

sign

Oct/Nov 2014 - No.141

directions

SIMPLY THE BEST!

The Sign of the Year revealed

IN THIS ISSUE

BSGA BRITISH SIGN AWARDS - THE WINNERS

SIGN WISE - THE LATEST SIGN AND DISPLAY SYSTEMS

MAKING AN IMPACT - INSPIRATIONAL VEHICLE LIVERIES

www.signdirectionsonline.co.uk

www.decordirections.co.uk



BRITISH SIGN
& GRAPHICS
ASSOCIATION

www.bsga.co.uk

bag a bargain ...

with spectacular seasonal offers



Now from just
£4,995
Mimaki
CJV30

Now from just
£8,995
Mimaki
JV33

... Mimaki delivers



Save more than 25% on selected
Mimaki printers this Christmas...

Get your hands on an award-winning Mimaki CJV30 printer/cutter or JV33 wide format printer and enjoy huge savings while stocks last.

See website for full Terms & Conditions

01270 501900

hybrid

Mimaki Exclusive Distributors

What's in this issue...



p10

Projects
- Applications in Action



p32

New Frontiers
- Spectacular Strata



p36

Sign Sense
- Sign & display systems



p44

Making an Impact
- Vehicle liveries



news

- 4** **Setting the Scene** - What's in this issue of Sign Directions
- 6** **News Briefing** - Our regular news round-up
- 10** **Projects** - The latest application stories
- 12** **Supplier News** - News from around the industry
- 16** **Equipment & Materials** - Some of the newest product releases

features

- Supplier Spotlight**
- 24** **A worthy aim** - Shuttleworth targets the sign sector
- Cover Story**
- 1-12** **BSGA British Sign Awards** - The winners!
- Digital Directions**
- 28** **Digital News** - The latest updates
- 32** **New Frontiers** - Spectacular Strata
- 34** **My Way** - Worthwhile investments
- Special Feature**
- 36** **Sign Sense** - Sign and display systems
- Celebration!**
- 42** **Aiming high!** - Trade Signs marks 20 years in business
- 43** **An expansive anniversary** - Brune Engraving is 25!
- Special Feature**
- 44** **Making an impact** - Vehicle Liveries

information

- 20** **Routing & Engraving** - Finding the way
- 52** **Directory** - The Who's Who of the sign industry
- 54** **Last Word** - Don't let your business run you!

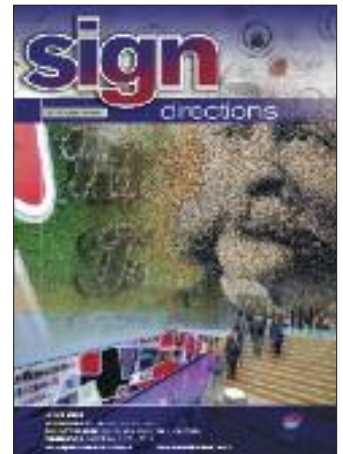
Sign Directions Hotline:

If you would like the contact details of any of the companies featured in this issue of Sign Directions, please ring

Tel: 01623 882398 for full company information, or alternatively, e-mail signdirections@btconnect.com for a response by return.

Coming Next:

The next issue of Sign Directions will be the December/January issue which will be published during the first half of January 2015



Publisher/Managing Editor

Val Hirst Tel: 01623 882398
e-mail: signdirections@btconnect.com

Deputy Editor

Mike Connolly Tel: 01306 898415
e-mail: themc@btinternet.com

Contributing Editor

Mark Godden Tel: 07717 885325
e-mail: mark.godden@me.com

Art Editor

Hina Mistry Tel: 07773 319465
e-mail: freshlysqueezeideas@gmail.com

Contributors

Zinnia Cordell
Alicia Fairlie

Cover Photography

Courtesy of Sign of the Times, Winner of the BSGA British Sign Awards' Sign of the Year

Head Office & Data Base Management

Trinity Creative Ltd.
Unit 1B Melrose Nurseries
Longland Lane, Farnsfield, Newark
Nottingham NG22 8HD

Tel: 01623 882398
e-mail: signdirections@btconnect.com

Annual Subscription Rates:

UK £50 \$78 €78
Europe £93 \$143 €145
Rest of the World: £114 \$178 €178
Agents can claim a 10% discount

No part of this publication may be reproduced without the written consent of the publishers. Editorial photographs supplied courtesy of the companies they feature. The publishers accept no responsibility for any statement made in signed contributions or those reproduced from any other source, nor for claims made in any advertisement. Sign Directions is available to individuals who qualify within the terms of a controlled circulation

Introduction

setting the scene

Take one cute kid, check.

Pair with one equally cute creature, check.

Mix with an old Beatles track sung by a cherubic faced warbler with a number one album under his belt, check

Stir in John Lewis, the nation's favourite department store, check.

Add a sprinkle of seasonal peace and goodwill, check.

The result? Kerching, kerching, kerching, kerching!

Yep, nothing marks the start of Christmas like the John Lewis advert, a preview of which was cunningly e-mailed to every single person on its database, prior to its official TV airing. What's more, the mega-bucks devoted to this festive campaign have obviously paid off, as the store's toy penguins, retailing at an eye-watering £95.00 per pop, have already well and truly sold out, with the whole plethora of bird emblazoned gift items also selling like the proverbial hot cakes too!

Oh, that it was as easy for the rest of us to replenish the seasonal coffers!

However, all businesses, of any size, could learn a useful lesson from John Lewis when it comes to marketing, which is simply this – use all of the many, many ways that are now available to promote your products and/or services to your customers and potential customers. This isn't necessarily as easy as it sounds, as it takes some skill and careful deployment of a marketing budget to cover all bases effectively, but, as John Lewis ably demonstrates, when you cleverly combine TV and/or page advertising, direct mail and social media with PR, the results are quite literally pure gold!

Of course, the other sure-fire indicator that the festive season is well and truly upon us is the number of award events that take place in the run-up to Christmas, one of which was the recent BSGA British Sign Awards, which culminated in a gala luncheon at Aston Villa FC on 30th October, and provided a little extra seasonal cheer for the winners, including this issue's cover star, Sign of the Times, the winner of the much-coveted Sign of the Year Award. (Full details of the event and all of the winning projects can be found in our special 12-page awards supplement in the centre of the magazine.)

Although all of the 320 attendees seemed to thoroughly enjoy the occasion, with many choosing to linger on until late on in the afternoon, there have been the inevitable grumbles from some quarters to the effect that it's not fair, as they have produced far better signs than the winners! And, as always on these occasions, my response remains the same. To



stand a chance of winning an award you actually have to enter – not to do so is like complaining that you never win the lottery, when you don't buy a ticket! So to all of those nay-sayers my advice is simply this: Get your arses into gear and keep a photographic record of all of the work you complete between now and the end of next September. Then you can cherry pick the best projects to enter into each of the available award categories next year and who knows - you might be featuring on the cover of our October/November 2015 issue!

Also in line with the season, this issue offers a veritable cornucopia of delights, including not just one, but two special features. On pages 36-40, Sign Wise looks at some of the latest sign and display systems, together with applications for the same and on pages 44-51 we highlight some inspirational vehicle liveries. On page 32, New York-born artist Jeffrey Kroll explains how he has harnessed digital technology to spectacular effect and Shuttleworth Systems reveals how it is helping sign and display companies to make the most of their businesses on pages 24-26. Elsewhere, you'll find all of our regular news pages and on page 54, Mark Godden advises signmakers to ensure that their businesses aren't running them.

Our next issue, the December/January magazine, will cover digital textile printing and will hit desks when everyone returns to work in the New Year. Until then, I'd like to take this opportunity to wish everyone a very Happy Christmas and a prosperous New Year on behalf of the whole Sign Directions team, before I speed off to start my extensive Christmas shopping. One thing that I can promise you though - I'll be doing everything possible within my power to avoid that bloody penguin!



Val Hirst – Editor

Email: signdirections@btconnect.com

Twitter: @Valthemagham

Web: www.signdirectionsonline.co.uk

ROUTING TECHNOLOGY WITH A FUTURE

Invest in a Tekcel router-cutter from Complete CNC Solutions and you're in good company. Tekcel routers define a feature-packed path to a very bright future and deliver amazing productivity and versatility right here in the present too.

Whether yours is a small business with its eye on growth or one that's long established, Tekcel and Complete CNC Solutions have the system you need to create the future you want.

Grow with us. Go with Tekcel.

TEKCEL
CNC ROUTERS



EXCLUSIVE DISTRIBUTORS FOR TEKCEL & PROTEK ROUTERS



COMPLETE CNC
SOLUTIONS

01934 742186

www.completecnc.co.uk

Email: info@completecnc.co.uk

Sign & Digital UK gets into gear

Following this year's bumper show, Sign & Digital UK will once again return to the NEC in 2015, where it is scheduled to take place on 24th-26th March.

The organiser, Faversham House Group, which had already confirmed that stand bookings for 2015 were up by 20 percent, has now increased the size of the show by one fifth and confirmed that over 100 exhibitors have already signed up,

As well as the show's regular supporters, which include companies such as Agfa Graphics, Colourgen, Grafityp, Graphtec GB, Hybrid Services/Mimaki, i-Sub, Landor UK, Resolute DTG, Signwaves, Soyang Europe, Ultima Displays and Vivid Laminating Technologies, visitors will also have the opportunity to see many exhibitors who are making their show debut. These newcomers include BaltLED, Blackman & White Cutters, Emo Neon, Substance Europe, Texo Trade Services, Think Sub International and Universal Image Systems. In addition, many other companies will be returning with considerably bigger stands, amongst them Amaya, Art Systems, Atech, Bannershop UK, Caslon, Complete CNC Solutions, Friedheim International, Hewlett-Packard, Inktec/Jetrix, Maxicam, Paperlinx UK, PrintMax and Perfect Colours. A full exhibitor list can be found at www.signanddigitaluk.com.

Visitors to the 2015 event will also be able to enjoy a variety of enhanced and improved show features too. Following independent visitor research carried out after the 2014 show, Sign & Digital UK 2015, which will use as its theme the slogan 'Creating Business Connections', will



place a greater emphasis on the provision of business advice, while also highlighting the opportunities provided by the rapidly growing interior décor, soft signage and printed Point of Purchase display sectors. Other visitor features will

include a wide range of different product demonstrations, theatre programmes and trails, such as the Textile Trail, the Retail Route and the Materials World trail. Furthermore, the 2015 seminar line-up will field a selection of expert speakers who will

provide practical demonstrations and workshops designed to help sign and print companies to improve their businesses. Full details will be announced during the coming weeks on the Sign & Digital UK website.

