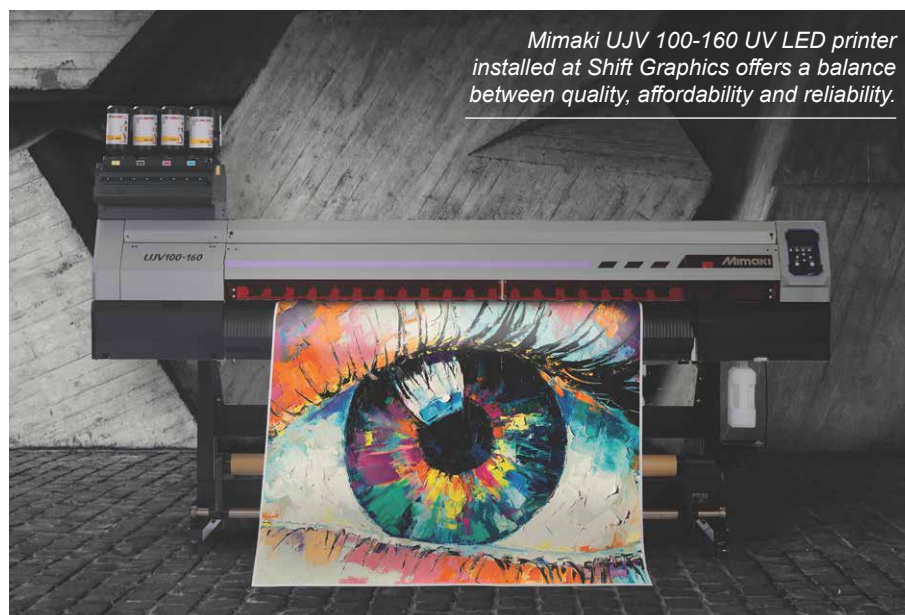
### Happy first birthday

Shift Graphics was founded last January and in this short time it has gathered momentum through its design, production, and exhibition project management.

"Our first year has been way more than I ever expected. I've picked up clients that I never imagined I would, and business has really exploded," says Mike.

This month, he will be joined by two new collaborative partners that will help to support growth and take the business to the next level. "In the next 12-18 months, I'd like to get larger premises and install a hybrid printer. Shift Graphics is at the start of a journey that has a definite growth plan. I want to move forward steadily without massive loans or overheads. It's all about building up the business stage by stage, and the Mimaki equipment from CMYUK has been a key ignition point.

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*Mimaki UJV 100-160 UV LED printer installed at Shift Graphics offers a balance between quality, affordability and reliability.*



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## British Fabric Printing installs Epson SureColor SC-F9400H



*The Epson SureColor SC-F9400H is a fast, high volume, six-colour, 64 inch paper transfer sublimation printer, suitable for sports and fashion*

British Fabric Printing (BFP) has installed an Epson SureColor SC-F9400H dye sublimation printer from CMYUK. This enables the business to expand beyond the printing of natural stretch jersey fabrics for children's clothing into producing polyester-based textiles for sportswear, athleisure and interiors.

BFP was founded in 2020 by Essex-based duo Lisa Bence and Stuart Kettridge. Lisa had set up her own online children's clothing store in 2017, where she was selling her own designs, and Stuart was working as a stone cleaner by day and an audio mastering engineer by night. The growing popularity of the digital store and Lockdown presented the couple with the opportunity to really focus on the business. The idea was to bring the necessary equipment in-house for the printing and production of Lisa's designs, and as a secondary spin-off, also offer an online bespoke printing service.

In the last 2.5 years BFP has also installed 2 X Mimaki TX300 pigment ink printers, a Klieverik VERTEX calender press, all from CMYUK. "CMYUK have helped us enormously since we began. They will always go the extra mile for us, and we trust their guidance and advice," says Stuart.

The installation of a paper transfer dye sublimation printer had been in the back of the couple's mind for some time. "Since day one, we've been badgered to print polyesters but obviously you need dye sublimation paper transfer to do that. So, while it's always been on the cards, we felt initially, we just needed to concentrate on our cotton jersey materials and products," he says.

*Epson SureColor is a fast, high-volume, six colour 64-inch paper transfer sublimation printer*

### Expanding horizons

CMYUK invited the couple to its demonstration and training facility in Shrewsbury, where the Epson SureColor SC-F9400H was put through its paces. This is a fast, high-volume, six-colour, 64-inch paper transfer sublimation printer that is suitable for sports and fashion apparel, soft signage and other textile applications. It also has the ability to print fluorescent pink and yellow to create an array of dayglow spot colours, bringing impactful

designs to garments and other items where intense hues are required.

Using water-based pigmented inks, designs are printed to paper, transferred onto fabric by a calender press where heat and pressure transforms the ink into a gas. This fuses and bonds with the fibres within the textile, creating highly durable, wash- and rub-fast prints.

The Epson SureColor SC-F9400H has a maximum print speed of 108.6m<sup>2</sup> per hr for fast turnarounds. Settings deliver a lower tension and accurate registration, improving take-up and reducing the total cost of ownership (TCO) by using lower-weight sublimation papers.

"It's an amazing printer. The quality, speed, colour vibrancy added to the fact that you can print dayglow pink and yellow spot colours make it really impressive. The results are fabulous. People are really excited about it. We'll be launching a new section on our website featuring these new fluorescent designs, providing a unique angle that no one else is doing. New products for adults as well as children will include swimwear, active wear, leggings and softshell raincoats. We're also going to be offering blinds, we really want to branch out and this technology is an ideal platform on which to expand," says Stuart.

### Efficient technology

Lisa and Stuart are interested in increasing output but still keeping the business as an enterprise that is run in the main by the two of them. The sewing of the children's clothing has recently been outsourced to another home-grown British company, giving them time to design, produce and market their new product categories.

Says Stuart, "We're just getting on with the next level of our business and we're ensuring that this is something we can handle by investing in technology that gives us versatility, greater efficiency and speed so we can do more within existing time scales. Already we've seen the difference as evenings and weekends have become family time once again. We've had lots of interest already from dance schools and those wanting bespoke blinds. It's an exciting time."

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# Nyala 4 delivers bright future for Berkshire's Oasis Graphic co.



swissQprint's Nyala 4 3.2mtr flatbed printer with roll to roll option offers Oasis Graphic co. premium print quality, multifunctionality and efficiency

Berkshire signage and graphics experts, Oasis Graphic Co, is seeing impressive growth in productivity, versatility, and reliability from its recently installed swissQprint Nyala 4.

Oasis operates in a wide range of sectors. From small vehicle decals and retail signage to wide format promotional graphics, it offers an array of bespoke print solutions to its clients.

After the difficulties of the pandemic, Directors Lisa and Simon Osborne took the decision to reset the business and review its target markets, investing in new talent and new equipment. The swissQprint Nyala, equipped with six colours plus white and varnish and a 3.2 m roll to roll option, is at the very front line of their production growth and development.

Key amongst the new markets which the Nyala is unlocking for Oasis is art

reproduction. Effortless delivery of high-quality print, combined with the addition of new finishes, such as varnish and texture printing, has allowed the business to provide customers with the results they have been looking for.

*"Oasis knew that the Nyala 4 would enable them to open new opportunities."*

The Nyala's 3.2 m roll to roll option has also enabled Oasis to develop its interior furnishings market with the production of a range of superb finishes for wallpapers and wraps. Enquiries for bespoke printing have also increased, with the Nyala's reputation for enabling creative designs to

become a reality. Many clients are asking for a wider range of print results.

"Confidence in quality and creativity of print from our Nyala has encouraged us to sample and test a variety of new effects and finishes for our clients," said Lisa Osborne. "Whereas before we'd be showing off samples that were as close as we could get to the client's idea, we can now provide them with results exactly as they have specified, and in a number of cases, over and beyond what they ever expected."

With the support of many of their existing clients and staff, Oasis has grown to a team of 14. The business anticipates a £2m turnover this year, with the Nyala supporting its growth.

Stephen Pridham, Sales Manager at swissQprint commented, "Oasis knew that the Nyala would enable them to open new opportunities and it is fantastic to see how the investment is delivering for the business."

Lisa concluded: "It is only since we began to uncover the true potential of swissQprint's Nyala that we realised not only could it deliver on every production aspect we required, but through its capabilities, agility and productivity we have been able to open a host of new target markets."

"This has empowered us to service existing clients, whilst exploring innovative print solutions and effects for customers in new sectors too. Truly, a 'win/win' result!"

## About swissQprint

swissQprint is a privately owned Swiss manufacturer of large format printers. High precision, outstanding performance, exemplary service, and exceptional reliability drive swissQprint's innovation in digital printing. 200 employees are proud to stand behind the swissQprint name.

From signage and POS displays to art reproduction and bespoke industrial applications, swissQprint customers can always rely on state-of-the-art inkjet solutions. Providing the local service and quality swissQprint is known for, the UK office is one of six subsidiaries that support swissQprint's products around the world.

[www.swissqprint.com/uk/en/](http://www.swissqprint.com/uk/en/)



## RSR's solution for low cost and high performance

### Southend's Urban Print & Design invest in Gibson 3200

Expensive flatbed machine? "You're just paying for the badge", say Urban Print.

Southend's Urban Print and Design Ltd has installed a brand new Gibson 3200 hybrid roll/flatbed printer from UK distributor RSR. The new machine replaces an ageing Agfa Anapurna which according to MD Jeff Chaplin had reached the end of its working life.

"The Agfa had got to the point where it needed a lot of maintenance and the desired quality output was hard to achieve. We decided we needed to upgrade to a modern, state of the art machine and when we looked at the market, the Gibson machine from RSR stood out," he says.

"The Gibson had very similar specs and features to machines offered by more well-known manufacturers, but at around half the price! It seemed too good to be true, but we did some tests with RSR and were convinced. It seems other manufacturers expect printers to pay a premium just for a badge!"

Although the company has strong ties to the leisure industry and lists a number of theatres as regular clients, Urban Print's sign work comes from a wide range of customers. "The Gibson needs to be versatile," says Jeff. "Corex, foam, foamex, solid plastic board, acrylic, banners, posters, roller banners are the usual jobs, but it will print on almost anything up to 40mm thick. This machine increases the maximum output size from 2m to 3.2m which expands our product range."

The Gibson 3200 uses LED UV inks suitable for indoor and outdoor applications and is equipped with a raft of features to ensure high quality and productivity. It uses the latest 6th generation Ricoh print heads, which Urban has in a CMYK plus white configuration. "Now we have a truly modern machine with the latest technology, we can produce great work more reliably, and much faster. The bottom line is, we can quote more competitively and it has definitely attracted new work for us." Buying from RSR has been a positive experience for Jeff Chaplin and his team. "We have had several occasions where they have looked after us in a way which is above and beyond expectations, even when they were under no obligation to do so."

Urban Print and design is a general commercial printer with both a litho and digital production capability, and a comprehensive line up of finishing equipment. It has 25 staff and a turnover of around £2.4m.



The Gibson 3200 hybrid roll/flatbed printer uses the latest 6th generation Ricoh print heads

### Installation of a Xenons X180 roll/flatbed hybrid at Eltham Digital

From a standing start back in 2020, Eltham Digital has grown its sign business to the point where it now accounts for 50% of company turnover. The transformation began with the installation of a Xenons R180 hybrid flatbed/roll to roll machine which has now been replaced with the upgraded Xenons X180.

Proprietor Terry Glasscock says; "During the Covid pandemic we were being asked to produce all kinds of signage, so we could see there was demand there. RSR convinced us the Xenons hybrid was the ideal machine to take on a new market as it offered high performance and versatility for a relatively low cost. They were right."

The new Xenons X180 has the same basic dimensions as its predecessor, with a maximum width of 1.88m, but includes numerous mechanical upgrades and uses the latest Ricoh 6 print heads. This digital LED-UV hybrid printer offers a variety of applications and will print on ACP, foam, board, flute board, glass, ceramic tiles, wood, and on a wide range of vinyl and flexible media. Although capable of higher throughput, Eltham's machine maximises saleable quality by running at 25sqm per hour and uses a CMYK ink configuration, with the option of an additional white ink available as a future upgrade.

"It will print on just about anything as long as it's less than 35mm thick," says Terry. "We produce something different every day, whether it's point-of-sale boards, vinyl banners, outdoor signage or exhibition panels, and the Xenons machine does it all." "The new one is faster to run and set up, and we expect it to match the performance and reliability of the machine it is replacing. For me the best thing about the X180 is ease of use; there's very little maintenance, and to run it, we just press 'print' and that's about it!"

Eltham Digital is a family-run commercial printer operating from a high street premises and serving a diverse client base throughout the London area. It has strong ties to various local businesses especially in the construction industry.

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



The Xenons X180 roll/flatbed hybrid printer now accounts for 50% of turnover



# Award-winning capabilities of Fujifilm's 5m Acuity Ultra R2 roll-fed printer



*The Open House event showcased the capabilities of Fujifilm's 5m Acuity Ultra R2 roll-fed printer*

Soyang, a UK-based partner of Fujifilm, hosted an Open House event to showcase the remarkable capabilities of the 'superwide' (5m) Acuity Ultra R2 roll-fed printer to customers in its showroom.

As a highly respected wide format materials supplier looking to enter into hardware sales, Soyang initially partnered with Fujifilm in mid-2022 to become a distributor of the Acuity Ultra R2 in the UK.

The company was impressed with the machine's ability to deliver on quality, reliability and ROI.

The well-attended Open House took place in Soyang's new, purpose-built Acuity Ultra R2 showroom at its 70,000ft<sup>2</sup> head office and distribution centre in Accrington, Lancashire. In addition to the new showroom, Soyang stocks more 1.5 million m<sup>2</sup> of printing solutions, including a vast variety of substrates.

*"At Soyang, we're historically very well known for finding solutions to 5m prints"*

Soyang Europe Managing Director Mark Mashiter commented: "The Acuity Ultra R2 printer is a revolutionary machine and is part of Fujifilm's new blueprint for wide format. At Soyang, we're historically very well known for finding solutions to 5m prints, so as we branch out from being

a wide format materials supplier into hardware, we felt that the 'superwide' 5m Acuity Ultra R2 printer would be a perfect fit for our portfolio."



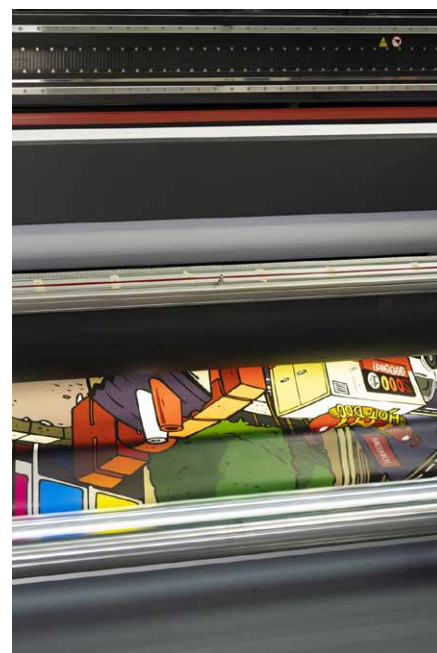
*Mark Mashiter, Managing Director, Soyang Europe*

Mark added: "We already support a huge number of customers in the wide format sector with material sales. We're pleased to be able to offer hardware too."

Soyang's Open House event was hosted in partnership with Josero, a leading UK supplier of wide format printers, sign and print finishing equipment and printing supplies. Soyang, which bought the majority shares of Josero last year, has also partnered with Fujifilm to distribute the Acuity Prime flatbed printer in the UK.

Sarah Winterbottom, Group Sales Director at Soyang and Josero, said: "We specialise in wide format printing equipment, but we had a gap in our product offering. Following Soyang's collaboration with Fujifilm to sell the Acuity Ultra R2, it made perfect sense for us to become a distributor of the Acuity Prime flatbed printer. We're very excited to include this machine as part of our product offering and we look forward to seeing it make a difference to our customers' printing businesses."

Soyang customer Vincent Randall, co-owner of MediaCo Group, commented: "It was a pleasure to attend Soyang's Open House event and it was great to see the



*Fujifilm's Acuity R2 wide format printer is a high quality, high productivity super wide platform, available in UV and LED configurations*

Acuity Ultra R2 in-person. The fact that Fujifilm is making machines and designing them around users' needs – and around their inks – is significantly important to companies like ours."

Launched in mid-2021 as part of Fujifilm's new Acuity wide format range, the Acuity Ultra R2 and Acuity Prime flatbed printers have each won iF, Good Design and Red Dot awards for their impeccable design features.