The event's Director, Rudi Blackett, said: "2014 turned out to be a fantastic show that attracted sign, display and digital print companies, as well as many end-users who were keen to see everything that was new in this vibrant market. The event also had a real buzz, which was reflected in the high level of investment in equipment and products, with exhibitors reporting record on-site sales."

He added: "We are delighted with the industry's ongoing commitment to the event and feel confident that next year we will be able to offer the best show so far!" ■

BSGA fights to decriminalise planning breaches



A ridiculous proposal from Rushmoor Borough Council to limit the colours that can be used for shop fronts and signs is being opposed by the British Sign and Graphics Association.

"Apart from listed buildings, Local Authorities do not have the legal power to create let alone enforce such policies but they constantly try to get them through on their local plans," reported David Catanach, BSGA Director. "As a result we are forced to constantly monitor these plans on behalf of our Members.

"The BSGA is, in fact, fighting on two separate fronts – the first to try to ensure that local planners don't get away with trying to adopt absurd policies, many of which would probably have no legal standing. The second is to get the Department for Communities and Local Government (DCLG) to decriminalise transgressions of advertising laws under the Town and Country Planning (Control of Advertisements) Regulations.

"The unbelievable situation is that the present law makes any violation,

however minor, a criminal offence. We want the law changed to make it impossible for signmakers to get a criminal record before they have the opportunity to respond via an appeal to the Planning Inspectorate.

"We need to demonstrate to Government that the present law is disproportionate, anti-business and should be changed. It may sound far-fetched, but there was a case recently where a boy had to remove a pirate flag from his garden playhouse, under the threat of legal action and a criminal record for him or his guardian, because the local planners considered the flag an illegal advertisement.

"It's stupid, but it could happen to any of us. We need to make as strong a case as possible to Government for a change in the law and we need more examples of over-zealous planners trying to impose their will by threatening legal action. If anyone has stories – even anecdotal – we would be delighted to receive them at planning@bsga.co.uk to add to the evidence we are presenting to Government to demonstrate and support our case." ■



Comes as standard.

METAMARK
The Materials Company

Telephone 0845 345 5645
Email sales@metamark.co.uk
www.metamark.co.uk

Appointments



Sydney Beaumont has recruited **Kevin Scanlan**, who

will be joining its sales team. Kevin, formerly of Paperlinx and Europrint, brings 25 years' worth of industry experience to his new role.

His arrival coincides with Sydney Beaumont being appointed as a distributor for MACtac and the company will thus be able to offer its customers an enhanced product portfolio that includes self adhesive vinyls as well as a new range of sheet products from leading brands such as Foamalite, Correx, Akyprint and Kapa, plus a range of aluminium composite sheets.

A catalogue detailing the full range of materials on offer can be obtained direct from Sydney Beaumont upon request.



(1-5): Paul Brooks, Mark Owen, Eliza Lewis, Matt Ingram and Daniel James

Zeta Specialist Lighting has recruited an additional five members of staff across its sales, marketing, customer service and manufacturing departments, bringing the total number of new jobs created this year to eleven.

Two experienced sales professionals, **Mark Owen** and **Paul Brooks** join Zeta's sales team as Account Managers. Mark, who has a strong heritage in LED and solar lighting solutions and has worked with several leading brands in the industry, joins Zeta from Solinium Renewable. Paul, who also has extensive experience in the internal/external lighting and electrical sector, brings with him expert knowledge of the wholesale and distribution sectors in particular.

Zeta has also appointed two new apprentices. **Eliza Lewis** has joined as

Marketing Apprentice, supporting Marketing Manager **Alison Preston** in shaping and driving Zeta's marketing strategy and **Daniel James** has joined the company as an Engineering Apprentice, working within Zeta's newly upgraded in-house manufacturing facility.

The fifth new staff member is Customer Service Adviser, **Matt Ingram**, who joins Zeta from the Virgin Active chain of health clubs.



InfoTrends has appointed **Steve Urmano** as Director of its Wide Format Printing Consulting Service. In

his new role, he will develop InfoTrends' annual global market forecasts and quarterly trackers for the wide format printing market.

Prior to joining InfoTrends, Steve Urmano directed marketing at Mimaki USA, and Pantone/Pantone Asia, where he developed channels for Sign Graphics, Industrial Printing, and Textile Applications. He has also been active in industry organisations and is a past member of the SGIA Board of Directors, having served since 2010.



Drytac Europe has appointed **Douglas Jackson** as Operations Director, a role where he will be responsible for the management

and control of Drytac Europe's day-to-day business activities, including purchasing, planning, and product development.

Douglas was previously Director of Operations at the USA-based ACCO brands and President of Neschen GBC Graphic Films, a joint venture with ACCO Brands, which manufactured the Seal, Neschen, and GBC brands throughout the USA. He also previously ran Seal's manufacturing facility in Basildon prior to his move to the USA.

Bright Green Technology has recently made four new appointments.

showtime

DIARY DATES FOR 2015

SGI Dubai 2015**11th-13th January**

Dubai World Trade Centre

Organiser: Expoconsult

Tel: +971 04 343 7744 e-mail: saban@iec.aewww.signmiddleeastnews.com**Heimtextl 2015****14th-17th January**

Frankfurt am Main, Germany

Organiser: Messe Frankfurt

Tel: +49 69 75 75-0

www.heimtextil.messefrankfurt.com**Trophex 2015****18th-19th January**

NEC, Birmingham

Organiser: Hill Media

Tel: 01442 826826

e-mail: alisoncwhite@aol.com www.trophex.com**Sign & Digital UK 2015****24th-26th March**

Halls 17 & 18 NEC, Birmingham

Organiser: Faversham House Group

Tel: 01342 332104 e-mail: james.boyd@fav-house.comwww.signuk.com

If you would like your event to feature on this page, please send full information via e-mail to Val Hirst at signdirections@btconnect.com

**Carole Waite**,

previously of Applelec, who has been part of the lighting sector for 12

years, during which time she has focused on dealing with architects, designers and contractors, has been appointed as Head of Retail and Architectural Sales.

The other new team members include recent graduates **Alan Buckle** and **Jack Tallick**, who will take on sales support roles and **Chris White**, who will be working within the company's engineering department.

**Allen Signs** has

recruited new graduate **Dean Newcombe** to its

graphic design team,

in a role where he will be responsible for creating design concepts and preparing visuals for planning applications.



Trade Signs has recently made six new appointments.

Following many years of experience in the sign manufacturing sector, **Tony Lewis** takes on the role of Head of Production, while **Ian O'Reilly**, will be joining the senior management team in a role that will see him leading the company's quest for business improvements and further development. **Anthony Lock**, who has previously run his own on-line business, will focus on e-commerce development and **Aurora Salvador** will take on the role of Marketing Executive. Finally, **Stephen Dean** and **Jody Jordan**, both of whom have technical backgrounds and experience in the sign sector, have joined the sales team. ■

DYSS X7

Digital Cutter

The perfect partner for your digital printer

**Rapid
Reliable
Knife Cutting
and Routing**

- Powerful 1KW router gives high quality finish on: acrylic, DIBOND®, rigid PVC (FOREX®), aluminium, HIP, MDF and more.
- Kiss cut tool for precise cutting of vinyl, foils, paper and light card.
- Reciprocating and static heavy duty knives for FOREX®, foamcore, magnetic foil, corrugated, carton board and more.
- Creaser and V-Cut tools for folding a variety of substrates.



XVT - V cutting tool, perfect for POS and displays using hexacomb board.



Powerful router makes light work of acrylics and other sign and display materials.

K-CUT
Vision



Powered

Camera guided, high-speed digital knife cutting and routing machines
AG/CAD Ltd 01606 863344 info@dyss-uk.com www.dyss-uk.com

Flutterbyes | 3M | Hawth Theatre

new projects



► Tasked with the fit out of **Flutterbyes'** brand new Christmas pop-up shop in the **Bluewater** shopping centre, **W&Co** worked closely with both its client and Bluewater's management team to produce a selection of 3D digital renders,

prior to installing temporary signs and graphics that create big impact for a comparatively modest outlay.

Echoing the same style of custom sign design used at Flutterbyes' Lakeside store, which comprises 3D halo illuminated letters mounted on a vinyl decorated sign tray, the striking fascia sign is temporarily suspended from the ceiling inside the store window, but will also be reused elsewhere at a later date.

The vinyl graphics applied to the external panels on the side of the store, together with the cut vinyl Christmas slogans, plus the digitally printed wallpaper applied throughout the interior are perfectly complemented by snowflake-shaped window manifestations crafted from frosted effect vinyl. These help to



create the desired Christmassy effect, but can be quickly and easily removed at the end of the festive season.

In order to maintain a strong corporate brand identity, W&Co replicated the same colour

palette and style of decor used in Flutterbyes' existing stores, while exchanging the company's trademark butterfly motifs for the snowflakes and baubles that are more in keeping with the Christmas theme. ■



▲ **Sign 2000** selected **3M's DI-NOC Architectural Finishes** for use in the major refurbishment programme it has undertaken for the Post Office in respect of its Network Transformation Project, which involves 6,500 main and local category outlets.

Developed by 3M as a cost-effective design solution for interior and exterior new building construction and/or refurbishment projects, 3M DI-NOC Architectural Finishes comprise a range of special effect self-adhesive vinyl films that are available in over 700 distinctive formats and precisely replicate the appearance of the

traditional materials, such as wood, metal, marble, leather, carbon fibre, stone and stucco that are generally used for such applications.

Explaining the choice of DI-NOC, Sign 2000's New Business Director, Steve Spackman said: "The appeal was that DI-NOC enabled us, at a relatively low cost, to refurbish all of the service counters at these sites, rather than having to meet the high cost of replacement, thus enabling savings to be made by the Post Office."

Based on current statistics, the predicted total volume of DI-NOC



to be used will be in the region of 5,000 metres.

In addition to reducing building construction and refurbishment costs and providing designers and architects with a greater freedom of expression, DI-NOC also offers a wealth of additional benefits, not least of which is the ease with which the films can be applied to

either flat surfaces or those with convex and/or concave profiles and purposely removed as required.