Andy Webb, UK Wide Format Sales Manager at Fujifilm, notes: "Our Acuity wide format machines were all fully developed by Fujifilm to maximise usability and ROI. We're confident that Soyang's extensive industry knowledge, expertise and customer base – all demonstrated at its recent Open House event – will help us to boost Acuity Ultra R2 and Acuity Prime sales across the UK."

[www.soyang.uk](http://www.soyang.uk)  
[www.fujifilm.co.uk](http://www.fujifilm.co.uk)



## Minuteman Press Bath dresses to impress with Drytac ReTac Textures Canvas



*Printed wall mural using Drytac ReTac Textures canvas produces a show-stopping effect*

Full service print provider Minuteman Press Bath recently used Drytac ReTac Textures Canvas film to produce a

colourful wallcovering for a new wardrobe experience in the historic English city of Bath.

Branded as the 'Georgrobe', the event invited local residents and visitors to view a display of satirical prints about the fashions of the Georgian period, as well as offering them the chance to dress up in historic costumes, wigs and hats for an authentic experience of life in a bygone era.

Minuteman Press Bath was tasked with printing a large, Bath-inspired wall mural, which, designed by local artists Emma Taylor and Jason Dorley Brown, would provide the backdrop for the seasonal event at the famous No.1 Royal Crescent in the city.

A regular user of Drytac materials since 2018, Minuteman Press Bath opted for Drytac ReTac Textures Canvas, purchased

from Antalis, to produce the ceiling-to-floor mural.

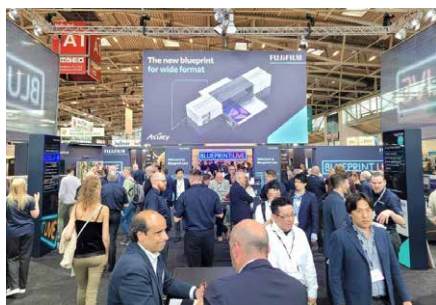
The provider printed the design onto the film using its HP Latex 700W and installed the wallcovering in time for the opening day of the event on 1 April

"We decided to use Drytac ReTac Textures Canvas as we really like this product," Minuteman Press Bath Operations Manager Kieran Blacknall said. "It is easy to install and performs well, while the canvas texture always impresses and distinguishes the media from traditional, flat vinyl."

"The customer thought that the mural was absolutely amazing, and it has received a lot of coverage in the local press and on social media, despite having only been in place for a matter of weeks."

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

## Fujifilm demonstrates ink savings of its Acuity range



*Fujifilm showcase the potential for up to 25% on ink savings on their Acuity range at FESPA 2023, Munich*

Fujifilm demonstrated the potential for ink savings across its new Acuity range and secured early sales of its Acuity printers at FESPA 2023, Munich.

The company is highlighting the energy and ink savings across its Acuity range, as well as their capability to deliver on quality, speed and value.

Fujifilm showcased the unmatched performance of its wide format range at FESPA 2023, Munich and built on the launch of the Acuity Prime Hybrid with early sales at the event.

After unveiling "The new blueprint for wide format" at last years show, Fujifilm has now added the hybrid printer to its range

All of the printers in the new Acuity wide format range, including the ones showcased at FESPA 2023 were purposely developed to deliver on speed, quality and ROI, while incorporating intuitive design features for the operator.

### Sustainable savings

Going the extra mile at FESPA 2023, Fujifilm had fitted each of its machines on the stand with an energy meter to show, in real time, the energy use when printing.

The move, which Fujifilm initiated to help its customers work more sustainably, follows recent announcements made about the sustainability initiatives being implemented at its new UK headquarters in Bedford and its Broadstairs ink manufacturing site, also in the UK.

Also on its stand at FESPA, Fujifilm demonstrated its Acuity Prime machines (the L and the Hybrid) how printing with four colours (CMYK) instead of six can

save up to 25% in ink volumes – without compromising on speed or quality.

David Burton, Director at Fujifilm Wide Format Inkjet Systems, comments: "At FESPA, we are demonstrating that when it comes to our inks, four is the magic number."

"We're helping our customers save up to 25% ink when compared to a typical six-colour machine. It's an impressive feat that was made possible thanks to our decades of experience developing and perfecting our inks, and our highly robust engineering, which enables extremely accurate drop placement."

### Sales secured

At the event, Fujifilm confirmed sales of the of the Acuity Prime L, the Acuity Ultra Hybrid LED and the Acuity Ultra R2, in countries including Australia, Germany, Italy, Spain and the UK.

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



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/ SETTING NEW STANDARDS



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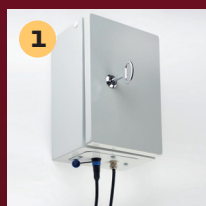
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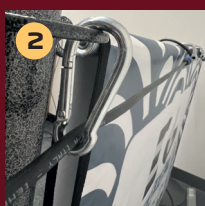


## How the Hospitality Barrier Light works

The scheme here shows 9 x 1500mm barriers with a 1000mm gangway. We can advise you on the right combination of equipment to suit your venue perfectly.



1 Wall box with feed link cable to first barrier



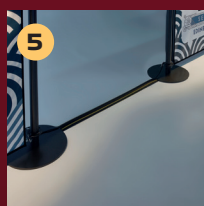
2 4mm carabina clip cable management



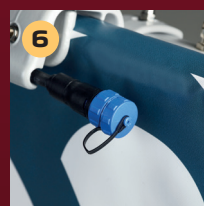
3 Link cable available in various lengths



4 Cable tidy slot on rear of bracket



5 Gangway entrance with floor cable protector



6 End cable waterproof dust cap

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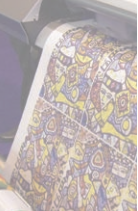
### ACCREDITATIONS & CERTIFICATIONS



Portland Lighting Ltd, Unit 2,  
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# Marine Signage

## Multitechnic - catering to marine signage since 1970's



Multitechnic's Anoprinted aluminium is printed on open pore aluminium, then "sealed", creating an extremely durable print to withstand a marine environment.

### Harsh marine conditions

Multitechnic was founded at the beginning of the 1970s to create high quality artworks and decorative items in a range of metals. The same high-definition process that had recently been developed for manufacturing silicon chips was found to be effective for etching into metals. To this day we use the same technology, although we have improved the process to produce better results when etching metals such as brass and stainless steel.

Marine Signage is one of the most challenging environments for signage. We asked Colin Edge, Managing Director at Multitechnic, the demands that Marine Signage faces. Colin tells us, "When you go for a stroll on the deck of a cruise ship, you expect the look of a good quality hotel. You also expect that nice hotel to float across the seas, taking you to the beautiful fjords of Norway, or around the Caribbean islands in tropical sunshine. It is harder to imagine a more challenging environment for signage, but signage is necessary around decks, stairs, pool-sides, for safety and for information, and it has to look nice."

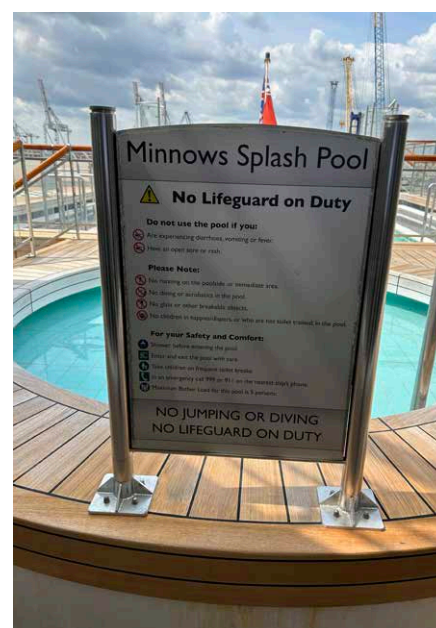
With huge exposure to the elements, Colin tells us about how a Marine environment affects traditional forms of signage. "As if a normal marine environment wasn't enough of a challenge, the decks of cruise ships tend to be washed down with salt water, sometimes twice a day, and in tropical sunshine, that leaves salty residues that dry to super-concentrated paint stripper in minutes, day after day, week after week. There is no hiding from the sun on a ship that sails in all directions, and over most of the planet that sun will bleach colours much faster than it will in cloudy old Britain, a chilly 55° north of the equator."

*"This process creates full colour graphics inside the hard anodised surface of the sheet."*

Colin continues "At this point, your experienced sign designer starts to think of 316 marine grade stainless

steel; that must do the trick, it is after all stainless steel designed for the marine environment, clue's in the name. Well that is true to a certain extent, but what about the graphics? Any print will come off almost immediately, and if you etch in the graphics, you need to fill the graphics with paint, and anybody with experience of painting metals of any type in a marine environment will know that the paint will be destroyed, and there is nothing you can do to stop it. You could use vinyl, but once that salt gets under the edges, even on a microscopic scale, a hideous peeling sign is inevitable."

The cruise operators want attractive signage that will last three years before requiring replacement, that is their expectation, and if you can offer that, they will be happy. Multitechnic have developed a signage standard, specifically for use in extreme marine environments, and much of the deck signage to this specification installed as far back as 2016 is still in service. For safety signage in colour that is also of a good visual quality, next to swimming pools on the decks of cruise ships, that is quite outstanding, and the same signage works for swimming pools on land too.



Anoprinted warning signs for outdoor swimming pools have a completely smooth finish



Full colour printing is available with less wear than traditional printing

### Technology at the heart of Anoprinted Aluminium

"The technology at the heart of the product is anoprinted aluminium." Digital Anoprinting is a process used to print aluminium. The process starts by using a special, 'open pore' aluminium, which is permeable to the inks used to print it using a specialist printer. Once the aluminium has been printed, the print is then 'sealed' in a post treatment water tank, like a very hot bath. This process seals the open pores creating an extremely durable print which is resistant to extreme wear, chemicals and solvents, even with heavy use. Unlike a direct digital surface print, anoprinting has a completely smooth finish due to the print being under the surface, adding to its superior durability.

"This process creates full colour graphics inside the hard anodised surface of aluminium sheet. Like any other full colour process it will suffer from colour fade if exposed to intense sunlight, but full colour is not important. For safety and directional signage, black and some spot colours are all that is required, and Multitechnic have developed and tested some strong colours that will give an acceptable life in these conditions."

Colin continues his explanation of the methods that Multitechnic have developed



Outdoor anoprinted signage with exposure to the elements is ideal and complies with LSZH regulations

themselves, "we have also developed a unique process for preventing corrosion of the edges of the signs, by applying a conversion coating to passivate the aluminium."

*"Multitechnic have developed and tested some strong colours that give an acceptable lifespan in these conditions"*

### The right fixings

It is not only the sign, but the fixings that are important. Due to the salt-heavy environment, we asked Colin about the right fixing for a Marine environment. "Signs are almost always fixed onto sound painted surfaces using a specialist 3M adhesive, which Multitechnic supplies on the back of their signs. If any signs must be mechanically fixed, brass or bronze screws can be used, but steel or stainless steel screws must not be used for any aluminium based product. The same specification that is used for exterior signage on ships is useful in harbours, sea fronts, and other marine environments where adhesive fixing is probably not an option, Multitechnic keep a range of fixings in stock for these applications.

Anoprinted aluminium signs of this type are also used in the rail environment, including inside tunnels where all signage must comply with Low Smoke Zero Halogen (LSZH) requirements. This is something that may be specified for signage inside ships, submarines, and oil rigs, so anoprinted aluminium is also useful for these environments."



Etched 316 grade stainless steel with polished finish to make beautiful, durable signage

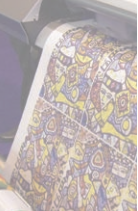
The conditions between internal and external marine signage differ greatly, yet there still has to be considerations for robust signs. Colin elaborates, "Signage for the interiors of ships does not have to endure the extreme conditions experienced on deck, but it is still a marine environment. Brass is often requested, but really is not a good idea. Lacquers that look effective on brass do not last well, even in the seemingly harmless environments inside ships. Etched 316 grade stainless steel, especially with mixed use of satin and polished finishes can make beautiful signage that is also durable."

Colin expands on this, "Anoprinted aluminium, away from the glare of the sun, opens up the possibilities of full colour signage that is also physically robust, for wayfinding on ships where surface prints would be too easily damaged. Remember that people moving about on moving ships, and their bags and clothing, come into contact with walls and the signage that is on those walls much more than on dry land, so signs need to be robust."

Any signs for use in marine environments, decorative or functional, need some careful thought to ensure that what you supply to your customer will be up to the job. Multitechnic have a lot of expertise in this field, and for other challenging environments."

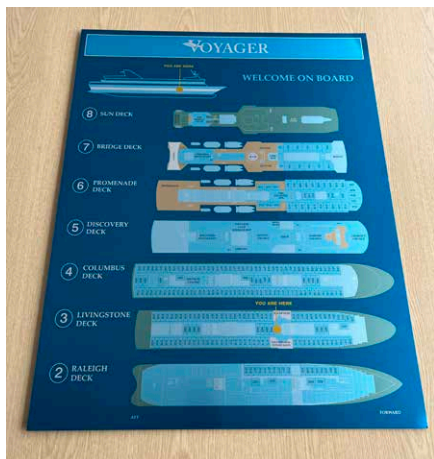
[www.multitechnic.co.uk](http://www.multitechnic.co.uk)





# Marine Signage

## Rudd Macnamara, 125 years of leading the way in screen printing and manufacturing



*The four colour print process uses Anodised inks from Epson print heads*

Rudd Macnamara have been in the printing industry for over 125 years, and are a leading UK based screen printer and manufacturer of bespoke printed components. From quality certified metal and plastic nameplates through to pump clips, keg badges, signs and vacuum formed products, they print onto a huge range of metal and plastic substrates to meet the needs of your industry.

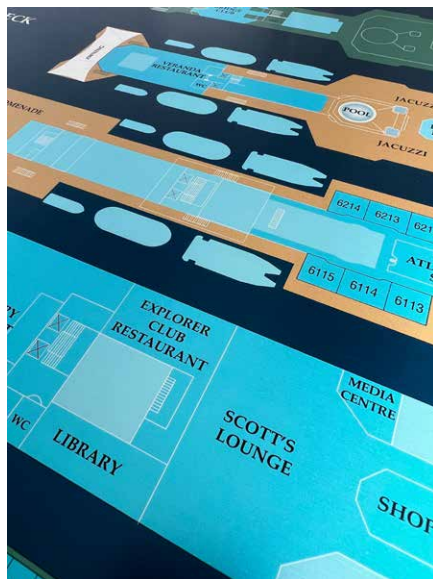
Priding themselves on purchasing all raw materials, components and finished products, they are part of the Made In Britain organisation.

We spoke to Graham Caunce, Director, about Rudd Macnamara's experience with supplying marine signage. As one of the most challenging of environments, there are special requirements that marine signage must adhere to. Graham tells us, "Rudd Macnamara has a very wide range of equipment on site which means we can adapt quickly to our client's needs.

All the processes we refer to are manufactured in house. We have a very wide range of equipment and substantial material and consumable stock. The bonus of a highly experienced workforce within the industry means that the expectations of our Marine clients can be met."

Graham expands on the services provided by Rudd Macnamara and the process required to create durable and high quality marine signage. He tells us, "The Voyager sign shown is an anodised sign which

has been four colour process printed. The four colour process print is carried out on bespoke printed manufactured in Switzerland and uses Epson print heads."



*Anodised inks sit under the surface, are UV resistant and graffiti proof.*

Graham elaborates about the result of the anodised print and its ability for a long lasting finish. "Very high resolution images can be produced with this equipment and the results are spectacular. The anodised inks are effectively indelible and are "part" of the underlying aluminium sheet. The print has excellent UV resistance and is graffiti proof in that paints can be removed with thinners without removing the print. No overlamine is required.



Great for signage on board all kinds of marine vessels but also good for exterior use for any sort of interpretation panel or panels where there is a high level of human traffic. The process has good fire safety credentials as no vinyl is involved."

We asked, other than marine signage, was there any other area where this process can be used. Graham says "In addition to cruise liners anodised signs have also been used at Castle Espie in Northern Ireland and the Wildfowl and Wetlands Trust and also for very striking images of the Vulcan bomber for the "Vulcan to the Skies" charity.

Rudd Macnamara also supply chemical etched signs as a form of marine signage. Graham explains the process of how these signs are manufactured. "The fluid control signs shown in the image are made using an etch and fill process whereby the wording is etched out of stainless steel and filled with a paint.