Once applied, the films are very easy to maintain in a pristine condition without the need for harsh chemical cleaning agents and are also highly durable, being resistant to smoke and other pollutants, the ingress of water and dirt, impact wear, abrasion and mould. They have been tested to meet IMO flammability

requirements and carry a Class O + 1 rating, thus enhancing their suitability for interior commercial applications.

Available in 12, 25 or 50-metre rolls, the lightweight high-tech tough multi-layered films offer 12-year durability on indoor and five-year durability on outdoor applications. ■



▲ A new full colour graphic LED display has been installed at the **Hawth Theatre** in Crawley, just ahead of a busy winter programme that includes

this year's pantomime offering. Set in a 38 acre wooded site, the Hawth, which offers a diverse theatrical programme with over

350 performances and events attracts upwards of 170,000 people each year and is also regularly hired by local and national businesses and arts

organisations as a venue for conferences and exhibitions.

Its new **MessageMaker** sign, which is situated on a main roundabout, replaces an older LED sign that had reached the end of its operating life after many years of service. It has been upgraded to feature a full colour graphic display for the same cost as the former single colour version, while the software provided with the sign enables the theatre to upload new content directly, whenever it requires updating to include details of new productions and/or events.

Based on MessageMaker's new Imposa III model, the 768 mm x 768mm sign is only 4mm in depth and provides a weatherproof display with bright LEDs ensuring high visibility in all light conditions. ■

Supplier News

Celebrating with expansion

Anchor Magnets, which supplies a range of printable magnetic media, is celebrating 30 years in business with a move into neighbouring premises that will enable it to expand its production and storage facilities to 30,000 sq.ft.

The additional 7,000-sq.ft facility will be used to house extrusion manufacture and cutting equipment and will also provide an extra 1,400 sq.ft of mezzanine storage space too.

Anchor Magnets has enjoyed exceptional business growth across all of its business divisions during the past year, achieving a record turnover of £3.1m for the first half of 2014, and a 10



percent increase on the previous year. In total, the company has invested £250,000 in the expansion of its machining facility and infrastructure, which has helped it to triple its sheet and extrusion conversion capacity and double its laminating facilities, while also streamlining its sales,

manufacturing, purchasing and finance systems.

In response to customer demand it has also extended its working hours from 8.30am to 6pm and offers same day despatch on all orders for standard stock items placed before 4.30pm. ■

New Amari centre opens in Belfast

Amari Plastics recently hosted an open day to herald the launch of its newest centre, Amari Plastics Northern Ireland, which is centrally located in Belfast.

The Lord Mayor of Belfast, the honourable Nichola Mallon, who also unveiled a special commemorative plaque, officially opened the event, which was organised by the centre's manager, Paul Williams. Participating companies included leading industry manufacturers and suppliers, such as 3A Composites, 3M, Brett Martin, Kernow Coatings, Nova Aluminium, MACtac, Madreperla, Reddilight, Rochling and Twinplast, while Jain industries, an Indian manufacturer, sent representatives from its newly opened manufacturing plant at Carrickmacross.

The 40 or so customers who attended the event were invited to peruse a variety of supplier displays, while MACtac demonstrated vehicle wrapping and the application of optically clear window films, as well as wall and floor graphics. They were also the first to see a variety of new products, such as the Falconboard all white board manufactured by Dutch company Hexacomb, which showed how it could



be edged using double sided tapes. Nova Aluminium showed its new Novaflex system and also demonstrated just how easily its Novatrim frames can be put together, while the Italian cast acrylic manufacturer, Madreperla, presented its Greencast acrylic sheet, which is the only 100 percent recycled and recyclable sheet in the world and is available in selection of clear, opal and coloured options, plus a new frosted variety.

Other attractions included 3A Composites, which demonstrated how to rout and fold Dibond Aluminium Composite Sheets, 3M Self Adhesive

Supplies, which showed how VHB tapes could be used to create virtually indestructible bonds and Bostik Adhesives, which demonstrated how to glue acrylics, polycarbonates and aluminium composite sheets.

Commenting on the event, customer Jim Black, MD of Sign Services in Belfast said. "Amari Plastics put on an excellent display of innovative products and introduced us to suppliers new to the Northern Ireland market. What's more, now that I have seen the wide range of material stocks that it has available, I am confident that the Belfast branch will be able to supply just what I need to complete any signing project." ■

New website for Innova

Innova Solutions has launched a new website specifically to showcase the photoluminescent product line it creates and manufactures in collaboration with Jessup Manufacturing.

This decision reflects the success of the range, which is the popular choice for use with emergency egress systems both within the UK and throughout Europe.

The Innova Solutions and Jessup Manufacturing partnership is a two-way, interactive relationship that has proven to be a successful one historically and it is anticipated that the launch of the new web platform will further strengthen the collaboration between the two companies. ■



Andy Carroll, Managing Director of Amari Plastics added: "The event was exceptionally well organised and we received tremendous support from our supplier base. However, what really stood out for me was the energy and commitment of the Amari staff and, of course, our customers, many of whom had travelled long distances to attend. The response we received demonstrated that signmakers in Northern Ireland have a real desire to take on new products and new ideas".

In fact, the event was such an all round success, that Paul Williams has already started planning the next open day and is also considering hosting a series of 'Masterclass' events that will highlight how MACtac's digitally printable vinyls can be used to produce stunning decorative effects, while also providing training and product support. ■

Neschen on course

Neschen AG recently celebrated its 125th anniversary with an open day, which was attended by hundreds of visitors, all of whom took the opportunity to learn more about their largest local employer.

The daytime celebrations were followed by a special evening event, during which Neschen's customers, suppliers and partners all congregated in the company's festively decorated production hall.

Commenting on the event, Lars Woltermann, Neschen's Head of Corporate Marketing said: 'It was a great day that brought everyone together and offered visitors a number of different activities, which ranged from the opportunity to roll in a giant

transparent plastic ball on the car park to having their books covered with Filmolux!'

Visitors were also invited to join guided tours that revealed the full scope of the company's production processes and took in everything from the development department to the laboratory, where coatings and adhesives are created and the finished formulations mixed together. The final stop was the new showroom, which with its displays of advertising banners, display systems, digital print films and digital wallpaper, provides a creative haven for the artistically minded.

The gala evening event saw 250 guests celebrate the presentation of the Neschen Chronicle, which detailed the company's history thus far. ■



THE JOY OF FLEX

Consider a **flexible faced** option from Nova on your next project

NOVAFLEX - Proven system with rapid front tensioning facility

NOVASKIN - Simple tap in tensioning procedure - a great alternative to folded trays

NOVATEX - Soft signage push in system

SIGNCOMP/NOVACOMP - The world's most widely used flex system

Call 0117 955 6463 Fax 0117 955 6472 or email sales@nova-aluminium.co.uk to discuss your project or to request one of our signage brochures

THE JOY OF FLEX:

Excellent graphics, striking illumination, seamless images

NOVA

WE MAKE • YOU FIT • YOU PROFIT
www.nova-aluminium.com



NOVAFLEX

Full perimeter tensioning ensuring wrinkle free graphics every time



NOVASKIN

Cheaper alternative to folded trays and much easier to transport



NOVATEX

Simple graphics change ideal for interior POS



SIGNCOMP/NOVACOMP

Both systems tensioned incorporating the famous 'black clip'

T: 0117 955 6463 E: sales@nova-aluminium.com

FAST QUOTATIONS • EXPERT ADVICE • RAPID DELIVERY

LIGHTBOXES & FRAMES • WAYFINDING • OVERHEAD LIGHTING • POINT OF SALE • FLEXFACE • ACCESSORIES • SIGN TRAYS • BESPOKE EXTRUSIONS

Supplier News

Roland gets creative

Roland DG (UK) officially opened its new head office and Creative Centre in Clevedon, near Bristol in a ceremony officiated by the global President of Roland DG Corporation, Mr Tomioka.

Also present at the event were members of the Roland DG UK team, as well as CEOs and representatives from Roland DG offices around the world.

The new Creative Centre, a unique space that showcases the vast range of applications that are achievable

using Roland's machines, is designed to inspire, excite and ultimately showcase profitable business opportunities for sign and display companies. Visitors were particularly fascinated by the photo opportunity wall, which enabled them to experience travel to outer space, plus the incredible range of items that have received the 'Roland treatment'. These include such disparate offerings as a fridge, a games machine, mini motorbike and helmet, drum kit, piano, skis, skateboards, wedding albums, 3D printed functional parts and a sailing



boat!

As well as the dedicated service and support areas, the new Roland DG HQ also houses the RolandCare team and a high-spec Roland Academy training facility that offers a programme of practical technical courses and business boot camps

throughout the year.

A full schedule of open days and training events, all of which are designed to provide customers with the opportunity to experience the Creative Centre, will be announced shortly, but visits can also be scheduled by request at any time. ■

Zünd open 24/7

Zünd has opened a new web shop that enables customers to order consumables 24 hours a day, for 48-hour delivery anywhere within the EU.

The new site offers an intuitive, well-organised storefront, together with

numerous search functions and an interactive tool selector to help visitors choose the most appropriate products. Based on material specifications, a few mouse clicks take the customer straight to the correct blade, bit or other Zünd consumable. The search results are matched to Zünd's latest

processing methods and cutting technologies, and reflect years of experience in digital cutting.

Web shop orders over 400€ are shipped free of charge, and payment can be made easily via Visa, Mastercard or by direct bank transfer. ■



MTEX establishes in the UK

The Chairman of the North West Leicestershire Council, Councillor Graham Allman, who was joined by other local dignitaries, attended the recent grand opening of the UK branch of MTEX Technologies, which included a special ribbon cutting ceremony.

It is anticipated that the new branch, which is located in Moira on the Derbyshire/Leicestershire border, will help to drive UK sales of the Portuguese manufactured MTEX range of digital textile printers and also serve as a training centre.

The three-day opening event was attended by over 100 customers who were able to see the MTEX machines as well as design and colour software from AVA CadCam, flatbed textile cutting solutions from Blackman & White, various sewing machine options, plus Primex lightbox frames from DPI and exhibition framework systems from Tecna UK, together with media from DPM and Georg Otto + Friedrich.

Anyone Interested in learning more about digital textile printing is invited to book an individual demonstration, or attend the next MTEX open day in January 2015. ■



WE STOCK

EVERYTHING YOU NEED IN

TECHNOLOGY, MEDIA, INKS & ACCESSORIES

FROM THE **BIGGEST BRANDS**



Come and experience our 3,500 sq ft Inspiration Suite with an unrivalled range of wide format machines and equipment!



Order online
xpres.co.uk

Call
01332 85 50 85



xpres[®]

Equipment & Material

A lighter touch

Gripple has launched the Gripple D3, a catenary system designed specifically for use with lightweight applications, such as lighting, signage or bracing applications, where no direct vertical suspension point is available.

Following the success last year of the Gripple D6 catenary system that was developed for heavier weight applications, the new D3 can be used for loads up to 30kg per suspension point, thus completing the range which now offers a choice of catenary kits for use up to 100kg.



The D3's integral locking mechanism simultaneously pre-loads the wire in both channels with a single hex key action that eliminates the need for fiddly bolts or locking screws, making it quick and safe to operate, especially when working at height. In addition, its ceramic rollers and stainless steel

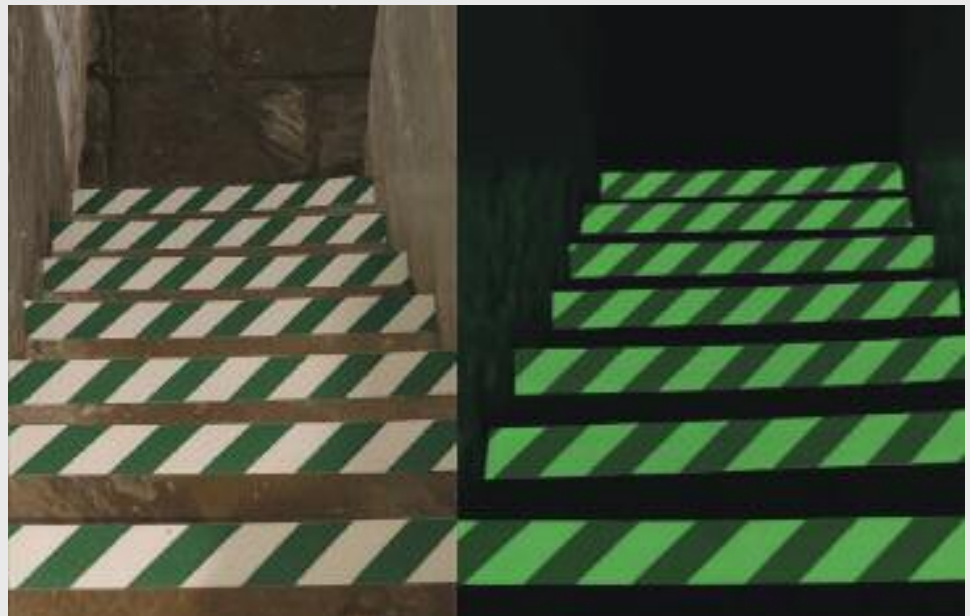
springs provide optimum corrosion resistance and high load performance.

The Gripple D3 is supplied in ready-to-use kits that include setting and locking keys and pre-cut lengths of 3mm galvanised steel wire rope. ■

Look to the floor

Innova Solutions has developed a range of NovaTough DuraLine Anti Slip' floor marking tapes that feature an over-laminated, embossed clear layer, which provides a greater degree of protection to the printed material.

Designed for use on ramps, steps, staircases, platforms, warehouses, corridors and walkways in both manufacturing and commercial environments, the tapes are proven to reduce injuries and claims caused by slips, trips and falls. All the DuraLine range is BGR classified to R11 for slip resistance for use as a floor graphic.



Also available is the NovaGlow DuraLine tape that complements the company's 'glow in the dark' safety range and features photoluminescent technology to

facilitate safe and effective egress even under 'lights-out' or 'smoke filled' emergency conditions.

Available in either plain or printed

format, NovaGlow DuraLine shares the same R11 classified laminate as NovaTough, but additionally boasts PSPA Class B photoluminescent certification. ■

Becoming more flexible



Perspex Distribution (PDL) has launched Transprint, a new range of digital printing vinyl, overlaminates and banner

graphics for use in sign and print applications, a development that marks its entry into the flexible digital media market.

Produced in the UK, the high performance digital vinyl is available in a large range of face types,

including both monomeric vinyl for short term flat surface applications and cast vinyl for the production of durable graphics for deep recess applications, while matching overlaminates protect and enhance any application. ■

WE HAVE EVERYTHING COVERED



Expand your digital print horizon with the **SureColor™ SC-S Series**

Vehicle wraps, signage, indoor décor - whatever your customers need, our SureColor SC-S Series printers have it covered.

Delivering an unbeatable blend of speed and accuracy, Epson's unique PrecisionCore printhead technology has double the number of nozzles compared with the industry standard. The result is high native resolution and outstanding dot precision delivering better productivity and superb print quality across a wide range of applications. Add to this the ability to produce white gradations and metallic colours to differentiate your offered services and stand above the competition. Inspired? Just imagine how your customers will feel.

To find out more visit www.epson.co.uk/signbyepson




PRECISIONCORE

EPSON[®]
EXCEED YOUR VISION

Equipment & Material

Sun and safety

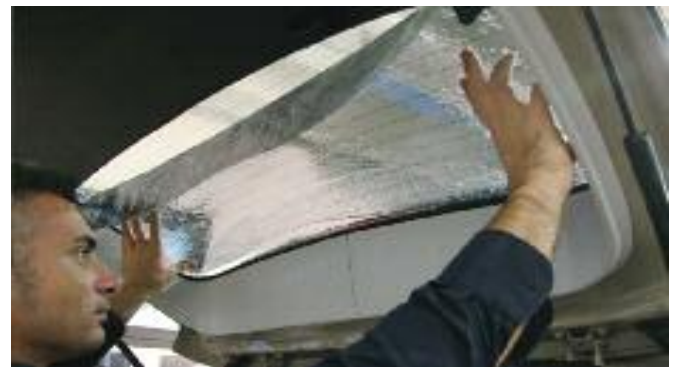


APA has launched its new range of solar and safety films, with the solar line represented by the new light reducing films, available in versions for use on both vehicle and standard windows, which are especially designed to diffuse light and maintain good visibility.

Car Window Film vinyls are made

specifically for use on car windows and, due to their reflective quality they help to reduce the build-up of heat within the vehicle, while also providing a higher degree of privacy and sophistication. These films have been granted approval according to EU regulations.

Window Film vinyls have been created for use on glass and shop



windows, where they reduce the transmission of heat, whilst also protecting exposed goods from the damaging effects of UV rays. Window film is also available in a mirror version.

APA created its range of Safety films for application on glass and shop windows to help make the glass more secure and to contain splinters and fragments in the event of accidental breach or breakage. The ultra transparent self-adhesive vinyl has a Class 2B2 classification according to EU regulations. ■



Going to the wall

Drytac Europe has introduced ReTac 75 for use with internal wall graphic applications.

ReTac 75 is a 75µ (3 mil) permanently peelable white polymeric PVC film that is coated on one side with a pressure-sensitive low-tack repositionable polyacrylate adhesive, which is protected by a single-sided, siliconised clay coated kraft release

liner.

The glossy film, which is suitable for use with latex, solvent, eco-solvent and UV inkjet printers, can be applied, repositioned and removed from most surfaces, including concrete sealed walls, plastered walls, glass, painted surfaces, PVC cladding and ceramic tiles, without causing any damage or leaving unsightly residue.



It is available in 1370mmx 50m rolls and, in common, with Drytac's entire range of films and

adhesives, it is exclusively distributed throughout the UK and Ireland by Antalis. ■



C ALA

**YOUR ESSENTIAL LARGE
FORMAT DIGITAL RANGE
EXCLUSIVELY FROM ANTALIS.**

- / ADHESIVES
- / FILMS
- / TEXTILES
- / BANNERS
- / PAPERS
- / SPECIALITIES

d2b
DIGITAL TO BUSINESS
digital2business.co.uk



Tel: 0870 607 9014
Email: contact@antalis.co.uk
antalis.co.uk

antalis 
Just ask Antalis

Finding a helping hand

When Anthony Cockcroft acquired Find Signage in 2011, he quickly recognised that the company needed to build on its established reputation as a market leader in the mental health sector by introducing new product innovations.

Accordingly, during the last three years the Leeds-based company, which is the world's first developer of dementia-specific signs, has further diversified its product portfolio to include dining products, clocks, visual communication boards and memory boxes for those affected by dementia and other cognitive disabilities.

The result has been exponential growth, with Find Signage's visual communication boards, which include menu boards, pain assessment charts, personal orientation boards and activity cards, all proving to be particularly popular. Many of these boards, which are crafted from Forex/Foamex, acrylic, aluminium and Dibond, require the creation of a wide variety of different visual aid cards, and Find Signage was experiencing a bottleneck between its wide format printing department and the section that was responsible for the hand cutting of the small quantities of cards that accompany the different board categories.

Anthony Cockcroft commented: "We realised that while our large quantity print runs could be cut with industrial routers, the production of smaller quantities and prototype work was extremely labour intensive and thus we required a flexible and accurate cutting solution."

After reviewing the various machines on offer, Find Signage opted for the DYSS X7-2230C Superhead cutting table, complete with KASEMAKE software and hasn't looked back since.

Take, for example, the Foamex and Dibond wall mounted menu boards complete with the series of cards that dementia patients select to indicate their



meal choices. Before the X7-2230C was installed, each postcard sized image had to be individually hand cut from a three metre x two metre digitally printed sheet, using a knife and ruler. Since each printed sheet would include 200 different images, this labour intensive process could take anything up to four hours. However, now, the the new DYSS X7 machine makes light work of the task and it takes a mere five minutes to complete the cutting with the added bonus that the finished result is more consistent, while the cut quality is also greatly improved.

In addition, the DYSS X7 has also helped to improve both capacity and lead-time issues in other areas too. Anthony Cockcroft explained: "Our visual boards are available in a wide variety of dimensions, designs and colours, so production of each type rarely stretches into double figures. Furthermore, we also do a lot of prototype and development work, but now we have the DYSS X7, we can produce whatever is required quickly and easily while also ensuring that the quality is top notch."

With such varied schedules, the Dibond, acrylic and aluminium and acrylic, Foamex boards, which are up to 20mm thick, were formerly either produced externally by the company's die manufacturer, or were processed on Find Signage's two heavy duty routing machines, neither of which were satisfactory solutions, since the former lead to production hold-ups and



occasional quality issues and the latter meant compromising on edge finish and precision, which often necessitated time consuming hand finishing.