The whole piece is over lacquered with a high quality robust stoving lacquer to protect the metal and the image. The lacquer is stoved a high temperature to create a solid robust finish. The stainless steel used is a marine grade with a higher chromium content than the standard stainless steel. The badge is cut out in our press shop using our fibre laser cutter and then finally is formed to shape to fit into a recess on the vessel."

To conclude, Graham tells us, "These are not the only solutions Rudd Macnamara can supply. We are ready to provide the solutions as required by our clients."

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



*Chemical etched with painted infill is then lacquered and stoved to a high temperature*

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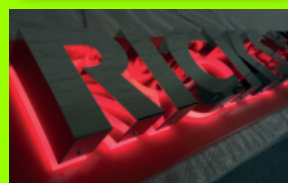
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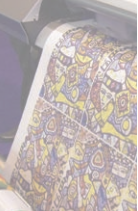
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# Print/Cut Integrated Solutions

## Hybrid Services extols Mimaki's range of products for print/cut solutions



*Mimaki's CJV range of integrated printer/cutters offers unrivalled opportunities. The Entry level CJV150 range comes in a variety of sizes, the smallest model costing just £7,795*

Mimaki's CJV range of integrated printer/cutters offers unrivalled opportunities.

Signmakers looking for a versatile and reliable printer/cutter range will do well to consider the Mimaki CJV series. With four sizes of its entry-level CJV150 model available, along with the mid-range CJV300-160 Plus model, and the range-topping CJV330-160 – as well as the UCJV300-160 that runs LED UV ink, there's a Mimaki printer/cutter to suit almost every production need and budget.

### A heritage of print & cut

In addition to its highly regarded range of dedicated solvent and UV roll-to-roll printers and standalone vinyl cutters, Mimaki has offered integrated print and cut solutions for over 15 years, with the first CJV models launched in 2008.

*Mimaki's line up of CJV printers offer a range of features to enhance productivity, such as fast print speeds, automatic nozzles, and ink saving systems*

Mimaki's current line-up of CJV printers all use Mimaki SS21 high gamut, eco-solvent inks that offer superb quality and durability, making them ideal for a wide range of signage and graphics applications. They also offer a range of features to enhance productivity, such

as fast print speeds, automatic nozzle checking, and ink systems that reduce the frequency of ink cartridge changes. All the models also incorporate integrated cutting capabilities – saving space and simplifying the production process with an intuitive workflow, and powerful yet easy to use software included as standard.

### Entry-level options

The entry-level CJV150 is available in four sizes - 80cm, 1.07m, 1.3m and 1.6m - and offers print speeds of up to 56.2 sqm/hr. All sizes feature a cutting force of up to 500g from the integrated cutter, making them ideal for producing shaped vinyl stickers and labels, as well as a wide range of sign and graphics applications. The smallest CJV150-75 model costs just £7,795, and thanks to its compact footprint, is the perfect solution for start-ups and environments where floorspace may be at a premium. Currently on offer at only £9,995 and £10,995 respectively, the two largest models, the CJV150-130 and CJV150-160 also deliver incredible value for money, especially when taking into account the 3 year warranty included as part of the time-limited promotion.



*UCJV300-160 is a high spec model equipped with the 4 layers print function in addition to UV LED print and Print&Cut.*

### A powerful mid-range

The mid-range CJV300-160Plus printer/cutter offers a significant uptick in print speeds, with a maximum of 105.9 sqm/hr achievable, alongside an even higher cutting force of up to 1,000g. In addition to the white ink circulation system – that reduces the need for manual intervention that's available on the CJV models – the CJV300 incorporates Mimaki's ID Cut function that uses a bar code to minimise the potential of manual error when printing and cutting work.

### Mimaki's LED UV solution

In addition to Mimaki's solvent printer/cutters, the Japanese technology manufacturer offers the popular UCJV300-160: an integrated printer/cutter that leverages the many benefits of LED UV ink technology. With instantly dry results, the ability to print to an almost limitless range of substrates – including backlit textile, metallic effect vinyl and wallcovering materials – it's a creative tour de force.

With an inline lightbox that enables backlit graphics to be checked during the printing process, thereby reducing the potential for wasted time, ink and media, it offers a highly productive option for signmakers looking to explore new products and applications.

*The Mimaki range offers a reliable and versatile solution for signmakers planning to increase productivity and expand their capabilities*



Mimaki's UJV 100-160 printer and CG-AR cutter are well-balanced entry-level models with excellent operational performance, image quality, speed and cost

### Print-then-cut

In addition to the CJV range, Mimaki also offers a print-then-cut solution that combines a wide-format cutting plotter with a printer, such as the UJV100-160,



*The CJV330 Series is a flagship model that delivers beautiful image quality, high productivity, and high value added functions that assist in saving work.*

which is currently available on promotion with a free CG-130AR cutter. This option offers increased accuracy and versatility, allowing for the creation of intricate designs and precise cuts.

### The ultimate solvent printer/cutter

At the top of Mimaki's solvent printer/cutter range is the CJV330-160, (pictured left) which offers impressive new productivity-enhancing features such as an inline X/Y slitter for removing offline trimming of posters, a multi-media changer that enables up to 3 rolls of media to be stored on the machine and a bulk ink system that helps reduce running costs and improve efficiency.

Overall, the Mimaki CJV range offers a reliable and versatile solution for signmakers planning to increase

productivity and expand their capabilities. With a range of specifications and options available, there's a CJV model to suit every business.

Hybrid believe in embracing effective technologies is the key to long term success. Their business philosophy is based upon helping clients combine their creative talents with innovative printing, cutting and software technologies & techniques.

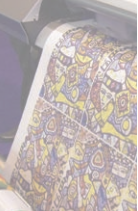
As exclusive UK & Ireland distributor for Mimaki Engineering; its industry-leading product range that comprises solvent, LED UV, 3D, dye sublimation and textile inkjet printers, cutters, inks and software is matched by Hybrid's commitment to customer service and support.

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



*An inline lightbox enables backlit graphics to be checked during the printing process*





# Print/Cut Integrated Solutions

## Stickershop sticks with Roland DG



*Roland DG's TrueVIS VG-640 was the ideal solution for Stickershop's Cut/Print requirements.*

It is becoming an uphill battle for businesses to stand out from the crowd, especially when it comes to providing goods and services in an era of hyper-consumerism, which is certainly true for the web-to-print-self-adhesive label and sticker industry. However, Stickershop has continued to move far ahead of its competition.

Established in 2017, Stickershop was a small label and sticker printing company that has fast grown in the last 5 years, providing waterproof stickers, paper stickers, die-cut stickers, foil stickers, and laminated vinyl.

The reasons for Stickershop's success lies in the pedigree of the team of so-called print 'nerds' that are available around the clock to discuss custom orders or even general business enquiries. But that is not the only factor contributing to Stickershop's rapid growth. With an increasing contingent of 9 Roland DG machines at their disposal for rapid printing and cutting, 95% of the company's orders can be sent out in less than 48 hours.

Stickershop's Director, Shane Pritchard, explained that "as a growing business, all that Stickershop needed was reliable machines that provided premium printing and cutting services which were economical. But with Roland DG machines, and particularly the VG-640, we have much more than this - with rigorously tested, industry-certified TR2 inks and Roland DG Connect software giving us premium prints at competitive prices. Prices which can be monitored and controlled."

### Care and support

Roland DG's TrueVIS VG-640 was the ideal choice for Shane given the exponential growth that Stickershop was experiencing. The growth meant that Stickershop needed a printer that could cut, print, and size stickers and vinyl sheets all from the same device - but offered an edge.

"We have used many other printers, with similar functions - but what really sets Roland apart is the relationship that they build with their partners. Even though Roland DG machines have been very reliable from the get-go, sometimes one has to call upon experts for advice - and whenever we have, the service was quick and accurate. Roland understands our business priorities and fits them like a glove."

### What the Future Holds

As the economic crisis deepens, print shops need to focus on scaling back costs wherever possible. This is an area in which Stickershop has utilised Roland DG technology to the fullest, using the Roland DG 'take-up system', which allows users to wind up printed material automatically and manage unmanned production with maximum efficiency. The system includes a convenient front-mounted take-up roller and an advanced tension-controlled take-up unit for optimum media feeding and tracking. This tool has given Stickershop

the ability to save on labour and people hours whilst running longer monitored runs.

In these worsening economic conditions business output is also a major concern. This is where Roland DG Connect comes into play - a machine-monitoring app that helps print shops gain a detailed understanding of their entire print operation while keeping their devices running at optimum print performance to reduce downtime and improve work efficiency. Businesses can utilise the business dashboard to quickly calculate job costs and profits by entering the per-unit selling price and the cost for ink and media.

Speaking on the cost-saving tools provided by Roland DG, Shane added: "These tools enable businesses like ours to not only survive, but thrive, during times of economic depression. In these times we need to be able to have oversight over our printing operations whilst being able to control spending and focus on waste management - so it's no surprise that we use Roland DG machines which enable us to do so seamlessly."

As Stickershop grows and scales its work from cottage clients to large corporations, they will continue to count on Roland DG to partner with them through their business growth journey.

[www.roland.dg.eu](http://www.roland.dg.eu)



*Roland DG Connect software gives premium prints at competitive prices that can be monitored and controlled.*

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1. Next generation printheads

16. Orange ink

14. Mimaki Core Technologies



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25. Greenguard GOLD certified SS21 inks



4. Mimaki Bulk Ink System  
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13. Inline X/Y Slitter  
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26. Multi Media Roll Change System  
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## Discover all 30 reasons

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**30**  
reasons



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## Mounting Options



Wall Bracket



Tray Bracket



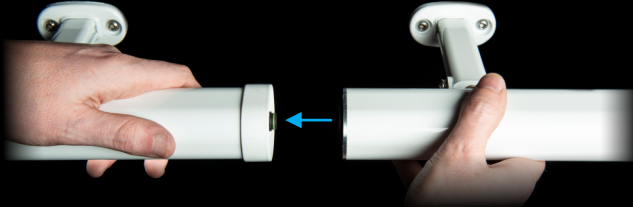
Double Bracket



Channel Bracket

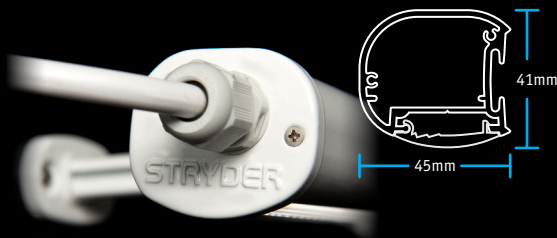


Panel Bracket



### IP68 Joining Connector

Connect Multiple Trough lights together without any visible Connections or Cables.



### Slimmer Profile

Over 30% Smaller than our previous trough light.  
Closed profile to isolate powersupply & cables.



### Specially Designed Lens

CAD generated using optically designed software  
to give maximum consistent light potential

24v Warm White LED Strip  
3000K (1260lm/M)



24v Cool White LED Strip  
6000K (1330lm/M)

### LED Colour Options

Two LED colour temperature options available from stock.

**Suppliers of manufactured  
Sign Systems to the UK Sign Trade**





# Sign tray makers/manufacturers

## Perspex Distribution Ltd, UK supplier and manufacturer to the signage industry

Perspex Distribution Ltd (PDL) form part of the UK manufacturing group for Perspex® acrylic. Produced in Lancashire since 1934, Perspex® acrylic is one of the most recognisable UK brands in signage. Working in many markets, Perspex® acrylic has been used widely in the signage market and ever present on high street storefronts.

PDL was established in 2003 and hasn't looked back since. They have grown from a single site operation based in Chelmsford to opening our fifth distribution site in Leeds.

In order to distribute a core product range on top of the Perspex® acrylic, PDL have built strong relationships with other successful UK sheet manufacturers such as Multipanel, the UK's only producers of aluminium composite panels, Palram who extrude our PVC foam and polycarbonate in Durham and Doncaster, and Brett Martin who supply Marpet PETg from their factory in Northern Ireland.



*Alupanel Aluminium Composite on the UK's only ACM production line*

We got in touch with Luke Martyn, Marketing Manager at PDL to see what are the advantages of buying ACM manufactured in Britain. Luke tells us, "PDL offer an unrivalled range of UK manufactured sheet products, over 80% of our products are made in the UK.

Multipanel UK have been producing Aluminium Composite Panels for PDL since 2004 and brought their production to the UK in 2014. Their manufacturing facility now boasts 2 production lines and is the UK's only aluminium composite manufacturing plant.

Manufacturing a complete range of products under their Alupanel brand, their state of the art production line fulfils requirements for the UK signage, wide format print and fabrication sectors.

A recent survey by Made in Britain revealed that around half of British businesses preferred to buy products that were made in the UK, and as UK manufacturers themselves, many of our customers are promoting their UK manufacturing credentials so Alupanel dovetails with this.

Our local supply chain ensures optimum quality control in house as well as fast availability for special requirements. We also have advantage of Multipanel's technical support when required who are able to visit customers directly."

*"Our Alupanel aluminium composite sheets are also manufactured with at least 80% recycled content."*

With the changes to British supply and trade, we asked Luke whether they see competition from foreign markets and how does PDL compete. Luke responded by telling us. "The market is always competitive however fundamentally customers require a dependable, consistent product so they know what they are receiving and producing for their own clients, and this is what we are able to achieve with Alupanel.

In recent years we have seen many fluctuations for manufacturers to deal with including shipping costs, raw material availability and currency movements."

With these shifting markets, we asked Luke how PDL keeps the customers happy and returning for their product to make sign trays. "Our Alupanel range has continued to evolve and meet the differing needs of our customer base by



*EMERGENCE, The immersive sculpture cleverly uses Alupanel Gold and Silver Mirror aluminium composite to create a completely reflective surface.*

that customers using ACM to fabricate 3D shapes such as sign trays, to those looking for short term printing applications.

We boast one of the widest range of ACM options in the market and of course are backed up by even larger stock levels based in Multipanel's Kent distribution centre.

Our Alupanel aluminium composite sheets are also manufactured with at least 80% recycled content so this fantastic product also meets the many growing requirements for our customers to offer their end users sustainable solutions for their projects."

As the future of the signage industry is changing, we wanted to know what the future holds for PDL. Luke says, "Looking ahead, PDL have an exciting year planned with even more product developments. As part of our commitment to sustainability, we are working closely with our supply partners to actively explore new ways to increase the availability of eco-friendly products to our customers.

Each of our 5 PDL branches have 2 industrial Schelling beam saws operating on a near 24 hour basis offering a fast cut to size service for our customers. Recently 3 older saws were replaced with new Schelling FK6 330 machines that are optimised to work with PDLs unique UK manufactured substrate range including Perspex® Cast Acrylic, Alupanel Aluminium Composite, Palsun Polycarbonate and Palight PVC Foam."

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

# Fabricut offers a fully comprehensive sign manufacturing service

Fabricut was formed as a “sister” company to About Signs Group. Founded in 1989 by father and son team Mike Newman and John Newman. The company was originally run from their home in Hampton, before expanding and moving to their modern West London combined workshop, showroom and office unit in Browells Lane.

Catering for London, Surrey, Hampshire, Berkshire and the surrounding local areas, Fabricut manufacture tray signs for retail, commercial and industrial organisations. As a trade supplier they generally deal with sign companies, architectural practices, design agencies and refurbishment companies.

With years of experience and state-of-the-art CNC machinery Fabricut are able to produce any sign quickly and with total accuracy.



*Push through LED sign trays gives a business that signature look*

## Made-to-Measure

Speaking to Julie, Director at Fabricut, we asked her what kind of sign trays do Fabricut supply to their customers. Julie tells us, “A tray sign is an essential component in sign manufacturing which can be built-upon with the addition of built-up letters, flat cut or illuminated push through letters, vinyl lettering, shapes and logos, creating a prominent and memorable solution for your customers and their brands.

All our tray signs are made-to-measure to exact requirements and they often form the foundation of most signage projects.”

Julie also supplied us with a sample of a push through sign tray, supplied by Fabricut. As the name implies, the letters

look like they’ve been pushed through the surface of the sign material. The frame for the letters on a push through sign is an aluminum or aluminium composite box. The surface layer is fret-cut, through which the acrylic letters “push” out of, giving it a stand-out, signature look.

## Manufacture

As Fabricut manufacture their signs, we ask Julie how businesses approach Fabricut and what is required to complete an order for a tray sign. Julie says “At Fabricut, we’ve been manufacturing signs for nearly 35 years and can work with your own supplied artwork or we can help create the designs on your behalf.