That though is now also a thing of the past, as the arrival of the 3.2m by 2m DYSS X7, has enabled Find Signage to cut the cost of out-sourcing by over 20 percent and has also reduced its reliance on the use of platens/dies for small quantity production. Lead times have thus been dramatically improved as the company can now print and cut samples internally, whilst also freeing up its heavy-duty routers for more appropriate work. What's more, since the DYSS X7 also

delivers a flawless cut finish, the need for secondary finishing has been all but eliminated.

Anthony Cockcroft concluded: "The benefits of the DYSS are evident throughout the whole of our production process and it has helped us to really streamline our operative procedures. Furthermore, the KASEMAKE software enables us to offer 3D rendering samples for customers, providing them with a more representative version of the final result, while also helping us to generate better layouts with a consequent reduction in material wastage – we don't know how we coped without it!" ■

The eyes have it!

Any signmaker wrestling with a tricky routing problem could do worse than follow the example of Nick and Sam Clarke of Moat House Eyewear, who sought the assistance of International Tooling Corporation (ITC) when faced with a challenging routing issue of their own.

When Sam and Nick decided to leave the rat-race and moved to a picturesque moat-house near Tamworth, little did they realise that the fallen oak tree they discovered in their garden would open up a whole new business opportunity!

Rather than using the fallen tree for firewood, Nick was inspired to harness his considerable skill as a carpenter to hand craft the high grade oak into frames for sunglasses instead, a decision which led to the formation of Moat House Eyewear in March 2013. Now, the company internally produces all elements of the spectacles it makes, from the arms and frames, through to the lenses, using precision machines and a glazing lab all sourced from UK manufacturers, a practice which has become an important part of its ethos.

The frames and arms are cut with a laser processing machine, instead of the more usual five-axis machining centres used by other spectacle manufacturers, as this method enables Moat House Eyewear to considerably reduce its material wastage, in line with its green credentials.

It cuts its frames and arms in thin strips and laminates and cross-bonds the glasses to produce more robust, aesthetically pleasing and fashionable eyewear, but an issue arose when the laser machine was unable to carve an accurate recess into the bespoke frames.



Fortunately however, this is where Industrial Tooling Corporation (ITC) stepped in. Sam explained: "A chance meeting with Peter Graves, the Managing Director of ITC, in the local pub, led to Nick working closely with the ITC engineers to develop a cutting tool that was precisely tailored to our specific needs."

The resulting V-Grooving tool now works in tandem with the unique jig that Sam and Nick designed for clamping the frames during manufacture and a retrofitted hand-held drill, to deliver a remarkably precise lens seating for each and every pair of glasses.

Nick Clarke takes up the story, saying: "As well as tool dimensions, the ITC engineers had to consider the rigidity of the fixing system, the speed and torque of the drill, the cutting depth and also



the properties of the wood. Fortunately, it is a specialist when it comes to cutting even the most difficult industrial materials and as it has so ably demonstrated, it's no slouch when it comes to working with wood either!"

He continued: "We use Ebony Makassar, a very dense wood that can rapidly burn through cutting tools, but ITC factored this into the calculations too and the result is a tool that cuts rapidly whilst also providing an excellent finish within the lens seat. Furthermore, the V-Groove tool is produced from solid carbide, so tool life is exceptional. We've now been running the same cutter for over two months and it still hasn't lost its sharp edge!"

The unique new line of fashionable spectacles from Moat House Eyewear has only been available since April 2014, but already the company has established a high end distributor network and also plans to exhibit at a leading optical exhibition in Paris. The growing popularity of its trendy new eyewear means that business is booming and plans are afoot for further expansion in the near future.

Nick concluded: "We seem to have stumbled on a very lucrative niche market, but I doubt that we would have progressed this far without the help of the ITC team – it's been great in every way!" ■

Innovation fuels growth for AXYZ



**5000
AXYZ
MACHINES
SOLD**



AXYZ International has recently achieved its 5000th machine sale, marking a seminal date in the company's continuing global expansion.

The 5000th machine sold was an AXYZ PANELBuilder 5022 combined router and dedicated software solution designed specifically for the processing of aluminium composite material, but under its AXYZ and Pacer power

brands, AXYZ International has the capacity to accommodate virtually any application and budgetary consideration.

Included in the most popular machine options is the 4000 series of routers, especially the AXYZ 4008/4010 models that represent a high-performance to low-cost option. Like all AXYZ routers, they are supplied with a host of both standard and optional performance-enhancing features, including a recently expanded (up to 33-station) automatic tool change facility that provides both automatic and manual tool change options contingent upon the nature of the work being processed.

The main contribution to continuing growth at AXYZ International has been a robust new product development programme that has included a raft of technically advanced machine

upgrades. These include the new AXYZ Auto Zone Management facility that ensures the material being processed is always held securely throughout the routing/engraving/cutting cycle to facilitate optimum accuracy and deliver a vastly superior finished product. This feature also radically reduces material wastage and machine downtime caused by incorrectly set vacuum valves, while also supporting other performance-enhancing features, including the latest A2MC machine control and integrated AVS (AXYZ Vision System) solution. The former greatly reduces or eliminates bounce and vibration caused by sudden acceleration or deceleration while the latter ensures a more precise cutting action using all of the tools available on AXYZ routers, as

well as enabling a much wider range of materials to be processed.

A further optional machine enhancement is the new helical rack and pinion drive system, which incorporates a multiple gear teeth configuration to ensure a more even distribution of the workload, resulting in significantly increased feed rates, greater accuracy of cut, quieter machine operation and, ultimately, a longer than normal machine life.

Supporting all of these enhancements is the recently expanded AXYZ International online 24-hour CNCRouterShop division that now accommodates the requirements not only of AXYZ and Pacer routers, but also virtually any other machine, regardless of make or country of origin too. ■

Premier gets a rocket!



Fine Print has recently installed a new Zünd G3 L-2500 cutting machine to expand the capacity of its display department, an addition that certainly impressed Prime Minister David Cameron when he visited the West Oxfordshire print company during September.

The Zünd G3 is part of the company's major investment programme that also

included the purchase of a Heidelberg XL75 and HP Indigo 7800 printers and the appointment of three new apprentices.

The Zünd G3, which is a modular, flatbed digital cutter designed to automate all cutting and trimming processes in the graphics sector, is a heavy-duty machine that is constructed to meet the specific requirements of each user and their customers and exceeds all safety standards, while also minimising waste and energy use.

Fine Print's G3 L-2500 was installed this summer to take the business's display

department to 'the next stage', with Managing Director Dan Bakewell explaining: "Previously, the team had been hand-cutting posters, panels

and stickers, which saves no end of time and, additionally, our Litho Department is also using the G3 to produce prototypes, something that we used to out-source."

He added: "Out of all the kit we've acquired, the Zünd is the one that has really been a game changer as it has opened up new business areas, while also helping us to significantly reduce our turnaround times."

Fine Print invited David Cameron, who is



also the MP for Witney, to its premises to discover how it was managing to succeed despite the recession. The company ran a demonstration on the Zünd G3, cutting pre-printed pieces of three-dimensional rocket centrepieces made specifically for the visit.

Dan Bakewell continued: "In person, David Cameron was very charismatic and surprisingly knowledgeable about print and what's more, he now has a permanent reminder of his trip in the form of the rocket cut on the Zünd!" ■



Satinglass goes green!

No wonder our competitors are green with envy!

- Manufactured 100% from recycled MMA
- A premium quality Satin effect cast acrylic sheet backed by the Amari Plastics name
- A full range of sheet sizes, thicknesses, colours and product types from stock
- Closed-loop recycling programme available – GreenCast can be recycled over and over again
- Manufactured, tested and validated in the EU

green  **cast**

100% recycled acrylic sheet

The responsible choice for the environment

www.amariplastics.com

Brought to you by

Amari
SIGN DISPLAY & GRAPHICS



A worthy aim

Four years ago, Shuttleworth the long-established developer of Management Information Systems, which are specifically designed for the print sector, decided to help sign companies achieve a greater level of efficiency and profitability too. Val Hirst reports on the Kettering-based company's progress so far.

When I first visited Shuttleworth in 2010, it unveiled its plan to persuade sign companies that they would benefit significantly if they harnessed the power of its bespoke management information system.



Now four years on, joint Managing Director Andy King reveals not only has the plan proved successful, with at least 40 percent of its new system sales in the last two years being used by customers operating in sign related areas, it is also a good indicator of the fact that a market that had long been regarded as something of a cottage industry, is, in fact, quickly becoming as streamlined and efficient as any other manufacturing sector.

A wholly family-owned business that was originally established in 1981 by Stuart Shuttleworth and his wife, but which is now jointly run by his two son-in-laws, Andy King and Paul Deane, Shuttleworth has always focused on serving the print sectors. Now boasting a staff of 48 and 450 users worldwide, it has maintained this specialism, whilst also further broadening its appeal in line with the continually evolving nature of print.

Andy King explained: "All companies, whatever the precise nature of their end product, actually have a lot in common; after all, all businesses need to communicate with their customers, produce estimates and/or quotations, keep track of their production processes and resulting costs and issue invoices, which is why our core Customer Relationship Management (CRM) system tracks all of these functions, and more."

However, he agrees that depending on a company's size and the complexity of the products and services it is offering, some functions are more vital than others, while also enumerating some of the different areas that the Shuttleworth software suite covers.

He says: "In addition to the CRM module that can be used in conjunction with most popular accounting packages, such as Sage and Access, there's a Total Production Management (TPM) module that helps users to plan and schedule their workflow, plus a browser based system for gathering real time job based data from the shop floor and an information sharing facility. In addition, there's also a module that helps to promote more efficient stock handling, while extensions of all of the modules make it possible for customers to request a quote over the web, view estimates, track deliveries and call off orders against stock held. And, if they wish, we can even help users to open up



their data and integrate it into their websites so that they can use it for marketing purposes too."

He continues: "The modular nature of the system means that our customers can select the functions that are initially best suited to their needs and supplement them as their businesses develop. Added to that, we also have the flexibility to build in extra items that are tailored to suit the precise needs of individual customers."

This level of extra customisation is known as Shuttleworth Plus and while some functions will only ever be company specific, Andy says that whenever it becomes obvious that such elements would benefit the majority of its customers, they automatically become mainstream and are built into a future version of the core software.

He adds that Shuttleworth takes this kind of customer input very seriously, observing: "As with all software developers we are continually enhancing our package in line with the changes that are taking place, both in the sign and print sectors and in the business world generally. With the growing reliance on e-commerce, it's important that we keep completely up to date with the way that real businesses operate and, if possible,

stay a couple of steps ahead by anticipating now the demands of the future!"

This is why users will be pleasantly surprised by the latest version of the Shuttleworth MIS - v5.05 - which offers a unique dashboard feature that provides the instant management information, in the form of graphs, figures and charts that is most meaningful to each user.

Another new feature that will appeal to sign companies is a facility that Shuttleworth somewhat cryptically identifies as 'kitting'. Originally developed to simplify the load of POS and packaging companies, and generally available early in 2015, it enables users to effectively 'bundle' all of the disparate elements pertaining to a particular project and treat them as a single entity. Andy describes this as a 'gamechanger', claiming that it will help to reduce admin time, while also promoting greater estimating accuracy and thus facilitating greater profitability too.

Another recent innovation is Shuttleworth's mobile CRM feature, which enables sign installers to use an app on their mobile phones to access a client's project information, photograph the finished installation, record the client's approval and send

GRAPHTEC

THE FC8600 CUTTING PLOTTER
SIMPLY THE BEST



**ACHIEVE
PERFECTION.**

Graphtec GB Limited
Coed Aben Road, Wrexham Industrial Estate, Wrexham, LL13 9UH
Tel: 01978 666700 • sales@graphtecgb.co.uk • www.graphtecgb.co.uk

Shuttleworth is at the forefront of technology
to ensure it can deliver its customers

So Much More than MIS...

Our market leading MIS, combined with our bespoke software capabilities means we can easily automate and integrate with-

- Web Applications
- QR Codes
- Big Data
- Cloud
- Cross Media
- Mobile Apps
- Social Media

Contact us today to see how Shuttleworth can be 'your technology partner for the future'.

T +44 (0)1536 315316 E sales@shuttleworth-uk.co.uk
F +44 (0)1536 316301 www.shuttleworth-uk.co.uk

Shuttleworth



all of the relevant information back to their HQ, so that an invoice can be promptly issued. As Andy remarks, this eliminates the possibility of lost or misplaced delivery notes, while also maintaining an accurate visual record of work completed. Most importantly of all, it's something that the installers find quick, easy and appealing to use.

For small companies, one of the biggest obstacles to the installation of a MIS system is, of course cost, and with a Shuttleworth basic system costing upwards of £5,000 to install, depending on the level of functionality required, plus an annual fee of £1000 per user, it can add up to a not inconsiderable investment.

However, as Andy is keen to point out, when this amount is balanced against the time saved, the efficiencies achieved and the reams of useful information provided, regarding a company's day-to-day workings, it is easy to see that the resulting increase in profitability could more than cover the initial outlay. And, when you compare this amount with the ongoing costs of employing people to carry out all of the same functions manually, it begins to pale into insignificance.

Andy reflects: "Often businesses start as a one man band and the owner keeps everything in his or her head,

but once they start to grow, it becomes that much more difficult to keep track and certainly, once a company is employing more than three or four people, there is probably a very real need for some sort of MIS system, if only to reveal the true percentage of profitability realised against turnover, something that often comes as a complete revelation!"

Once a company sensibly decides that the installation of an MIS system would be a good thing, the Shuttleworth team will spend time learning about the intricacies of its business prior to suggesting how best the system can be implemented. Then, once the format has been agreed and work completed, Shuttleworth will also deliver the degree of training required, either on-site or remotely, via its 'GoToMeeting' facility.

But the Shuttleworth service doesn't stop there; following the system's 'Go Live' date, Shuttleworth continues to monitor and review its usage to ensure that the customer derives the maximum benefits required to provide a speedy return on its investment.

Thereafter, users will

automatically be able to upgrade their systems each time a new version of the software is developed and will also be invited to log into Shuttleworth's regular webinars that explain, in detail, how new features can be used to best effect.

The company also offers a comprehensive technical support service staffed by a team of 11, who automatically log all of their contacts with clients and have the skills and experience to be able to quickly resolve any glitches that may occur, often within minutes but certainly on the same day in 97percent of cases.

Andy King says: "We appreciate that once companies have grown

accustomed to having the level of control that an MIS offers, they rightly rely on it to run their businesses most effectively and therefore it's up to us to ensure that it performs consistently and reliably, which is why we regard our support services as an extremely vital part of the overall package."

When quizzed on the company's aims for the next four years, he simply concludes: "We'll continue to improve and develop the system and devise new ways of making it even more useful and user-friendly while also doing our best to help many more signmakers to make the most of their businesses!"

A worthy aim indeed! ■



HIGHLY CONFORMABLE PRINTFILM

AP/970-FT



The innovative semi gloss, white **Cast Film** for digital printing, specifically developed for partial or total covering of vehicles.

- Excellent printability on Solvent, Eco-Solvent, UV and Latex printers
- Highly conformable on curved and recessed surfaces
- Quick dry application with the "Air Free FTX System"



A.P.A. U.K. Ltd.

tel: +44 (0) 208 311 4400
www.apaspa.com

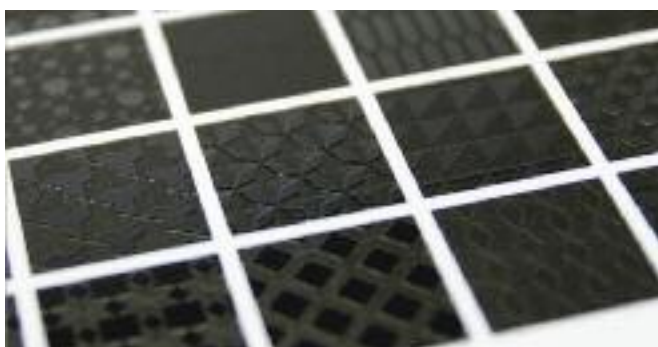
follow us



New clear ink for JFX200

Hybrid Services, the exclusive UK and Ireland distributor for Mimaki has announced the release of LH-100 clear ink for the JFX200-2513 flatbed LED UV printer to complement the existing LUS -150 and LH-100 LED UV curable inks.

The new clear ink delivers glossy and matte finish effects, adding creativity and value to the finished product, while also replicating the effect of spot varnish too. Additionally, it can be output in multiple layers to enhance the vibrancy of colours or to create a more tactile finishing effect.



Applications, such as high end PoS, labels, textured finishes and even Braille are all now possible and companies involved in packaging can offer their clients accurate simulations of finished products in an efficient and timely manner, with the combination of LED UV ink curing creating a touch dry finish immediately after printing.

have the latest firmware (Version 1.30 or later) and version of Mimaki's RIP (RasterLink 6 Version 2.10 or later). Additionally, one of Hybrid's demonstration JFX200 printers will be commissioned with white and clear inks alongside the process colours to enable visitors to the company's showroom to compare the variety of possible configurations. ■

Mimaki's clear UV ink can be retro fitted to existing JFX200 machines with only minor hardware upgrades needed. Users should ensure that they

The Texart is here!



Roland DG has launched the Texart RT-640, an advanced, 64-inch dye sublimation transfer printer, which is available in either four or eight-colour ink configurations and features innovative print control technology, plus a choice of powerful RIP software.

In addition, the RT-640 incorporates a host of technological advancements that optimise sublimation transfer output, whilst also minimising running costs.

It features a gold-plated, anti-static printhead capable of printing seven different droplet sizes to dispense the new Roland Texart dye sublimation ink

that is notable for its bold, vibrant colours and rich velvety blacks. Further, the addition of orange and violet inks increases the colour gamut and facilitates

the production of deep reds, oranges, blues and purples, while light cyan and light magenta help to provide subtle gradations, fine detail and realistic skin tones.

Other features include a newly designed feed adjuster, combined with a more powerful fan, while the integral take-up system ensures added stability for high-speed printing up to 32.6m² per hour.

It is equipped with a bulk ink system that uses one-litre airtight-sealed pouches and the Roland ink switching system enables users to load a fresh pouch without stopping the printer. In four-colour CMYK mode, this system

provides two litres per colour and automatically switches to the second ink pouch when the first pouch is empty.

There is a choice of two professional RIPs: VersaWorks; developed by Roland for Roland printers or ErgoSoft Roland Edition, which boasts a full range of textile-specific features.

Increased convenience and ease-of-use is provided by the new Roland Printer Assist, which enables the operator to manage production, test-printing and cleaning functions directly via an iPad tablet from virtually anywhere within the host premises.

Additional user-friendly features include media loading levers at both the front and rear of the printer and media brackets to ensure that loading even the heaviest media rolls is a simple task. For extra peace of mind, the Texart RT-640 printer is backed up by a one-year RolandCare silver warranty and Roland's service and support. ■

GPT offers HP Latex range

Graphic Printing Technologies (GPT) has announced the immediate availability of the HP Latex 300 Printer series as part of its comprehensive range of wide format printing solutions.

Using third-generation, water-based HP Latex ink technology HP's 300 printer series, which was launched earlier this year, has already proven itself to be ideal for use with a range of sign and print applications, efficiently delivering high quality and durable images for both interior and exterior use.

The HP Latex 300 Printer series includes the HP Latex 310, HP Latex 330 and HP Latex 360 printers, all of which are now available from GPT, together with a full range of HP Latex inks and approved media. ■



UMPF

REFLECTIONISTS CAFE

PIER HEAD



BRITISH SIGN AWARDS



A RIP-ROARING SUCCESS!

The inaugural BSGA British Sign Awards, which were presented at a convivial lunchtime ceremony at Villa Park in Birmingham at the end of October, also served as a brilliant showcase for some of the year's best signing projects.

The competition, a direct descendant of the old Sign Industry Awards and organised by the British Sign & Graphics Association, attracted over 250 entries across 13 signmaker categories, all sponsored by some of the industry's leading companies.

Commenting on the success of the event, David Dyke, President of the BSGA, said: "It exceeded all of our expectations! The response, in terms of support from the sponsors and the level of interest among sign businesses has been fantastic and hopefully, we've started something that will continue for many years to come!"

Attended by 320 people, the Awards ceremony, which was held at the Holte Suite at Birmingham's Villa Park and was hosted by Bob 'The Cat'

Bevan, one of the UK's leading after dinner speakers, reached its culmination with the unveiling of 12 signmaker award winners, plus the presentations of a 'Product of the Year' award and a special BSGA award. Finally, the corporate sponsor, 3M announced the winner of the much-coveted Sign of the Year trophy, which was presented to the Kettering-based Sign of the Times, for the astoundingly original sign it created for the Heinz Innovation Centre in Holland.