Our sign trays are made using a blend of computer control and a hand crafted approach. This ensures the accuracy and precision of our signage production for a superb high-end finish. They can be supplied as a bare unfinished component, semi-prepared, or as a fully completed fascia sign with all the bells and whistles ready to install.”

*“Using a blend of computer control and a hand-crafted approach, ensures a superb high end finish”*

## Materials

Supplying to multiple markets means that there must be a variety of requests made by customers. Asking Julie about what material Fabricut offers to their customers, Julie tells us, “We manufacture our trays out of aluminium composite material (ACM), or aluminium.

ACM comes in a range of standard RAL colours and metallic finishes. The corners are reinforced for extra strength.

Aluminium is powder-coated to standard RAL colours or it can be wet sprayed if a specific non-standard colour is required. Corners are welded and dressed.



*Fascia trays lit by night leaves a striking advertising impression*

Illuminated trays are supplied with full size back trays fitted with IP rated LEDs and drivers.”

Once your tray sign is complete it will be packed securely (and as sustainably as possible) by our production team. It will then be ready for your collection.

Because of their size and fragility, tray signs are made ex-works, wrapped ready for your collection, or you can talk to us about delivery by dedicated van within the south east of England.”

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



*Fret Cut Tray Monolith for Fol Hurst Green property*





# Sign tray makers/manufacturers

## Applelec Sign - Sign Trays with a difference



*The slimline light panel is the slimmest sign tray available on the market with a depth of 28mm*

From its early beginnings as a general metal fabricator, it became evident for Applelec that there was a gap in the market for a trade signage manufacturer. Over the years Applelec has used its market intuition to embrace growing trends in LED and lens technology and game changing equipment such as our CNC and high-definition plasma cutter back in the 1990's. With staff increasing from 2 to over 70, and a 6-acre manufacturing facility, Applelec have grown from strength to strength.

Speaking with Rachel Gould, PR & Marketin Manager at Applelec. We asked her what makes Applelec so different. Rachel tells us, "Sign Trays are one of the most popular and versatile products in the sign makers' arsenal. Forming the base for many other types of signage such as fascias, totems, projecting signs and more, it is crucial we continue to evolve our offering to ensure it can be applied to a diverse range of applications and meets our customers' changing needs.

At Applelec we benefit from having the talent and facilities to research and develop new ideas and push the boundaries of what is possible in signage fabrication. This varies from modifying traditional techniques to utilising the fast-emerging sustainable materials coming

down the supply chain. This had led us to develop a number of ECO products through our award winning Applelec ECO Pledge but also innovate and challenge the way we have historically done things and sign trays are no exception."

*"Sign Trays are one of the most popular and versatile products in the signmaker's arsenal."*

### The slimmest sign trays on the market

One of Applelec's unique selling points within the signage industry is its slimline light panel. We asked Rachel how Applelec were able to manufacture the slimmest sign tray available to the market. Rachel tells us, "Historically, the depths of illuminated sign trays have been dictated by the choice of backlighting solutions, whether LEDs or even florescent tubes, these all require a bulkier depth to house them and avoid spotting. Having our own architectural lighting division and in-house factory, we tested combining sign trays with our flagship product, our Applelec

LED Light Sheet and its environmentally friendly counterpart, Green Applelec LED Light Sheet. This slimline light panel allowed us to reduce fabrication depths of our sign trays from a typical minimum depth of 100mm to a depth of 28mm, helping us create one of the slimmest sign trays available on the market and the benefits don't stop there.



*Art Deco opulence; fret cut tray at Trish McEvoy's luxury retail concession stand at Selfridges*

Manufactured from recycled and recyclable acrylic, the highly sustainable Green Applelec LED Light Sheet benefits from its highly energy efficient LEDs, which achieve 175 lumens per watt, reducing running costs without compromising on brightness. Its unique patented thermal management system means our panels

run cool to touch, making it a reliable and safe option to use in tight, enclosed spaces, such as our slimline sign trays, a feature that is unparalleled by anything else on the market. This opens up a world of application possibilities, allowing sign companies to fit sign trays into spaces they couldn't do before, without compromising on brightness or safety."

*"it is creative manufacturing and innovative ideas that will continue to evolve this tradition and help us meet the ever-changing needs of our valued customers"*

### Thinking outside the sign tray

With the slimline light panel, we wanted to know if Applelec had more specifics about the slimline range. Rachel expands on a particularly difficult project that Applelec were able to complete for a distinguished client. Rachel says, "We are also seeing a lot more decorative sign trays coming through, especially from the retail industry, which is pushing our team to think outside the box to make our trade customers' creative designs a reality. One such project was for a luxury retail design within Selfridges, London. Applelec were tasked with revamping the Trish McEvoy concession stand and required a number of decorative, stencil cut, illuminated sign trays, lightboxes and acrylic letters. Our team were challenged to come up with a way to create a sign tray with neon style push through lettering that had exceptionally narrow serif.



Applelec use modern and traditional aspects of sign making to create bespoke works.



Applelec's 6-acre manufacturing facility in Bradford boasts its own paint house

Normally this is something that is not possible through traditional letter manufacturing methods, however the team took our NeonLux lettering range and experimented with different modifications until they came up with the perfect solution that maintained the flowing style of the letters and intricate stroke width required, whilst still giving the customer the neon look, they wanted.

The end result was a decorative, stencil and fret cut sign tray, painted in-house with modified push through neon letters. Applelec LED Light Sheets in warm 3000K was then used to illuminate the series of sign trays and light boxes, perfectly matching the opulence of this golden, art deco style design scheme, which also benefited from its slimline depths and consistent brightness."

### Creating the right fit

Rachel continues with another bespoke solution for Liverpool's Red Radisson hotel. Rachel says, "Another example of creative sign tray manufacturing comes from Liverpool's Red Radisson, Grade-II listed hotel. Signs Express Central Lancashire tasked the Applelec team to manufacture the external signage they had designed that included an illuminated sign tray, two sets of built-up letters and plaque for the new onsite Stoke restaurant. Due to the building's Grade-II listed status, creative solutions were needed to allow the sign trays fixing rails to bypass the protruding trim of the entrance archway. Signs Express Central Lancashire asked the team to create adjustable fixing rails allowing them to navigate this installation challenge and working closely with the Applelec team, we were able to fabricate a solution, matching their spec, which worked perfectly.

Due to this sign tray sitting in a glass entrance way, it required the front and reverse painting black with a contrasting pantone matched red trim, achieved in our in-house paintshop. The corporate logo was then stencil cut into the face of the sign tray with 3mm opal acrylic backer and 5mm opal acrylic inlays, so that the logo sits discreetly 2mm proud of the sign tray.

SloanLED VL4 LEDs were selected for the sign trays illumination, for its ultra-wide radiation pattern, impressive light output, reliable lifetime rating (>54,000 hours to L80 at ≤50°C ambient) and industry leading 10-year parts and 5-year labour assist warranty, that delivers both value and performance. Illumination was further enhanced by the painted white interior tray, providing crisp, bright illumination, enhancing the Red Radisson corporate logo against the slick black sign tray.

To conclude, Rachel tells us about how through these bespoke pieces of work, Applelec are adapting and changing to suit the needs for the future of the business. "The variety of techniques and intricacies in each of these projects were a welcomed opportunity for the Applelec team to flex their quality in-house fabrication capabilities and creative thinking. Working closely with our trade customers is key to creating innovative solutions to ensure we can make their briefs a reality. The adaptability of sign trays offers a solid but versatile foundation for sign makers, but it is creative manufacturing and innovative ideas that will continue to evolve this tradition and help us meet the ever-changing needs of our valued customers."

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

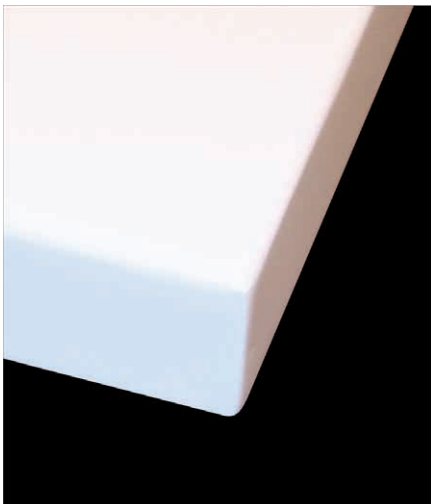






# Sign tray makers/manufacturers

## Aluminium or Aluminium Composite (ACM) trays - What is best?



*Aluminium naturally folded panel (left) vs. ACM routed panel with cut edge (right)*

### Composite or Aluminium ?

Ashby Trade Sign Supplies are based in a 30,000 sq. foot factory just off the M3 in Hampshire. Over the course of our 20 years in the industry, Ashby have built up a highly extensive range of machinery, skills and knowledge that enable them to supply attractive, durable and relevant systems within the UK and Ireland.

Speaking with Steve Nicholas, General Manager at Ashby, he gives his perspective on the difference between ACM (Aluminium Composite Material) and aluminium tray signs. Steve tells us, "As a supplier of both Aluminium and Composite sign trays we are often asked which is the better product.

Our bias as a manufacturer of Aluminium Signage inevitably falls on the side of aluminium trays, in our opinion the scope for manufacturing far outweighs that of composite. Aluminium can be shaped, welded, curved and coated to almost any colour, whereas composite is limited to straight edge folding or shaped edges with no returns. And, if you require a particular colour, composite is difficult to paint due to the processes used, generally requiring the trays to be baked. Another consideration is the lifespan of composite, it is significantly shorter than aluminium therefore perfect for temporary signage. We find that most purchases of composite trays generally happen because of a pricing issue, and no thought to overall cost in the long term."

Despite the limitations to ACM, Steve continues to tell us the pros and cons for both Composite and Aluminium trays.

### Pros for Composite panels

"Below are some Pros and Cons for using either Composite or Aluminium Trays.

Composite is lighter than aluminium and has a smoother paint finish. When reverse routed with a groove and folded, the external corners have a crisper sharp edge. Application of Prints to the face and edges is easier as this is done prior to folding.

### Cons for Composite panels

Composite is not recyclable so ends up

in landfill. To manufacture composite trays material is routed from the rear of the panel prior to folding, this reduces the overall strength of the material at the folds (normally 50% of the material is removed). To save money some people use inferior grades of composite with aluminium Skins as low as 0.1mm (Composite Skins for tray manufacture should never be below 0.3mm thickness.) The Faces of composite trays are more susceptible to dent damage. ACM Holds no fire rating. Composite trays cannot be welded, which prohibits shaped returns or curved faces. Due to the manufacturing process composite trays do not suit open backed systems."

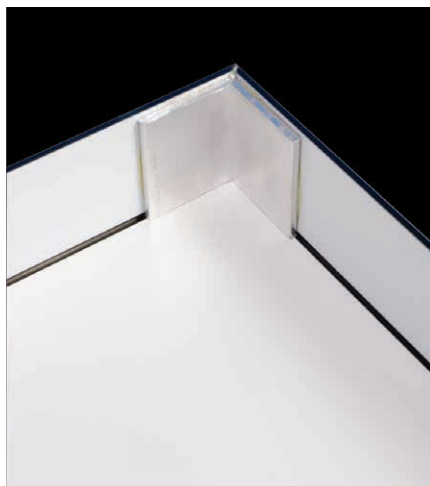
### Pros for Aluminium

Aluminium is completely recyclable. Stronger than composite and harder wearing. Easy to paint, shape, fold, curve and weld. Has fire resistance.

### Cons for Aluminium

Aluminium is heavier than composite. Application of prints to the face and edges is more difficult. Visually, when installed there is very little difference between Aluminium and Composite Trays, although aluminium will last significantly longer, it can easily be repurposed when required with a new coat of paint and some graphics, making it far more cost effective over the duration of its lifespan, whereas composite only offers a short term saving."

[www.ashbytrade.net](http://www.ashbytrade.net)



*ACM folded panel with bracket fixed with NovaWeld SignFix 11 adhesive to join cut edges (left) against the natural fold of the aluminium panel (right).*



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# Digital Signage

## One Digital Signage - Signage that captivates attention

Based in Cradley Heath, West Midlands, One Digital Signage design, manufacture and deliver award-winning digital signage products capable of making any business or product stand out from the crowd.

With a 20-year history in the AV and digital signage industry, and a member of the Made in Britain family, their units are made at their Midlands HQ and are proud investors in the British economy, British Manufacturing & British Steel industries.

Wanting to know more about the technology involved to install digital signage, we got in touch with Nathan Murphy, Director at One Digital Signage.



*Digital Signage at Seven Dials Playhouse promote new shows and information in an interactive way.*

During our conversation with Nathan, we asked him how digital signs are made and what technology is involved with incorporating digital signage. Nathan tells us, "Digital signs are created using a combination of machinery, technology, and software. The process typically involves the following steps:

**Display Panels:** Digital signs utilize various types of display panels such as light-emitting diode (LED) or liquid crystal display (LCD) panels. LED panels are commonly used due to their high brightness, energy efficiency, and flexibility in creating different sizes and shapes of displays.

**Content Creation:** Digital signs require content creation, which can be done using graphic design software such as Adobe Photoshop or Illustrator. This involves designing and formatting images, text, videos, animations, and any other visual elements that will be displayed on the sign.

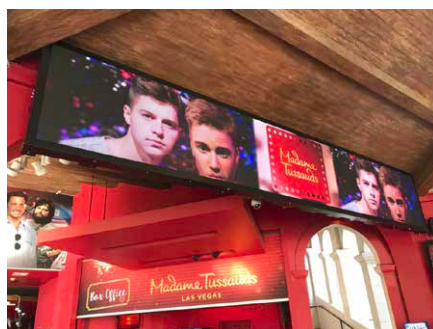
**Content Management System (CMS):** A CMS is software that enables the scheduling, management, and distribution of content to the digital signs. It allows users to remotely update and control the content displayed on the signs.

**Media Player:** Digital signs require a media player, which is a device that processes and displays the content on the screen. It can be a standalone media player or integrated into the display panel itself. Media players are responsible for decoding and playing back the content in the appropriate format.

**Connectivity:** Digital signs require connectivity options such as Wi-Fi, Ethernet, or cellular networks to receive content updates and instructions from the CMS. This enables remote management and real-time content updates.

**Mounting and Enclosure:** Depending on the intended use, digital signs may need specific mounting solutions or enclosures for protection against environmental factors like weather, dust, or vandalism. Mounting options include wall mounts, freestanding structures, or custom-built enclosures.

Overall, the production of digital signs involves a combination of hardware components, software applications, and design tools to create visually appealing and dynamic displays for various purposes such as advertising, information dissemination, or wayfinding."



*Digital Signage at Madame Tussauds can showcase its newest works of art and content live to customers.*

*"Digital Signage captivates attention, conveys messages and connects with audiences in the modern age of communication."*

### Advantages of Digital Signage

With such a complex range of necessary steps to install digital signage, we asked Nathan what are the advantages of installing digital, rather than traditional signage. Nathan responded by telling us, "Digital signage offers several distinct advantages, making it stand out as a powerful communication and marketing tool:

Unlike traditional static signage, digital signage allows for the display of dynamic and interactive content, including videos, animations, and real-time updates. This captivates viewers' attention and enhances engagement, effectively conveying messages and promotions.

**Real-time Updates:** Digital signage can be updated remotely and in real-time through a content management system (CMS). This flexibility enables companies to quickly adapt and modify content.

**Targeted Messaging:** Digital signage allows for the customization and targeting of content to specific locations, times, or demographics. This ensures that messages reach the right audience at the right time.

**Cost Efficiency:** While the initial investment in digital signage may be higher compared to traditional signage, its long-term cost-efficiency is notable. Companies can save on printing and distribution costs associated with static signage, as well as leverage the flexibility of updating content without physical replacements.

**Analytics and Data Insights -** Digital signage systems often provide analytics and data collection capabilities, allowing companies to gather information about audience engagement, content effectiveness, and viewer demographics. These insights enable data-driven decision-making and the optimization of content strategies.



*1500 NITS outdoor digital A-Board has the capabilities to create ads Online and publish remotely Media and control content at any time*

Brand Image/Modernity - Implementing digital signage can enhance a company's brand image by conveying a sense of modernity, innovation, and technological sophistication. It demonstrates a company's commitment to embracing digital solutions, which can positively impact customer perceptions and overall brand reputation.

By leveraging the dynamic and interactive nature of digital signage, companies can effectively grab attention, deliver targeted messages, and create memorable experiences, ultimately setting themselves apart from competitors and enhancing their overall communication and marketing strategies."