David Catanach, Director of the BSGA explained: "The award categories, which were open to every sign business in the UK, were created to reflect every facet of modern

signmaking and every category was competitive, but we were especially delighted that the 'Small Signmaker of the Year' that was open to businesses employing between one and five people was the most competitive, of all attracting 40 entries.

He added: "The panel of judges faced an unenviable task but, in order to make things absolutely fair, the identity of every entrant was carefully concealed during the judging process and thus the judge's decisions were based purely on the images and written submissions supplied."

"We hope that the Awards will serve to highlight the role of the BSGA in

representing and supporting the industry and that all of those companies who entered the competition will now consider joining the association to support the important work we do."

Plans are already in hand for next year's event, with David Catanach promising that it will be even 'bigger and better'. He said: "Full details will be announced in due course, but our aim is to build on this year's success and to make the competition as far-reaching and as representative as we possibly can and I hope that sign and display companies up and down the UK are already earmarking the projects that they will be entering in 2015!"





SIGN OF THE YEAR

Winner

Sign of the Times
'Heinz Wall 57'

Presented by

3M

Corporate sponsor of the 2014 Awards.

The judging panel had no hesitation in selecting this remarkable piece of work, produced by Kettering-based Sign of the Times, working in creative partnership with design studio and art collective, Acrylicize.

The 20m x 3m structure, which is now the focal point of the Heinz Innovation Centre's atrium in Nijmegen, Holland, features a unique network of 57 'windows', each conveying a story about the

brand, from a picture of the founder, HJ Heinz, printed on a bed of tomato seeds, to a fridge door complete with faux magnetic letters and actual forks, which were used to spell out the message 'Field to Fork'.

The complete structure was produced at the Sign of the Times factory, and built in sections of MDF, Forex and acrylic with supporting metal components to add strength. Light channels, to house the RGB

colour-changing LED audio visual lighting system, were created in multi-layered foamex and opal acrylic and areas were clad in smoked mirror Dibond to create the illusion of a floating display.

It features colour-changing LED sections controlled by an AV server, reprogrammable moving message sections and customised shaped glass with rear projection LED screens showing Heinz

advertisements over the years, plus an iconic Heinz 57 sign in neon, replicated from the original factory in Pitzburg.

The 'wall' was created using a vast array of creative talent and skilled workmanship, utilising both traditional crafts and the latest state-of-the-art machinery and technology available to the sign and graphics sectors.

RETAIL SIGN OF THE YEAR

Winner

ASG (Essex)

The Perfectionists' Cafe, Heathrow

The Perfectionist's Café is actually Heston Blumenthal's new restaurant and liquid nitrogen ice cream parlour at Heathrow's Terminal 2, which fields stylish and funky signage that makes a major impression. The 'nitro' sign comprises a Rimex Ti Gold Stainless roundel with LED illuminated text to represent traditional neon, with the ice cream tub being formed from GRP and finished to resemble Cornish cream.

Sponsored by  **COMPLETECNC**
SOLUTIONS



Highly commended:



Sign 2000. Hamleys Airside



ASG (Essex). Xbox One at Tesco

ILLUMINATED SIGN OF THE YEAR



Winner

Castleton Signs

Scottish Gas, Edinburgh

Spanning over 12 metres wide by four metres high, the sign on the iconic, award winning Scottish Gas building in Edinburgh needed to illuminate in two different colours – one for day time viewing and the other for night time. It also had to be powered by solar power panels fitted to the roof

Sponsored by



Highly commended:



Trade Signs UK. ITV



Sign of the Times. Heinz 57 2.

VEHICLE GRAPHICS OF THE YEAR

Winner
Allen Signs
Billy Branston Bus

This was a quite stunning transformation of a 17-year old double decker bus into a mobile education unit for Branston as part of the Tesco 'Eat Happy Project'. Accurately printed wrapping film and Contra Vision were used for the exterior wrap, and then Allen Signs moved inside, using printed vinyl to transform the interior to reflect the 'farm to fork' theme.

Sponsored by



Highly commended:



Joyce Design. Airlift BMWs



Paul Turner Signwriters. IVC VW

ROLL-OUT PROGRAMME OF THE YEAR



Winner
Absolute SG
Worldpay Global

The requirement here was for a complete rebrand of 17 Worldpay offices in eight countries and the challenge was to co-ordinate all the works so they happened on the same day right across the world. Signs included high level building signs, acrylic logos in various sizes, wayfinding signage, window graphics, flags and banners. Meticulous planning, project management and teamwork saw the worldwide implementation successfully completed – all on the same day.

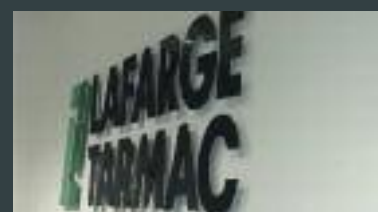
Sponsored by



Highly commended:



Sign 2000. Post Office



HNS Signs. Lafarge Tarmac



Spotify
presents

SMALL SIGNMAKER OF THE YEAR

Winner

Goodwin & Goodwin
Illuminated projects

Goodwin & Goodwin is a young, small team that is carving out a market niche producing illuminated signs with a vintage Americana theme. It manufactures its own channel letters and uses a combination of fairground lights, neon, and pixel LEDs for illumination and already counts a number of major brands, including GQ, Mr and Mrs Smith Hotels, AOL, Timberland, Ted Baker and online music streaming service Spotify amongst its customers.

Sponsored by



Highly commended:



HNS Signs. Penny Blacks



IMO Graphics. Bloxwich Childrens Centre

WIDE FORMAT PROJECT OF THE YEAR

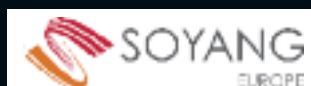


Winner

Adam Bourn Creative
One Commercial Street

One Commercial Street is a stunning development of retail, commercial and residential properties in the City of London. Although a comparatively small operation, Adam Bourne Creative won the contract for the external marketing. It produced over 1150 sq m of self-adhesive vinyl, which was then installed by its team of professional abseilers.

Sponsored by



Highly commended:



Dyson Signs. Westfield School, Sheffield



Signbox. Invesco at London Wall

THE SIGN CONSTRUCTION AWARD

Winner
Trade Signs UK
ITV

This sign caught the eye of the expert judges for its outstanding attention to detail in its construction. Because the high level sign had to hang out over a glass fronted building, a special support frame had to be designed and constructed to support it and, as the framework could be seen from above it had to be aesthetically pleasing. Trade Signs succeeded on every level.

Sponsored by



Highly commended:



Castleton Signs.
 Rambert Ballet School



PFI Sign Solutions.
 NEC Visitor Entrance

THE INNOVATION AWARD

Winner
Signbox
StepJockey Smart Signs

This project sees Signbox's NFC (Near Field Communication) smart signs being used in buildings around the country to help people keep fit, reduce weight and track their progress. The smart signs are positioned on stairs and walkways and by simply tapping them with a smartphone every time they use the stairs, people can enter and track their results on StepJockey.com.



Sponsored by



Highly commended:



W&Co. Canaletto Apartments
 Pic: Canaletto.jpg



Trade Signs UK. ITV Building

DIGITAL SIGNAGE PROJECT OF THE YEAR

Winner
Image Technique
The View from The Shard

The brief was to create a moving sky canopy feature over the entrance to the UK's newest landmark and visitor attraction, The Shard. Image Technique worked from scratch to develop the feature canopy sign for the entrance, which is located inside London Bridge Station, and created the moving images using an LED video wall controlled by a microprocessor.

Sponsored by



Highly commended:



Sign 2000. Hamleys Heathrow



Bright Green Technology & Forrest Media. Xpressway

THE CRAFTSMAN AWARD

Winner
HNS Signs
Penny Blacks, Birmingham

Penny Blacks, a refurbished bar in Birmingham, features multiple signs from HNS Signs. The requirement was for a vintage industrial look and HNS achieved it with an array of hand-painted signs using free-hand, stencils, projection and Banksy-inspired graffiti combined with traditional neon.

Sponsored by



Highly commended:



Creative Sign Solutions. Rusty Bottom Restaurant



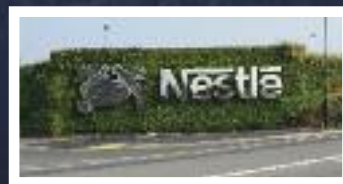
Enigma Signs. White Orchid

ARCHITECTURAL SIGN OF THE YEAR

Winner
Harrisons Signs
Nestlé Green Wall

A stunning sign featuring mirror polished stainless steel letters and Nestlé's birds nest logo, carefully designed and constructed to 'float' above a 'living wall' made up of hundreds of foliage planters.

Sponsored by



Highly commended:



M4 UK. Atrium Apartments

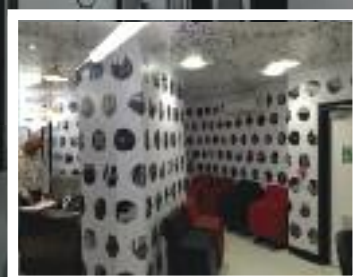


Trade Signs UK. ITV Building

INTERIOR SIGN OF THE YEAR

Winner
Castleton Signs
Dean Street Clinic

The brief was to create 'a fast track, self-service sexual health clinic that did not look like a clinic'. Castleton used over 500 sq m of digitally printed and CAD cut materials to create a uniquely warm and welcoming ambience that was completely non-institutional.



Sponsored by



Highly commended:



Sign of the Times. Heinz 57



360 Signs. TGI Fridays

WAYFINDING SCHEME OF THE YEAR

Winner
Cobal Sign Systems
The Library of Birmingham

This new £189m library is the largest of its kind in Europe and is spread over 10 floors. Cobal was retained to provide wayfinding signage for the whole building. It supplied a total of 8000 signs in 110 types, including statutory, room, lift and stairwell, information points – including digital screen directories, manifestations, digital wallpaper, four-sided pathfinders, shelf dividers and shelf headers.



Highly commended:



Merson Sign Group.
Hillington Park, Glasgow



Merson Sign Group,
Waverley Station, Edinburgh

BSGA – SAYER MEDAL



Awarded to
Mike Hall



The Sayer Medal is the highest honour in the gift of the Association and is awarded for conspicuous service to the association and the sign industry in general.