With the scope that digital signage has to offer, Nathan continues by explaining the key markets that One Digital Signage cater for.

"Digital signage is extensively used in retail environments for advertising, promoting products, and enhancing the overall shopping experience.

Transportation: Airports, train stations, bus terminals, and other transportation hubs utilize digital signage for displaying real-time schedules, wayfinding, and passenger information.

Hospitality: Hotels, restaurants, and entertainment venues leverage digital signage for information display, menu boards, event promotions, and guest communication.

Corporate: Digital signage finds applications in corporate offices for internal communications, meeting room schedules, and company announcements.

Healthcare: Hospitals, clinics, and medical facilities use digital signage for patient education, wayfinding, and queue management.

Education: Schools, universities, and educational institutions adopt digital signage for campus information, event announcements, and student communication."

Installing across multiple sectors, we asked Nathan what is the most memorable installation that One Digital Signage has installed. Nathan responds, "We have installed many different locations across the UK including sea side locations which are very difficult to product lasting product, which is why we use a specialist screen called a Ultra Slim IP67, which is IK10 vandal proof, needs no fans and is optical bonded."



*The Retail Totem is built to withstand the elements and is IP65 rated against water and dust ingress and is anti-corrosion and rust resistant*

As digital signage is ever more prescient within our daily lives, we asked Nathan about the challenges faced by the company and what the future holds for digital signage.

"Although Digital Signage is becoming more affordable it is still an Initial Investment: Implementing a digital signage network requires a significant upfront investment in display panels, media players, software, and installation, which can be a barrier for some organizations.

In the future, digital signage is likely to continue evolving and expanding its capabilities. It is expected to become more interactive, allowing users to engage with the displayed content through touchscreens, gesture recognition, or voice commands. This would enable personalized experiences and seamless interactions.

AI technologies, such as computer vision and machine learning, can enhance digital signage by enabling audience analytics, real-time content optimization, and personalized targeting based on demographic data and preferences.

Digital signage can be integrated with IoT devices and sensors to provide real-time data and context-aware content. For example, signage in retail stores could display personalized promotions based on a customer's proximity or purchasing history.



*Indoor screen enclosures are built-to withstand busy retail and commercial environments, while standing out from the crowd*

Digital signage could incorporate AR and VR technologies to create immersive and engaging experiences. This could include virtual product demonstrations, interactive simulations, or 3D visualizations.

Digital signage is likely to leverage more sophisticated analytics tools to measure audience engagement, gather data on viewer behaviors, and generate actionable insights for content optimization and targeting. Digital signage could seamlessly integrate with mobile devices, allowing users to interact, control, and receive personalized content directly on their smartphones or tablet

As display technology advances, digital signage may utilize more flexible and curved display panels, enabling unique and eye-catching installations in various shapes and sizes."

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





# Digital Signage

## Clevertouch delivers complete digital signage communications solutions



*Clevertouch has offices in multiple locations across the globe. Clevertouch's digital signage lights up the headquarters in Stockholm*

From humble beginnings as a family-owned business, Clevertouch Technologies has since evolved into a global organisation providing award-winning, market-leading solutions in over 80 countries.

Getting in touch with Helen Kenniff, Group Business manager, we asked Helen what technology Clevertouch uses for their Digital Signage products. Helen responded by telling us, "Digital signage products are comprised of a number of hardware devices, commercial displays and media players. The software for managing the content can be on-premise or cloud driven. Platforms such as cleverlive.com are cloud driven and give users more flexibility as they can manage their content from any device anywhere in the world – meaning, if they need to broadcast and urgent message, they do not have to be on site in order to do so."

As Digital Signage can offer businesses a broader range of advertising and information, we wanted to know what businesses must take into consideration when implementing digital signage. Helen says, "The saying 'content is king' is

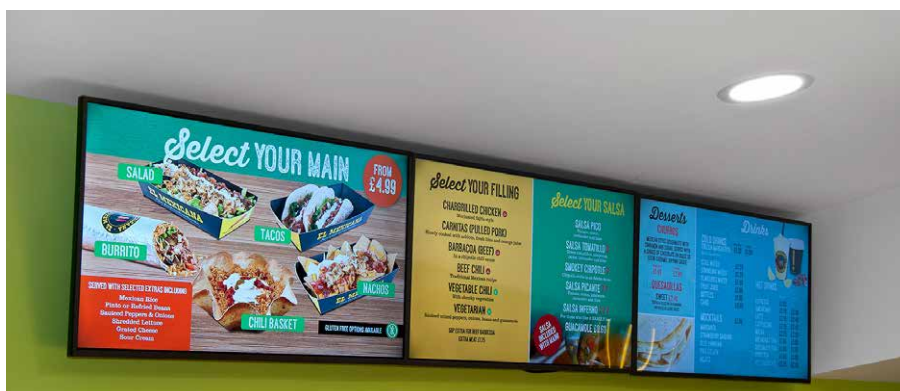
very true for digital signage. To stand out, a company needs to have engaging content that is dynamic, relevant to their audience and up to date. Interaction with the content can add that extra stand out performance. This could be by using touch panels and kiosks, or through technology such as QR codes. The cleverlive.com platform delivers both capabilities, so, in environments where touch is not required, a company can deploy QR code technology for their audience to use their own personal devices to control what they view on the screens."

With versatility in mind, we wanted to know the industries that benefit from digital signage. Helen tells us "Digital signage is a versatile communications tool that can be deployed to any environment. It is used for internal communications, way finding, public notices, timetables, advertising and event information so the type of markets are unlimited."

Helen continues with a recollection of a particular installation that benefitted a school during the pandemic. "During Covid demand for digital signage increased exponentially. Organisations and schools were deploying hardware rapidly to keep their staff and students informed and up to date with the latest guidelines."

One unique deployment was a school using digital signage as traffic control. They set out directions for students to travel from class to class without having to double back or interact with students outside of their cluster."

For businesses interested in moving toward digital signage, we asked Helen if there are particular products that suit



*El Mexicana Digital menu boards feed live content and promotional offers to its customers*



Digital signboards can be used for more than information, but also eye catching displays

*"Clevertouch's Cleverlive system allows us to see the health of the screen online and update content quickly and easily from our desks. We log in every morning and check for issues"*

*Worthy Down MOD  
information Management,  
Matthew Gosling*

particular needs. Helen tells us, "Digital signage can be deployed as an all-in-one commercial display, or a display and media player combination, with popularity varying with sectors.

The retail and hospitality sectors traditionally display full screen posters and videos on screens positioned in windows, throughout the store and at point of sale. This type of deployment requires a simple payout capability which is ideal with an all-in-one.

For more informative communications, multiple forms of media are more effective. This requires more features and functionality which comes with a media player. Media players enable broadcasting of video, webpages, live news, text,

images and more, all simultaneously streaming on screen."

Due to some businesses not being familiar with the technology behind digital signage, we asked Helen what the challenges of digital signage are and how Clevertouch technology helps. Helen replies, "Finding the right solution to suit the project requirements is paramount. Digital signage can be time consuming if the platform is

not user friendly. Look for a solution that delivers a simplified dashboard with cloud capabilities for logging in and updating information any time of the day or night, from any internet connected device.

If you want one that delivers an integrated solution compatible with all your organisational tools to be more cost effective and labour efficient, then a solution such as cleverlive.com is ideal. Cleverlive.com integrates an entire digital ecosystem from window facing screens through to check-in, wayfinding, information displays, video walls, room booking and meeting room touch panels, everything you need for a communication and collaboration solution."

Technology changes rapidly, and digital signage is no exception. We asked Helen how Clevertouch adapts to new technology and what the future holds for digital signage. Helen responded with, "All types of technology need to be adaptable and flexible to change as the market changes. QR codes for example went out of fashion but were quickly adapted to be deployed on digital signage during Covid. Today we see advancements with integrating AI with digital signage and we are investigating if the appetite for that type of solution will be sustainable in the bigger picture. For now, the integration of communication and collaboration is what the industry is demanding, and cleverlive.com is the solution to that need."

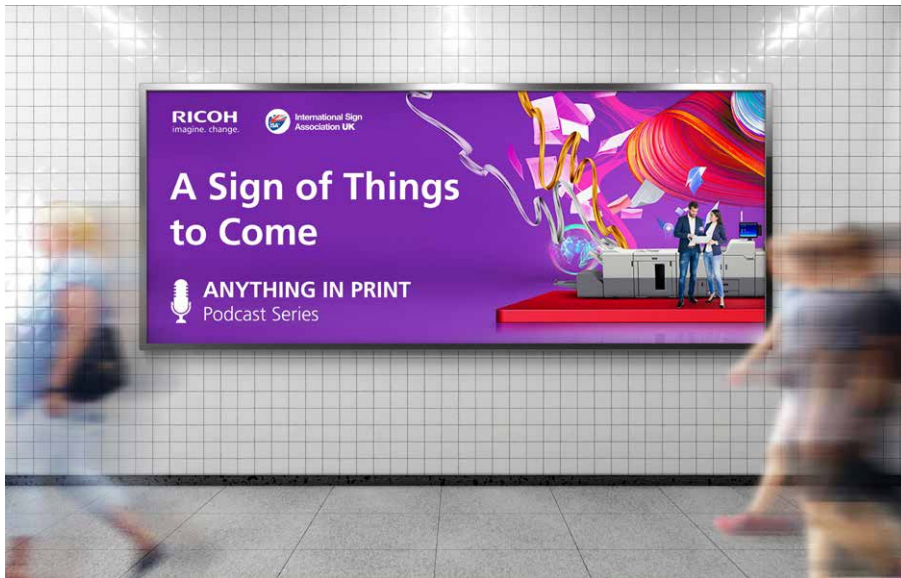
[www.clevertouch.com/uk](http://www.clevertouch.com/uk)



Clevertouch by day - The eye catching Digital signs are just as effective in drawing the eye



## Ricoh and ISA UK: how sign & display businesses can build for a bright future



RICOH & ISA UK's Podcast series hosted a series of new trends that were very much the topic for Sign & Digital exhibition at the NEC

### Impact on the industry since Covid

There is no understating the impact that the pandemic had on the sign and display markets. Thankfully, both sectors are now well on the road to recovery, but there are still certain challenges that remain for sign-makers and other companies in the industry.

The pandemic changed the way almost everyone works, not just within the sign and print sectors, but also further afield. Whether this was simply the way we hold meetings, with many now taking place over a Zoom or Teams call rather than in-person, or how we access certain items in the supply chain, adapting the way that your business operates is critical to long-term success.

Tim Carter, Commercial Print Sales Director at Ricoh Graphic Communications, recently sat down with ISA-UK CEO Craig Brown to discuss the sign industry's future as part of Ricoh's 'Anything in Print' podcast series.

### Working together

Titled 'A Sign of Things to Come', the session took place shortly after the Sign & Digital UK 2023 event, where a host of

new trends were very much the topic of discussion for both visitors and exhibitors at the NEC.

ISA-UK oversaw the 'SDUK Explains Lounge' at the exhibition, where more than 30 speakers took part in sessions covering some of the key talking points in the industry at present.

*"I'd love a trade association to have manufacturers coming to me to tell me where they think the next trends will be and why they're investing in this particular print technology."*

**Craig Brown, ISA-UK CEO**

Among some of the core takeaways highlighted here, as well as wider afield across the show floor, was the willingness for manufacturers and suppliers to work together to develop solutions that will support sign and display companies in the long run and allow them to grow their businesses by taking on a wider range of work.

"It seemed that suppliers are much happier to work together and acknowledge that their machine didn't do everything that the customer wanted, and that you might have two or three different brands to work together," Craig Brown said.

"I haven't really seen that before because previously if you went for a particular supplier, then that was the total focus. Whereas now, there seems to be much more openness about how people would work together, and what happens when you are using various supply chains."

### Make a community

This collaborative approach carries over from manufacturers and suppliers working together, to the actual sign businesses themselves supporting each other in order to drive growth across the industry. Being a part of a specialist trade group like ISA-UK will not only put you in touch with other companies in the market, but also grant access to a wide range of resources that could help you progress.

"I'd like to think we are there to try and help the industry," Craig said. "I don't think we often get recognised for what we do. I would say we represent around 300 members in total, and some of the bigger sign members in the fraternity, but I think the industry can become a bit blasé."

"I'd love as a trade association to have manufacturers coming to me to tell me where they think the next trends will be and why they're investing in this particular print technology, because it starts a discussion. And if that discussion is headed by someone from a specific supplier, then the person reading would probably go and ask them first. There's a benefit for the manufacturer to give us the information as well."

"Let's make it a community; we listen to what you want, but we need our members to contribute as well."

To find out more about what sign-makers can do to succeed in the future, the trends and market changes we can expect, and how ISA-UK can support your business, listen to the podcast in full.

[www.uksigns.org](http://www.uksigns.org)

# Ultraflex Europe mark 30 year supply partnership with Macroart

Print media supplier, Ultraflex Europe, is marking a dual milestone. It's been 30 years since they established the business and 30 years supplying one of the UK's leading branding and signage specialists, Macroart, in St. Neots, Cambridgeshire.

The anniversaries are closely linked as Ultraflex Europe was initially set up within the original Macroart premises in 1993 to supply print media for their 5m wide format Vutek printer. Since this time, these businesses have always been located close to each other and Ultraflex Europe continues to be a leading supplier to Macroart and the wider market.

"The proximity of Ultraflex has always been very handy and cost effective for the delivery of our 3m and 5m wide media, but today this has grown in significance as it dramatically assists our sustainability drive to reduce our carbon footprint." Said Matt Guise Sales Director at Macroart.

Macroart was started by John Walker in 1992 as a wide format print company. John previously worked for Vutek in North America, had sold printing machines across Europe before setting up Macroart with the first 5m wide format machine in the UK. With no local suppliers, he approached Ultraflex in the US with a view to supplying 5m wide media for his new machine, and as a result Ultraflex Europe was born.

Mirroring the wide format market in the UK, Macroart has had continual growth since this time, and they have retained their place as one of the largest wide format printers in the country. They now reside on one site, a 54,000 sq foot facility, that hosts two 5m UV machines and two 3m Dye Sublimation print engines, along with an array of finishing equipment. They also own a framing business on the same site, Aluvista, that produces bespoke aluminium POS structures and light boxes, as a lot of what Macroart produce is for live events (Air Shows, Conferences & Exhibitions) and retail.

Macroart went through an MBO in 2014 and the business has expanded and diversified over the years culminating today in an annual turnover of c: £14m. The business has become something of a specialist in Dye Sub Printing, which is traditionally a difficult process to get right,



*ArtSystems will deliver a series of dedicated information days to ISA-UK members to help their businesses succeed in the modern signage market.*

and they have spent lots of time testing materials to understand the shrinking and stretch factors to perfect the process. As a result, they now house their dye sub department in a climate-controlled area and an experienced stitching team within the finishing department to produce silicone edge graphics. They consider this a critical part of the process, as the finished product needs to be millimeter perfect to fit display systems with tight tolerances.

Whilst Ultraflex Europe is not the only media supplier to Macroart today, it's impressive that they were not only the first to supply Macroart, but that 30 years on that supplier-customer relationship is close as ever.

"We have always been impressed at the experience and knowledge of materials from the team at Ultraflex. Some of the media they supply is the same they supplied 30 years ago and we appreciate that consistency. It's important for us to be confident that the material will perform well and that it has been tried and tested by us. The key strengths of Ultraflex Europe for us are locality, expertise, consistency of materials and their honesty." Said Matt Guise. "There is a lot of smoke and mirrors and greenwashing in the industry, and Ultraflex are consistently honest at answering the questions we pose. We purchase both UV and Dye Sub roll to roll media from Ultraflex. We still buy a lot of

PVC products from them and as we are zero to landfill at Macroart and they are close by there is little CO2 use to obtain the material. We print, fit, and at the end of the event we de-rig, bail and palletise all our waste PVC for recycling. When you compare this to other 'non-PVC' or 'sustainable' materials, the carbon used in delivery can often outweigh the benefits."

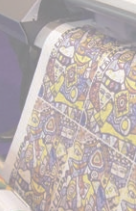
Macroart has embraced a sustainability drive and have a team of six internally that focus on it, including a sustainability consultant, who is an industry expert, and have a green energy company on board too. Matt explains that their biggest wins in carbon neutrality are with the materials that they buy, so a strong relationship with their material suppliers is playing an increasingly important part in making an environmental difference.

Matt concludes: "We are all about long term relationships with suppliers and Ultraflex is proof of that. We have never been in a situation where they have run out of material, they have performed well over a long period of time, and we expect our partnership to continue to thrive. We are currently testing new textile material from them to offer within our dye sub range and as usual with Ultraflex materials the results are looking very promising."

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

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





## The IPIA visits No10. to protect print

As parts of sustained efforts to grow the UK print industry, the Independent Print Industries Association (IPIA) paid a visit to No 10 Downing Street, where its Chair, Charles Rogers, met with special advisors to the Prime Minister Rishi Sunak.

On the agenda for discussion with the special business and political advisors was a detailed overview of the place of the UK as top-6 global print producer, its responsibility for nearly 8% of total UK manufacturing output, and the critical part it plays in the social, cultural and economic fabric of the country. Print and paper's role in developing sustainable technology and its contribution to the advancement of the circular economy was also highlighted.

The IPIA also set out the challenges that are inhibiting the growth and competitiveness of UK print and paper, before presenting a package of structural and strategic support requests. A case was also put forward for the print, paper and allied sectors to be recognised as an 'industry of strategic value' – a term that describes industries that play a fundamental role in the economic health and competitiveness of the nation.

"The opportunity to participate in this meeting presented itself at short notice, and I was honoured to represent the

IPIA on behalf of print and paper at No 10 Downing Street," says Charles, who continues: "Meeting with special advisors, who report to the PM, was a critical and rare opportunity to push our agenda for all those involved with print and paper in the UK.

### Working in partnership

The special advisors welcomed the information and valued the dialogue, which gave them a chance not only to learn key facts about one of the UK's few remaining world-class manufacturing industries, but how it can be supported to grow with Government assistance.

The meeting was facilitated by Puneet Gupta from PG Paper Company Ltd, as part of its ongoing initiatives to support the paper and print industry in the UK, who comments: "In today's fast-paced digital world, the paper and print industry faces a range of challenges that require innovation, collaboration, and adaptability to overcome – it's important to have open and honest conversations about navigating these. By bringing together stakeholders from various sectors of the industry we look to develop strategies to overcome the challenges and support growth."

Charles adds: "The meeting represents the

culmination of years of hard work spent talking to Government, creating and attending industry events, networking and beating the drum for print and paper by the IPIA."

Charles concludes: "Both advisors expressed positivity regarding follow up meetings and currently we are looking forward to a return visit – where we can expand on suggestions to aid UK print and paper supported by the GPMA."

For updates on the meeting, see page 49.



*IPIA Chair, Charles Rogers, visits No 10 Downing Street to meet with special advisors to the PM*

## ArtSystems joins ISA-UK as Commercial Partner



*ArtSystems will deliver a series of dedicated information days to ISA-UK members to help their businesses succeed in the modern signage market.*

ArtSystems, the Nottingham-based specialist systems distributor and service provider, is delighted to announce it has joined the International Sign Association UK (ISA-UK).

ISA-UK powered by BSGA is the leading independent trade association for the UK sign, graphics and visual communications

industry, supporting a diversified network of members across all regions of the UK.

Joining as a Commercial Partner, ArtSystems will support ISA-UK in promoting and advocating its aims and values for the sign-making industry.

ArtSystems offer the largest range of specialist 2D and 3D print imaging hardware and supplies in the UK. Looking after Technical Imaging, Sign & Display and Consumables. Their award winning Technical Services team is able to offer a range of extended warranty services on HP Latex, Summa cutters, Colortrac scanners and MakerBot 3D printers.

Beginning this summer, ArtSystems plans to offer information and education days to the ISA-UK membership, with practical help on how sign-makers can move their business forward in the busy, modern market. Non-members of ISA-UK are also

welcome to attend these events to learn more about what ISA-UK and Artsystems bring to the marketplace.

"We're absolutely delighted to announce our membership of ISA-UK and we are very much looking forward to working with the association to give access to our knowledge and experience in this sector," ArtSystems' Marketing Manager John Draycott said.

ISA-UK Chief Executive Craig Brown added: "It's great to have ArtSystems on board; they've been a stalwart of the industry for decades with an enviable service reputation. I'm looking forward to some really good insights for our members."

[www.artsystems.co.uk](http://www.artsystems.co.uk)  
[www.uksigns.org](http://www.uksigns.org)

# Smith's Trade Print Service is back!



*Smith's Trade Print Service has once more opened its print services to the signage industry*

Smith's are one of the UK's largest distributors of self-adhesive vinyl. Established in 1832, they are one of the oldest Signmaker's in the UK. Their very first invention of a horse-drawn mechanical street sweeper, paved the way for them to evolve as a manufacturer to a modern and innovative business which services the sign and graphics industry.

Their history with trade print dates back several decades, to the 1980s. They were the first company in the UK to invest in plotters and printing equipment for this very reason. The service continued since and remained a mainstay until the COVID-19 pandemic hit in late 2019, when the World went into lockdown and the needs of companies changed.

*This bespoke service is dedicated to facilitate customers with an overflow of work*

Now, in 2023, Smith's is proud to announce that the Trade Print Service will be returning to the Signage Industry.

## What is a Trade Print Service?

For those who aren't aware of what a Trade Print Service is, it's quite simply the

printing of large format graphics for the trade. This bespoke service is dedicated to facilitate customers with an overflow of work. Acting as an outsourced provider, they are a convenient way of ensuring large print orders with tight turnarounds. For a company looking to expand without costly investments, William Smith's Trade Print Service is ideal. The orders can be tailored to arrive fully laminated, and ready for application.

## Why Use Smith's Trade Print Service?

Because of Smith's link to the wider William Smith Group 1832, they can easily utilise all of the different digital print films that are readily available to them. This includes major brands such as 3M, Avery Dennison, Arlon, VION, and Contra Vision. Beyond that, we have films suitable for any application type, including monomeric, polymeric, cast, short-term, medium-term, or long-term.



*With state of the art large format printers, Smith can complete orders with tight turnarounds*

Smith can provide their services for vehicle graphics, signage, retail applications, window applications, promotional applications, and more.

Smith has state-of-the-art, large format printers on site and can fulfil both latex and eco-solvent print projects.



*Orders made at Smith's can be tailored to arrive fully laminated, and ready for application*

You can consider Smith as an overflow service, particularly when you're struggling for capacity or if you're looking to secure more large-scale projects with tight turnarounds in the future.

In essence, Smith can print your projects for you, saving valuable time and removing any hassle and capacity issues you might otherwise face.

## What projects qualify for the Smith Trade Print Service?

To place an order with their Trade Print Service, you'll need to have a project with a minimum print run of at least 15 linear meters.

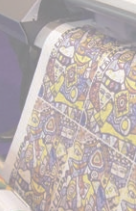
All artwork supplied must be finalised, nested, and print ready as we will not be able to edit or amend supplied artwork documents once they've received them.

For further information on the Smith Trade Print Service, contact:

tel: 01833 694700  
e-mail: [info@smith-signdisplay.co.uk](mailto:info@smith-signdisplay.co.uk)

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





## swissQprint celebrates 100th installation with the Impala 4



*The team at swissQprint celebrate their 100th installation, supplying Stocksigns with the Impala 4 flatbed printer*

The Swiss manufacturer of large format printers, swissQprint, is celebrating the installation of its 100th machine in the UK, as Stocksigns takes delivery of its latest Impala flatbed printer.

A long-standing client of swissQprint, Stocksigns has been using a first-generation Impala since 2010. This was the 15th swissQprint machine to be placed in the UK at the time, and it helped the business transition from silk screen to digital printing. The quality, reliability, and stress-free operation across a range of substrates, made swissQprint the likely partner of choice when it came to upgrading. However, the business still undertook a full market review before selecting swissQprint once again.

### A perfect match

Research to find the perfect replacement for Stocksigns' existing Impala was wide-reaching: everything from seeking testimonials from current users, lifetime ROI analysis, hands-on competitor comparisons and a full demonstration across a variety of substrates and materials. This ensured the Impala was once again the perfect machine for the business.

### Expertise & sustainability

The operators' prior knowledge of swissQprint technology, combined with the support of their UK team, played a crucial role in the decision-making process. swissQprint's commitment to keeping its environmental impact low was also a key factor. With a reduction in energy consumption to 2.2 kWh, the fourth-generation Impala brings increased sustainability and productivity to Stocksigns. Also, the solvent and VOC free UV-curable inks are Greenguard Gold certified.

Doubling the output The swissQprint Impala, equipped with CMYK plus white will be at the very front line of Stocksigns growth and development. With its installation, the firm anticipates production times will halve, doubling capacity in the manufacture of its health & safety, statutory and construction site signage.

David Cload, Group Production Manager at Stocksigns, said: "Having used our Impala for many years, we're delighted to be the proud owners of swissQprint's 100th machine in the UK." Always having been impressed with swissQprint's quality he is convinced that the Impala 4 offers them even more capability to meet the demands of their growing customer base. "We are confident that it will continue to deliver high-impact signage while significantly reducing our environmental impact."

Ersine Stewart, Managing Director at swissQprint, said: "We're thrilled to have achieved this milestone with Stocksigns. Their purchase of our 100th machine in the UK reaffirms our position as a provider of reliable, cutting-edge printing technology, and is a clear demonstration of our ongoing commitment to excellence."

*The Impala 4 offers the highest print quality, versatility and performance in flatbed printing. And with the smallest possible footprint.*

### About swissQprint

swissQprint is a privately owned Swiss manufacturer of large format printers. High precision, outstanding performance, exemplary service, and exceptional reliability drive swissQprint's innovation in digital printing. 200 employees are proud to stand behind the swissQprint name.

From signage and POS displays to art reproduction and bespoke industrial applications, swissQprint customers can always rely on state-of-the-art inkjet solutions. Providing the local service and quality swissQprint is known for, the UK office is one of six subsidiaries that support swissQprint's products around the world.

[www.swissqprint.com/uk](http://www.swissqprint.com/uk)



*Impala 4, highest quality print with the smallest possible footprint*

# ISA-UK announces Allen Signs' David Allen as new president

ISA-UK announces Allen Signs' David Allen as new President

Past President Sam Armstrong will support David for a period of 12 months, after which ISA-UK will seek to appoint a new vice president.

ISA-UK, the leading independent trade association for the UK sign, graphics and visual communications industry, is delighted to announce the appointment of David Allen as its new President.

A highly respected and experienced professional in the UK signage market, David will take over from Sam Armstrong, who has served for the last two years as President. Sam will support David in his new role for the next 12 months, after which ISA-UK will look to appoint a new vice president.

David is currently Managing Director of Allen Signs, a multi-service, family-run business that has been producing a wide range of signage applications since it was founded by his parents in 1965.

Allen Signs' own affiliation with the modern-day ISA-UK stretches all the way back to the early 1970s, with the company having been part of the organisation's network for almost 50 years

"My father always believed membership of a recognised trade body was vital to show to customers that he was serious about his business and the service he



*The ISA-UK is delighted to announce the appointment of David Allen (pictured) as its new President.*

delivered," David said. "Nearly 50 years later, to take over the presidency of that same association is something I'm very proud to do.

"To be following in the footsteps of some of the best-known names in our trade is humbling. Like those that have gone before me, I hope I can continue to add value to the association.

"I'd also like to give my thanks to Sam for all her hard work over the last two years and I'm looking forward to building on her good work."

On the appointment, ISA-UK CEO Craig Brown adds: "We are absolutely delighted to be welcoming David as our new President. Both the organisation and our many members across the UK will benefit from his incredible knowledge of the industry.

"I very much look forward to seeing how David will pick up where Sam left off and help ISA-UK continue to grow over the coming years."

[www.uksigns.org](http://www.uksigns.org)



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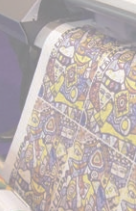
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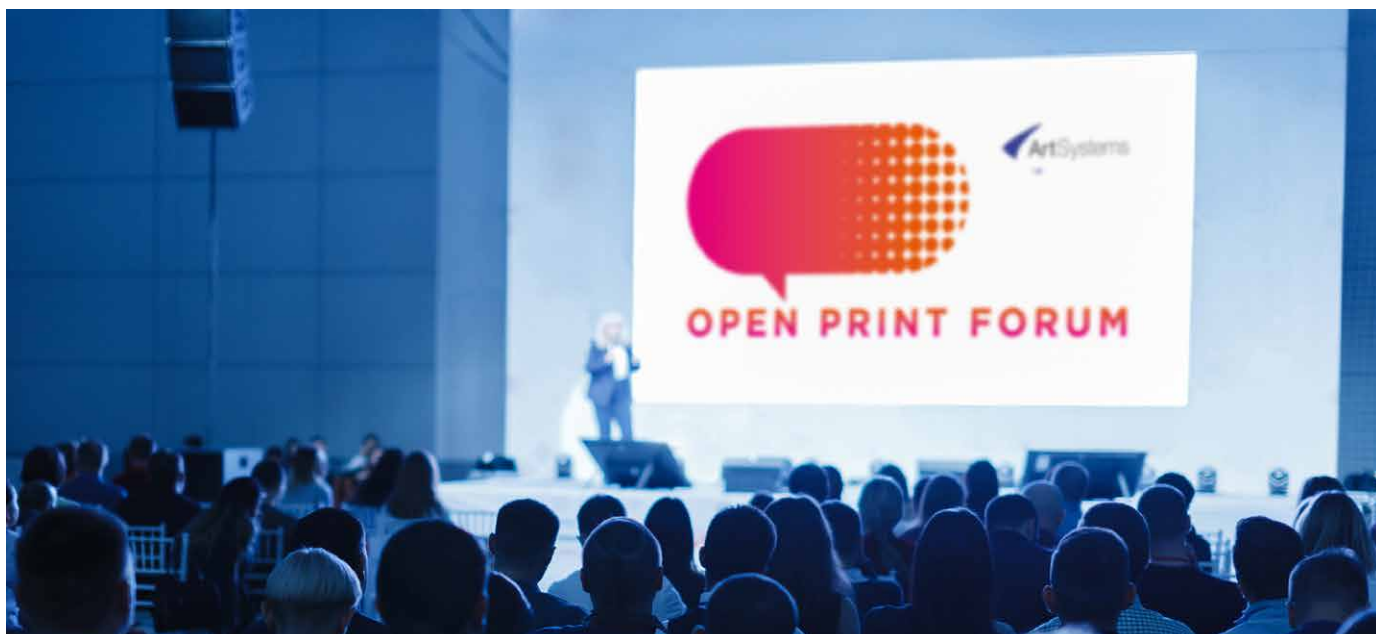
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## Artsystems launches Open Print Forum series in partnership with ISA-UK



*ArtSystems launches its Open Print Forum to showcase how specific print technologies can help a business to succeed.*

ArtSystems partners with ISA-UK to launch its Open Print Forum series

The new series showcases specific print technologies and details how they can help users succeed and grow in the highly competitive modern market.

ArtSystems, the specialist systems distributor and service provider, is delighted to announce the launch of a new series of events showcasing how specific print technologies can help print service providers (PSPs) succeed in the modern market.

Developed in partnership with the International Sign Association UK (ISA-UK), the Open Print Forum will explore a number of key technologies and showcase how they can be used to strengthen PSPs' businesses.

Featured technologies in the series will include products from leading manufacturers such as Summa, Onyx and Vanguard, with those in attendance gaining an insight into how these companies' solutions can help them to grow productivity and expand into profitable new markets.

In addition, the Open Print Forum series will offer advice and guidance on how to assess the right technology for specific applications and advise on how PSPs might go about purchasing these products.

The first session in the new series will kick off at 10.30am on 28th June 2023. Attendees will first be introduced to the Open Print Forum concept and learn how both ArtSystems and ISA-UK can support print businesses when it comes to investing in new technologies.

Following this, a presentation titled 'When should you look at investing in new technology?' will cover how to grow print businesses, looking at key points such as print volumes and applications, and print workflow and finishing.

Attendees will then hear from experts from Vanguard, Summa and Onyx on the benefits of new investment in print and related technology, with insights into their latest solutions.

After enjoying half-an-hour of lunch and networking, an ArtSystems-led session called 'Seeing is believing' will offer an integrated overview of print management,

print and print finishing, looking at core productivity advantages.

The day will end with a 30-minute Q&A session at 2.30pm where attendees will be able to raise queries about any of the topics covered during the day.

"While the idea of new investment in technology to support growth is obviously attractive to print businesses, it is not quite as simple as simply buying a machine and installing it," ArtSystems' Marketing Manager John Draycott said. "There is so much more to consider when committing to investment, and we understand this can be quite tricky for businesses.

"Our new Open Print Forum series will help to guide print businesses during this process, allowing them to identify the best and most cost-effective solutions to drive success and future growth."

[www.artsystems.co.uk](http://www.artsystems.co.uk)  
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# Government heeds the IPIA's call for engagement



*IPIA Chair, Charles Rogers, met Deputy Prime Minister, MP Oliver Dowden, at a Business Leaders Reception at No10 Downing Street*

Following its recent meeting with Special Advisors to the Prime Minister Rishi Sunak at No10 Downing Street, the Government has delivered on a key strategic support request from the IPIA.

*The invitation to the Business Leaders Reception forms part of a proactive response for the "Identification of UK print and paper as industries of strategic value to our economy"*

IPIA Chair, Charles Rogers, was invited to attend an event hosted by the Deputy Prime Minister, MP Oliver Dowden, to represent the UK print industry at a special Business Leaders Reception at No10. The invitation forms part of a proactive response from Government to the IPIA's formal request for the, "Identification of UK print and paper as 'industries of strategic value' to our economy."

Charles comments: "It's hugely encouraging for our industry that I was invited to attend an event designed to foster collaboration between different sectors of the economy - demonstrating that print and paper is now firmly on the Government's radar."

"The call for proactive engagement from Government with the sector at our

previous meeting has been heeded. I am optimistic for the future as we continue to advocate for targeted support for our industry."

Charles adds: "I was introduced to the Deputy Prime Minister, MP Oliver Dowden, who is now fully aware of the UK's place as a global leader when it comes to innovation in printing processes and the production of print. He is also aware of its strategic importance to the multinational technology developers and media suppliers at the core of its supply chain."



*Charles Rogers advocates for the importance of paper and print to the UK economy.*

## Advocating for the industry

Charles reports that the event was well attended by established business leaders and entrepreneurs from banking, healthcare, IT, construction, hospitality, and many other key industries.



*Deputy Prime Minister, Oliver Dowden greets business leaders at No.10 Downing Street*

Charles continues: "Our goal at the event was to impress on other guests the importance of print and paper to the UK economy and the health of its society, which was well received. One attendee told me they regularly bought print products online, and following our conversation, would be expanding his interests in this area. He also encouraged other attendees in our group to look to print as a valuable route to market."

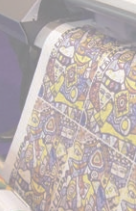
Charles concludes: "The environment at No10 does seem to focus minds on the importance of cross sector collaboration, while encouraging discussion on how we can work together to collectively grow the UK economy. The networking opportunities are also very apparent. A range of Special Advisors to Ministers attend – who proactively seek to engage attendees in conversation – so they can highlight information and trends that can be brought to the attention of senior policy makers."

Since its formal meeting with Special Advisors to the Prime Minister, the IPIA has engaged closely with cross-sector body the Graphics and Print Media Alliance (GPMA). It is now in the process of canvassing its members for feedback that will shape the IPIA's ongoing engagement with Government.

If you would like to feed into this process directly and highlight to the IPIA specific market challenges and trends – or have suggestions on the targeted support required from Government – please email,

[info@ipia.org.uk](mailto:info@ipia.org.uk).





## Sign China exhibition returns!



*Sign China exhibition 2023 is set to commence 17-19th July*

SIGN CHINA 2023 is back, and this time it's bigger and better than before! The biannual event will take place in Shenzhen from 17-19 July and in Shanghai from 4-6 September. At the Shenzhen fair, digital signage will take centre stage with five exhibition topics, including LED Displays, Commercial Displays, LED Illumination, Advertising Signage and Sound & Light. Meanwhile, the Shanghai fair will cover all aspects of traditional and digital signage.

Some of the biggest names in the digital signage industry have already reserved their booths at the Shenzhen fair, including LEYARD, Unilumin, TCL, Hisense and BOE!

If you're part of the digital signage industry, attending the Shenzhen fair from 17-19 July at the Shenzhen Exhibition & Convention Centre, Futian District is a must!

Furthermore, there are three more compelling reasons why you shouldn't miss attending the Shenzhen fair:

Shenzhen is a leading LED industry hub in China, producing 90% of the world's LED displays. As LED displays gain traction as a powerful digital signage solution, it's vital for businesses to stay current with the latest trends and technologies. Moreover, Shenzhen is home to numerous digital signage manufacturers, making it an ideal destination for anyone interested in this cutting-edge technology. Visitors can enjoy factory tours and get behind-the-scenes access to see how these impressive displays are manufactured, providing unprecedented insights into the world of LED display production.

Experience the Latest Innovations in the LED Display Industry: Mini/Micro LED, Naked-Eye 3D and More

SIGN CHINA 2023 · Shenzhen is set to showcase the latest developments in

digital signage, with a particular focus on five key themes: LED Displays, Commercial Displays, LED Illumination, Advertising Signage, and Sound & Light. This exciting event offers visitors the perfect opportunity to get hands-on with the latest innovations in the LED display industry and discover what's next in this cutting-edge field.

Seamless Journey from Hong Kong to Shenzhen: Arrive in Just 14 Minutes!

Hong Kong is a well-known entry point to China and provides a hassle-free travel experience with over 1000 international flights available. Visitors going to the Shenzhen Convention & Exhibition Centre (Futian) will be delighted to learn that the railway route from Hong Kong West Kowloon to Shenzhen Futian only takes 14 minutes, making it an ideal launchpad for your exhibition journey.

Get ready to experience the cutting-edge of the digital signage industry and immerse yourself in the latest innovations at SIGN CHINA 2023 Shenzhen!

[info@signchina.com](mailto:info@signchina.com)

## Ashby Trade Sign Supplies cost reduction analysis for the signage industry

Price increases, Cost of living crisis, Inflation, Interest Rates, Brexit, Global Pandemic, War in Ukraine and Energy prices. All these things have dominated the news and our lives for the last 5 years.

Speaking with Steve Nicholas, General Manager at Ashby, about the impact this has on the signage industry, Steve tells us. "The entire industry has struggled with rising costs. As a manufacturer of aluminium we have seen the cost of raw materials double in the last 18 months, and with an annual purchase of over 400 tonnes of aluminium Sheet and Extrusions, there was no alternative but to increase our prices."

Steve expands on the volatility of the current market. "We fully understand the implications of raising prices out of necessity, something that we, along with everyone else in the industry have had to do to keep our business running and the products flowing. As the markets have

been so volatile, we even found ourselves in a position for the first time in our history where quotes were only valid for 30 days due to the instability of global markets, and cost rates for raw materials changing on a daily basis."

Whilst accepting the inevitability of market cost increases, Steve tells us how Ashby are monitoring costs for the customer's sake. "We have managed to maintain all other costs through investment in machinery and processes, streamlining our production facility and upgrading our systems and IT infrastructure, ensuring that running costs were kept to a minimum, ultimately reducing overall profit.

As our costs went up, we promised not to profiteer, and as soon as was commercially viable we would reduce costs and return savings back to our customers. Finally, it would appear amidst all the doom and gloom the global markets are starting to stabilise, and we are more

than happy to announce that this saving is being passed on to you, our customers."

Steve concluded by saying, "by the time our customers read this, they will be seeing the benefits of these reductions, and our hope is that other suppliers will follow the trend. Moving forward we will continue to carefully monitor our prices and continue to pass on reductions as they become available.

We would like to thank all our customers for their understanding through these difficult times."

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info@smith-signdisplay.co.uk

www.smith-signdisplay.co.uk

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www.photocast.co.uk

Photocast Products Ltd is a Liverpool based designer and specialist manufacturer of etched zinc and cast bronze interpretive, decorative, architectural plaques and signage for both internal and external usages, alongside aluminium, bronze and zinc memorial plaques that can include photographs, clip arts and motifs as well as personalised messages and wording.

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sales@tradeetching.com

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Photocast Products Ltd is a Liverpool based designer and specialist manufacturer of etched zinc and cast bronze interpretive, decorative, architectural plaques and signage for both internal and external usages, alongside aluminium, bronze and zinc memorial plaques that can include photographs, clip arts and motifs as well as personalised messages and wording.

## WARD SIGNS

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CuttingmatsXXL specialises in transparent and flexible cutting mats to protect your work table. Nr1 table protection for all signage companies. Your blade will cut smoothly through your foil and with the 'self-healing' characteristic the surface will stay smooth. Our mats are also widely used on top of all brands of flatbed applicators like RollsRoller, Roll-X, Lamidesk, CWT and Rollover.

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## DIGITAL POSTERS

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Tel: 01932 769 962  
hello@screenspace.live  
www.screenspace.live  
Screenspace is built around a small low-cost device that when plugged into any screen or TV, can in 5 minutes, turn that screen into a smart digital sign, capable of displaying your customers own adverts that can contain text, images or videos. When the device is connected to Wi-Fi these adverts can be scheduled, edited or updated instantly and sent to a screen, anywhere in the world.

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Visual Group is committed to continuous improvement and it is our intention to provide the highest levels of quality in production and customer service. It is our philosophy of continuous investment in the latest technology which enables us to bring the benefits to you. We currently have over 10 machines from yag laser, flat bed digital printers and roll to roll digital printers plus much more.

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Tel: 01954 232 564  
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Josero offer a complete portfolio of products from machinery, inks, software solutions and spare parts for wide format and super wide printers as well as technical support, distribution and service contracts. Josero is an authorised partner for Agfa, Mimaki and Ricoh large format printers along with exclusivity for Triangle inks, the Bubblefree applicator tables and Comagrav Digi cutting tables.

### MACTAC UK LTD

#### Room 232, Victory House, 400 Pavilion Drive, Northampton Business Park, Northampton NN4 7PA

Tel: 01604 644697  
www.mactacgraphics.eu  
Mactac is a global manufacturer of self-adhesive materials for wide-format digital printing (solvent, eco-solvent, latex & UV), with ICC profiles for the highest printed quality. Our innovative products help you to express your talents, across applications that include interior decoration, commercial architecture and visual communications – on buildings, windows, points of sale, vehicles & boats.

## DIGITAL SIGNAGE

### SCREENSPACE DIGITAL SIGNAGE

#### 107 Brighton Junction, 1a Isetta Square, 35 New England Street Brighton BN1 4GQ

Tel: 01932 769 962  
hello@screenspace.live  
www.screenspace.live  
Screenspace is built around a small low-cost device that when plugged into any screen or TV, can in 5 minutes, turn that screen into a smart digital sign, capable of displaying your customers own adverts that can contain text, images or videos. When the device is connected to Wi-Fi these adverts can be scheduled, edited or updated instantly and sent to a screen, anywhere in the world.

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Specialist trade suppliers of premium quality, stainless steel 3D built-up letters and logos with face, edge-lit or halo LED illumination. Hand finished. Inside letters are painted white and LED light sources will be provided and fitted. No minimum height of letters. Choice of mirror or brushed finish. Spray painting to any RAL colour FOC. Approximately 10 day turnaround. Very competitive prices.

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Grafityp UK Ltd is a leading UK supplier of high-performance laser engravers and laser cutters from GCC Laserpro. Our Lasers are perfect for a wide range of industries and education sectors, the range includes Co2, fibre and galvo laser machines with a varied range of power options to suit your budget and manufacturing requirements..

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sales@applelec.co.uk

www.applelec.co.uk

Applelec manufacture a range of LED illuminated letters for the TRADE signage industry. Options include illuminated rim & return, rimless face lit, halo illuminated, LED neon, block acrylic and cabochon illuminated letters. We are also the SOLE UK distributor of SloanLED systems, allowing us to illuminate your letters with an award winning and cost-effective LED range.

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Tel: 0161 263 8828

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Specialist trade suppliers of premium quality, stainless steel 3D built-up letters and logos with face, edge-lit or halo LED illumination. Hand finished. Inside letters are painted white and LED light sources will be provided and fitted. No minimum height of letters. Choice of mirror or brushed finish. Spray painting to any RAL colour FOC. Approximately 10 day turnaround. Very competitive prices.

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Specialist LED lighting supplier offering a wide range of commercial grade LED components, signage & POS display systems including battery or mains powered LED Illuminated A-Boards (A1 single or double-sided); Aluminium Light Panels; Glass Fronted Pockets with cable kit. Trade prices, technical support and same day despatch available.

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sales@bisbellmagnets.com

www.bisbellmagnets.com

The UK's widest range of digitally printable wide format magnetic and ferro sheet (up to 1524mm wide). Maxmag vehicle grade magnetic materials available in white, plain or adhesive backed - by roll or cut to your specific requirements. Also available dry-wipe sheets, magnetic chalk boards, window graphics, neo magnets, vehicle roof magnets and a full range of magnetic and steel tape.

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Brooklands Business Park, Leigh  
Street, Sheffield S9 2PR

Tel: 0114 2422211

sales@magnetic-solutions-ltd.co.uk

www.magnetic-solutions-ltd.co.uk

Part of the Sanders Group, Europe's largest combined supplier of magnetic & ferro sheet materials including wide format, PVC FREE magnetic (1370mm) and ferrous media (1600mm). Also available, retail POS graphic materials, magnetic flooring, neo magnets, sign grippers and magnetic tape with a range of adhesive finishes to suit your requirements. We can provide the solutions.

## MOULDED & FABRICATED PLASTICS

### MERCURY & PHILLIPS SIGNS

51-59 Waterworks Road, Norwich  
NR2 4DA

Tel: 01603 666699

sales@mercuryphillips.co.uk

www.mercuryphillipssigns.co.uk

Suppliers of moulded acrylic pans and logos up to 2800mm x 1500mm and other types of press and vacuum forming in PVC and HIPS. Specialists in fabricated plastics for POS displays with full screen print, graphics and CNC routing capabilities.

### PROJECT PLASTICS LTD

7 Grange Way Business Park,  
Whitehill Industrial Estate,  
Colchester CO2 8HF

Tel: 01206 868696

sales@projectplastics.co.uk

www.projectplastics.co.uk

Manufacturers of acrylic domes and shapes, tubes, point of sale displays and showcases. Bespoke plastic fabrication. 3mt x 2mt CNC router, diamond edge polishing, 3mt x 2mt moulding oven for oven forming, vacuum forming and laser cutting . Plastic cut to size service.

## MOULDED LETTERS

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Tel: 01603 666699

sales@mercuryphillips.co.uk

www.mercuryphillipssigns.co.uk

Moulded letters and logos in all standard Perspex colours and UV stabilised gold and silver acrylics, in 8 standard sizes, bespoke sizes available on application. Press, vacuum and blow moulded pans, in acrylic and petg also available.

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N3 2RL

Tel: 08085 456700

sales@signtrade.co.uk

www.signtrade.co.uk

Moulded letters are our speciality with stock of 20 fonts 8 letter heights in coloured Perspex and 1000's of flat cut letters as well. Your own font or logo is made by our own toolmakers. With over 60 years of experience to call on.

### WARD SIGNS

Maze House, Maze Street, Barton  
Hill, Bristol BS5 9TE

Tel: 0117 955 3385

info@ward-signs.co.uk

www.ward-signs.co.uk

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

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[info@avenuesigns.co.uk](mailto:info@avenuesigns.co.uk)  
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 Full computerised design service  
 neon, cold cathode and LED lighting.  
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 Salford, M3 5DW  
 Tel: 0161 263 8828  
[sales@spectronled.co.uk](mailto:sales@spectronled.co.uk)  
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 Specialist trade suppliers of premium  
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 optional serviceable back. Suitable  
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[www.thesigngroup.co.uk](http://www.thesigngroup.co.uk)  
 Award winning LED block acrylic  
 illuminated shapes and letters used for  
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 notice board options include wall, rail,  
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 South Strand, Lawford, Manningtree,  
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 Tel: 01206 803 580  
[sales@teleganpressedproducts.com](mailto:sales@teleganpressedproducts.com)  
[www.teleganpressedproducts.com](http://www.teleganpressedproducts.com)  
 Leading manufacturer of plate pressed  
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[www.applelec.co.uk](http://www.applelec.co.uk)  
 Trusted TRADE suppliers of projecting  
 signs. Manufactured inhouse with  
 branding to one or both sides of the  
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[enquiries@ironsigns.com](mailto:enquiries@ironsigns.com)  
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 Leading trade suppliers of high quality  
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[www.apptape.co.uk](http://www.apptape.co.uk)  
 Suppliers of Micro prismatic reflective  
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**SIGN TRADE SUPPLIES LTD**  
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[www.signtradesupplies.co.uk](http://www.signtradesupplies.co.uk)  
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 supplies nationwide including  
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 UK distributors of Crown Norge,  
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 Maximise production, quality and  
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mail@desp.co.uk

www.desp.co.uk

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sales@firstsignsandlabels.co.uk

www.firstsignsandlabels.co.uk

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

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UK distributor of Polycasa Crylux Cast & Crylon extruded sheet acrylic Available in a wide range of clear, opals, colours and special finishes. Also stocked: Alucobest aluminium composite sheet, Marlon solid polycarbonate, PET-G, SAN, polystyrene, hygienic cladding, rigid PVC and fixing accessories, sign post systems, aluminium sheet and extrusions.

### TELEGAN PRESSED PRODUCTS LTD.

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

### TROTEC

9 Didcot Way, Boldon Business Park, Boldon Colliery, NE35 9PD

Tel: 0191 580 1184

materials@troteclaser.co.uk

www.troteclaser.co.uk

Trotec's UK warehouse is fully stocked with engraving materials available with cut-to-size and next day delivery. As well as a range of laminate, acrylic, metal and wood sheets, we also supply a range of engraving consumables such as marking pastes and accessories including mounting devices and braille beads.

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www.visionsinplastics.co.uk

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## SIGN & DISPLAY SYSTEMS

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Tel: 0113 279 9745

sales@vision-lighting.co.uk

www.vision-lighting.co.uk

Vision Lighting's Signtrim aluminium sign frame extrusion is ideal for fabricating sign frames for non-illuminated sign panels 5 to 6mm in thickness. Signtrim is widely used on convenience stores to create external displays where window graphics are not possible. Signtrim can be supplied in mill finish or painted to the required RAL colour on a short lead time.

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Tel: 01843 593 440

enquiries@fkmoore.com

www.fkmoore.com

British manufacturers of screw type Brass Sign Locators, Wall Fixing Standoffs and stockists of Nylon Locators for the Sign and Shopfitting Industries. As well as other shopfittings, we also manufacture Coverhead Screws, either Flat, Dome, Conical or Mushroom shape in various finishes.

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Tel: 0121 556 9900

enquiry@indasol.co.uk

www.indasol.co.uk

INDASOL offer the complete range of SNAP FIX and SIMPLE FIX locators to compliment our extensive range of Sign Makers Tapes, Adhesives and other products. Available from stock on a next working day delivery, we also offer our Locator Bonding adhesives that are not only compatible with these locators, but also offer low read through on sensitive substrates such as mirrored acrylic, ACM etc.

### SIGN TRADE SUPPLIES LTD

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Tel: 01622 689 410

www.signtradesupplies.co.uk

Supplying a variety of sign making supplies nationwide including aluminium signs posts, post clips, fixings, vinyl and tools. We have a large UK stock of Image Perfect vinyl, sign fixings and aluminium extrusions ready for same day despatch. We also provide trade manufacturing service including diamond edge polished acrylic, flat cut acrylic lettering, sign trays and more.

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Tel: 0141 764 1600

sales@ispitrade.com

www.ispitrade.com

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

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Tel: 07885 486 182

We specialise in sign surveying to the trade, with over 35 years of experience as a sign fitter/manufacturer. I was contracted to large companies in the north west, and country wide. I am based in Merseyside and have PASMA, IPAF/PAL & CSCS qualifications and will travel UK and Europe. For further details please contact the above number or email.

## SIGN TRADE SUPPLIERS

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Tel: 01274 774477

sales@applelec.co.uk

www.applelec.co.uk

As confidential signage TRADE only suppliers, Applelec have the vision, experience & craftsmanship to help bring your project to life. Our in-house manufacturing facilities allow us to offer a vast array of signage & LED lighting options as well as respond to your needs without compromising on quality. Whilst our knowledgeable sales & production teams are there to support you all the way.

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### INDASOL

10 Crystal Drive, Sandwell Business Park, Smethwick B66 1QG

Tel: 0121 556 9900

enquiry@indasol.co.uk

www.indasol.co.uk

Located in The Midlands, INDASOL offer a complete range of Technical Tapes, Adhesives, Sealants and other associated products for the Sign Maker. We can assist with on site visits to ensure the right product is specified for each job. With the ever changing materials being used in Sign Making, it's vital to use the right product for each job. Get in touch for a free of charge quote or visit.

## SIGN TRADE SUPPLIES LTD

Unit D5 Bonham Drive,  
Sittingbourne, Kent ME10 3RY

Tel: 01622 689 410

[www.signtradesupplies.co.uk](http://www.signtradesupplies.co.uk)  
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## SIGNSCAPE AND SIGNCONEX

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Langford, Bristol BS40 5DJ

Tel: 01934 852888

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

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

We're a leading sign trade manufacturer providing services in signage for Modular signs, Bespoke signs, Noticeboards and Letter boards since 1973. Our products are made to order and are tailored to suit your specific branding and display location requirements. We offer a wide choice of design styles, frames, colours, and branding options, to ensure your message is consistent and engaging.

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Tel: 0113 25 24 706

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

We are a friendly, professional and experienced trade manufacturer of bespoke signage including (but not limited to), Neonplus®, built up and flat cut letters/logos, neon flex signage, illuminated sign trays and digital print amongst other things. We also offer a laser/cnc cutting service and stock a wide range of LED consumables including modules, fairground lights, power supplies and much more.

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Suppliers of various speciality films including Etch glass, Reflective, Fluorescent, Reflexite daybrite, Reflexite prismatic reflective, Hi intensity reflective, Photoluminescent, Cast metallics, 2yr Fluorescent, Gemstone metallics, Multi lens, Transparent colours, Checker plate, Mirror colours, Prismatic colours, Glitter colours, Brushed aluminium silver and gold.

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Tel: 01604 644697

[www.mactacgraphics.eu](http://www.mactacgraphics.eu)

Mactac is a global manufacturer of many different PVC, PET, PP and PE self-adhesive films. Specialities include etched films, fluorescents, phosphorescents, mirror films, rear projection films, erasable films and textured laminates – all designed to complement and enhance your creative talent.

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

Manufacturers of Transfer Papers and Materials used in conjunction with Laser Printers and Copiers (toner based) for full colour image transfer onto T-Shirts, Caps, Polo's, Mugs, Mousemats etc. Plus Magiccut® film for use with Plotter/Cutter for heat transfer.

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Shetcliffe Lane, Bradford BD4 9RW

Tel: 01274 774477

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

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

Manufactured inhouse for the TRADE signage industry, Applelec can create all styles of trays & fascia signs according to design specification. Available in metal or Dibond, trays can be flat face, curved or a bespoke shape. Back trays can be accessorised in a variety of ways with the addition of built-up, flat cut or vinyl letters & logos as well as LED illumination.

### ILLUMEX

Wigan, WN1 3AB

Tel: 01942 243 341

[Hello@illumex.co.uk](mailto:Hello@illumex.co.uk)

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

Producing bespoke tray signs for the trade in both solid aluminium and alupanel composite, trays can be supplied as blanks or complete with an array of lettering and illumination options. We offer national delivery along with project trade services when required such as installation and graphic design. Always ensuring exceptional levels of service along with quality of products to match.

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102 Chapel Walks, Chapel Street,  
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Tel: 0161 263 8828

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

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

Designed & manufactured by LED and Sign specialists, Spectron LED, the LUMENLINEAR trough light is our best-selling product. It has been designed with the signmaker in mind; fast to install, easy to maintain, long lifespan, aesthetic & sturdy. Troughs are made to order; any size or Lead time is typically 1 day. Very competitive prices and 5 year warranty included.

### VISION LIGHTING LTD

Unit 1 Wortley Moor Lane, Leeds,  
LS12 4JD

Tel: 0113 279 9745

[sales@vision-lighting.co.uk](mailto:sales@vision-lighting.co.uk)

[www.vision-lighting.co.uk](http://www.vision-lighting.co.uk)

Vision Lighting is a leading supplier of LED sign lighting products including Nanolight, a slim, modern trough light, unrivalled in brightness and efficiency. Nanolight is the most waterproof trough light available in the UK, rated IP66. We guarantee quality with high quality components, a 5 year parts warranty and our ISO 9001, UKAS accredited certification for Quality Management.

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Tel: 01302 800 250

[sales@visual-group.co.uk](mailto:sales@visual-group.co.uk)

[visual-group.co.uk](http://visual-group.co.uk)

Our highly skilled craftsmen with over 30 years' experience within the industry, use traditional and modern manufacturing techniques with the latest technologies on hand. Visual Group can offer a variety of materials for creative office wall graphics to informative branded interior signage. We can create anything from vinyl window graphics to flat cut letters with LED Illumination plus much more.

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[apauk@apaspa.com](mailto:apauk@apaspa.com)

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

One of Europe's main vinyl manufacturing companies supplying own brand self-adhesive plotter vinyl and Digital Print media. Plotter vinyls from short-term up to 10 years including Truck, Cast, Vehicle Wrapping, Frost-effect, Solar, Reflective and an extensive range of Print material for UV, Solvent and Dye/Pigment inks, all application aids are available.

### ATC LTD

Unit 3C Buckley Road Industrial  
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Tel: 01706 633043

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

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

Distributors of Ritrama UK's full range of signmaking vinyls including their complete portfolio of Digital Films. We also have available a full range of signmaking vinyls manufactured in the UK by KPMF. We stock a range of application tapes from R Tape USA and various Digital Media manufactured by LG Hausys. Discounts available on credit card payments.

### AVERY DENNISON

Nelson Way, Cramlington, NE23 1JR

Tel: 01670 59 2095

[graphics.averydennison.eu](http://graphics.averydennison.eu)

Avery Dennison is a leading manufacturer of high-performance self-adhesive materials, for vehicle and building graphics – including digital, cut and screen applications. We innovate constantly to make graphics exciting and easy to install. Decades of know-how and the latest technologies (e.g. Easy Apply Technology and Supreme Wrapping Film) help you to transform your ideas into impactful messages.



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**3 Acorn Enterprise Centre, Hoo Farm Industrial Estate, Kidderminster DY11 7RA**

Tel: 01562 747 000

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

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

We stock an unusual range of sign vinyl rolls. Specializing in unusual and striking special effect films, including: Glitter Film, Many textured metal effect films such as coarse brush and diamond plate, Sequins and various holographic effects, Mirror (chrome) film, Mozaic films and more. Available in our standard 20 colours. Ask for samples.

## GRAFITYP UK LTD

**Grafitack House, 103 Mariner, Tamworth, Staffordshire B79 7UL**

Tel: 01827 300500

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

Grafityp is a leading manufacturer and supplier of self-adhesive sign making vinyl, wrapping/decorating vinyl, digital printing vinyl/films and overlaminates. We manufacture films for a vast array of applications, which include interior decor, signage, etched window, fluorescent to vehicle graphics. Grafityp is leading the way with an excellent range of PVC FREE Films.

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Tel: 01262 602 222

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

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

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Tel: 01604 644697

[www.mactacgraphics.eu](http://www.mactacgraphics.eu)

Mactac is a global manufacturer of self-adhesive films designed to bring out your talent. Our highly innovative printing and marking products transform interior decoration, commercial architecture, signage and visual communications – for applications that include buildings, windows, point of sale, vehicles and boats. Mactac solutions are used by some of the world's most prestigious brands.

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**Unit 1 Magazine Point, Riverbank Road, Bromborough, Wirral, CH62 3JP**

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Distributor to sign makers and garment printers. Stocking Ritrama, KPMF, DeTape and many other leading brands. Order online at [www.mdpsupplies.co.uk](http://www.mdpsupplies.co.uk), by phone or at any of our 9 branches across the UK. No account needed.

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Tel: 0161 872 5666

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**1600 Park Avenue, Aztec West, Almondsbury, Bristol, BS32 4UA**

Tel: 0800 77 26 33

[info.uk@spandex.com](mailto:info.uk@spandex.com)

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

Spandex distributes products from leading material and equipment brands for sign making, graphic production, digital printing, vehicle wrapping, interior décor and textile printing. We offer products from 3M, Avery Dennison, Arlon, ORAFOL, ImagePerfect, STEK, Cover Styl', Canon, Epson, Roland and many others.

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Tel: 01934 852 888

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

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

We're a leading sign trade manufacturer providing services in wayfinding sign systems since 1973. Our products remain the system of choice for many sign makers and wayfinding specialists; including finger posts, totems, post and panel, flush panel and curved panel signs, office signage, indoor/outdoor wall directories, paper insert, directional, and projecting signs, lectern, and suspended signs.

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**Hunt Lane, Doncaster, South Yorkshire DN5 9SH**

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At Visual Group we understand visual representation and the importance of a stylish, high quality, well-made product which cannot be underestimated. We aim to manufacture to the highest level enabling complete satisfaction. Our highly skilled craftsmen with over 30 years' experience within the industry, use traditional and modern manufacturing techniques and have the latest technologies on hand.

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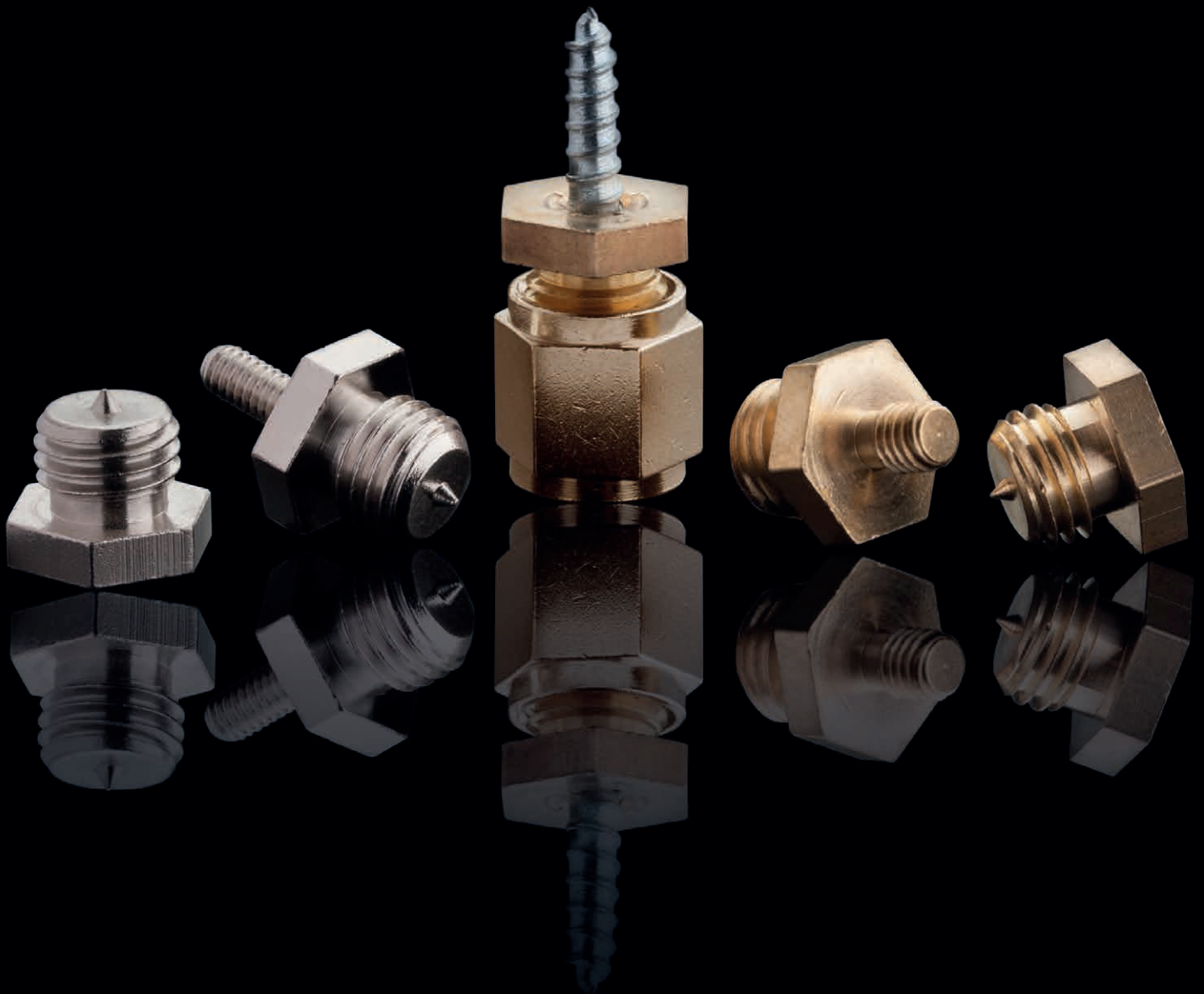
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