This year, by unanimous decision of the BSGA Council, it was awarded to Mike Hall, who is Chairman of the BSGA Technical Committee and also represents the Association on the Technical Working Group of the European Sign Federation.

BSGA President David Dyke explained the purpose of the award saying: "Our Technical Guidelines don't just

happen. A lot of work goes into them. Sometimes we get new regulations dropped on us that have to be deciphered for the sign industry and a lot of time is taken up with regulatory bodies, including the dreaded EU. It's not much fun, but it has to be done.

"So, by unanimous decision the BSGA Council has awarded the Sayer Medal to a person who has always been prepared to step up and do this unsung work. For his outstanding service over several decades, it a privilege and pleasure to present the Sayer Medal to Mike Hall."



PRODUCT OF THE YEAR

Sponsored by



Over 20 products were nominated for this award, demonstrating that the sign industry continues to evolve and progress. Signmakers representing all types and sizes of business were invited to score every product across a series of categories.

Winner The Zeta Bespoke Solar Signage Kit

An 'off the grid' solution for lighting outdoor totems and monoliths, which incorporates discreet and flexible solar panels, LED embedded panels, light guide panels, an intelligent control system, long life batteries and, where required,

movement sensors. Use of the system avoids the expensive and time consuming requirement to lay cables and offers an environmentally-friendly solution, which once installed, eliminates any ongoing energy costs.

Runners-up



AlumiGraphics from Soyang Europe



Series 2 LED Light Sheet by Applelec



The RollsRoller Light Applicator from Spandex



Green Cast Acrylic from Amari



TED'S TROPHIES ARE A TRIUMPH!

Corby-based Trade Etching Direct (TED) is a relatively small business, but it had no hesitation in stepping forward to sponsor 'The Craftsman Award' at this year's event – and the business also volunteered to use its special skills to produce the trophies presented to this year's winners.

Based on an idea from the BSGA, TED's Managing Director, Anthony Dullaghan and his small team created the unique trophies using mirror polished stainless steel. Each trophy featured the BSGA badge and Awards logo, together with the winner's name and the title of each winning project. To

complete the task, TED also etched each sponsor logo on to a stainless steel plate that was fixed to the base.

"The unique trophies were an outstanding success and provided yet another example of the skills that exist within our industry," said David Catanach, Director of the BSGA. "We understand that to get them all finished in time for the event, the team at Trade Etching worked right through the night, but if it's any consolation for the lost sleep, the trophies were a triumph!"



NEW!

VISUAL
VIBRANT
VIVID
VION®

Discover the new range of digital print media that everyone's talking about.

VION digital print media offers a five year, polymeric printing film solution that has been specifically designed for the UK market. The range features a high quality clean white face with a heavy duty liner offering excellent stability and layflat. VION is exclusive to William Smith.

For more information and a printed sample pack please call 01833 694707.

vionfilms.co.uk

 @William_Smiths
 /WilliamSmith1832

01833 690305
www.williamsmith.co.uk


William Smith
established 1832

Agfa introduces latest Anapurna

Agfa Graphics has launched the new Anapurna M2500i with optional automated board feeder (ABF), which made its worldwide debut at the recent SGIA exhibition in Las Vegas.

A 2.5 metre wide, flatbed printer that uses UV curable ink, the Anapurna M2500i prints six colours, plus white and has been designed to suit the requirements of sign and digital print companies producing signs and graphics for both interior and exterior use, plus those servicing niche

application such as fine art reproduction, mouse mats, DVDs, architectural and interior decoration, lenticular displays and more.

The system features robust engineering for sustained higher workloads and offers increased print throughput while also achieving a high level of print quality. It prints directly on to rigid and flexible media, including boards/sheets, roll-to-roll and roll-to-sheet, while the automated board feeder also increases productivity by enabling volume



printing of small board sizes, facilitating the printing of up to five small parallel boards at a time.

The Anapurna M2500i features six

Konica-Minolta KM 1024i greyscale printheads for colour and two KM 1024i heads for white and prints at a maximum resolution of 1,440 x 720 dpi at a maximum speed of 115m²/hr. ■

Super seasonal offers

Mimaki's exclusive UK and Irish distributor, Hybrid Services has announced a line-up of festive offers on selected printers, integrated printer/cutters and print and cut packages.

Prices have been reduced across the complete CJV30 and JV33 ranges with a Mimaki CJV30 now available from just £4,995 + VAT, while the price of the JV33 Series wide format printers starts from just £8,995 + VAT.

The CJV30 Series of integrated printer/cutters, available in four sizes, ranging from 60cm right up to 1.6m, all feature a choice of eco solvent or Mimaki's vibrant SS21 outdoor durable inks, professional software suite, powered take-up unit and fully automated print and cut workflow. The JV33, available as a standalone printer or as part of a print and cut package, comes in 1.3m or 1.6m widths and combines quality output and impressive print speeds.



Stocks are limited so potential purchasers are urged to contact

Hybrid Services and/or its network of authorized resellers, without delay. ■

Roland launches trade-in campaign



Roland DG has launched a new campaign that enables existing and prospective customers to trade in their old printer, including

non-Roland devices and receive £5,000 when they upgrade to a SOLJET PRO 4 XR-640, Roland's flagship pro print & cut machine.

The offer relates to roll-to-roll printers, or print & cut device between 54" and 74" wide that use solvent, eco-solvent, UV or latex ink. **(For full terms and conditions visit www.rolanddg.co.uk/tradein)**

At 64" wide, the SOLJET PRO 4 XR-640 is Roland's widest, fastest and most powerful pro print & cut device to date and is capable of producing a wide range of quality applications. For maximum versatility, it is available in four ink configurations, with Roland's

ECO-SOL MAX 2 specialty inks, including a light black, metallic and high-opacity white.

To qualify for the offer customers will need to buy before Christmas, with orders to be placed by 5pm on Tuesday 23rd December 2014, but as Roland warns that stocks are limited, intending purchasers are advised to stake their claim by contacting their Roland dealer or the Roland DG team as soon as possible. ■

OUT WITH THE OLD, IN WITH THE NEW...



Trade in any printer* NOW,
buy the **SOLJET PRO 4 XR-640**
and receive **£5,000** direct from Roland
DON'T WAIT! ORDER BY 23rd DECEMBER 2014

**TRADE IN
ANY MODEL
ANY BRAND***

Find out more at www.rolanddg.co.uk/tradein or call 01275 335540

*Trade in offer applies to any roll-to-roll printer or print & cut device between 54" and 74" wide which uses solvent, eco-solvent, UV or latex ink - any model, any brand. Terms and conditions apply. Offer subject to stock availability. Limited quantities available. Please see website for details.

Imagine.  Roland®

Spectacular Strata

Earlier this autumn, The Mead Carney art gallery staged a very special exhibition to showcase the latest, groundbreaking work of the American artist Jeffrey Kroll, which combines mobile photography with inkjet printing, to spectacular effect. Val Hirst reports

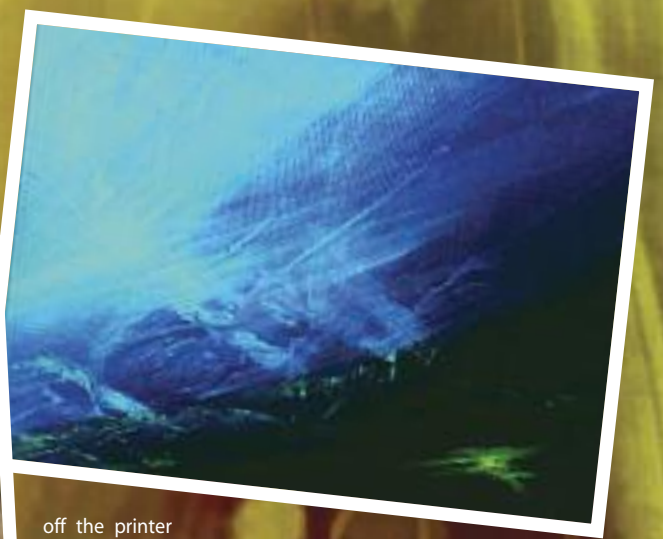
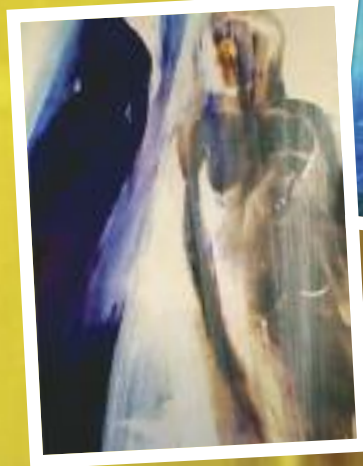
As a well-known and much revered abstract artist, whose work has been exhibited in some of the most prestigious galleries around the world, Jeffrey Kroll is used to extending the boundaries of creativity. In fact, you could argue that it's his job to do so.

However, his most recent exhibition, entitled 'Strata', which was held at London's Mead Carney Gallery, from 24th September to 4th October, broke totally new ground, as it saw him combining mobile phone photography and UV printing to provide the base canvases for the stunning selection of his work illustrated here.

Jeffrey explains that his aim was to show how the commonly used medium of phone enabled digital photography could be used in a more original and innovative way than the never-ending stream of 'selfies' that we have all become accustomed to.

He says: "I wanted to explore the ways in which I could use this now ubiquitous medium to provide my work with an extra element, but I didn't appreciate in the beginning just how successful it would be!"

He goes on to say that his usual technique is to produce artworks that are made up of numerous



different layers of paint, applied one on top of the other, but in this instance, once he had completed the first version of each painting, he photographed it on his Samsung phone at very close quarters, before compressing the file and outputting it on a Jetrix UV flatbed printer.

He confides: "UV printing was another first – I'd previously used roll-fed inkjet machines for my work, but UV printing technology was something new for me and I have to say, I'm very impressed! I used a high-grade, primed fine art canvas and the resulting output was really something. One of the many features of the Jetrix machine is that the curing heat can be adjusted to provide precisely the surface finish required and, in this case, what came

off the printer was as smooth as satin, yet there was still this wonderful depth and richness of colour."

Using the printed canvases as his base, Jeffrey then applied more of his trademark paint layers to reproduce the series of hauntingly evocative pieces that his fertile imagination had originally conceived.

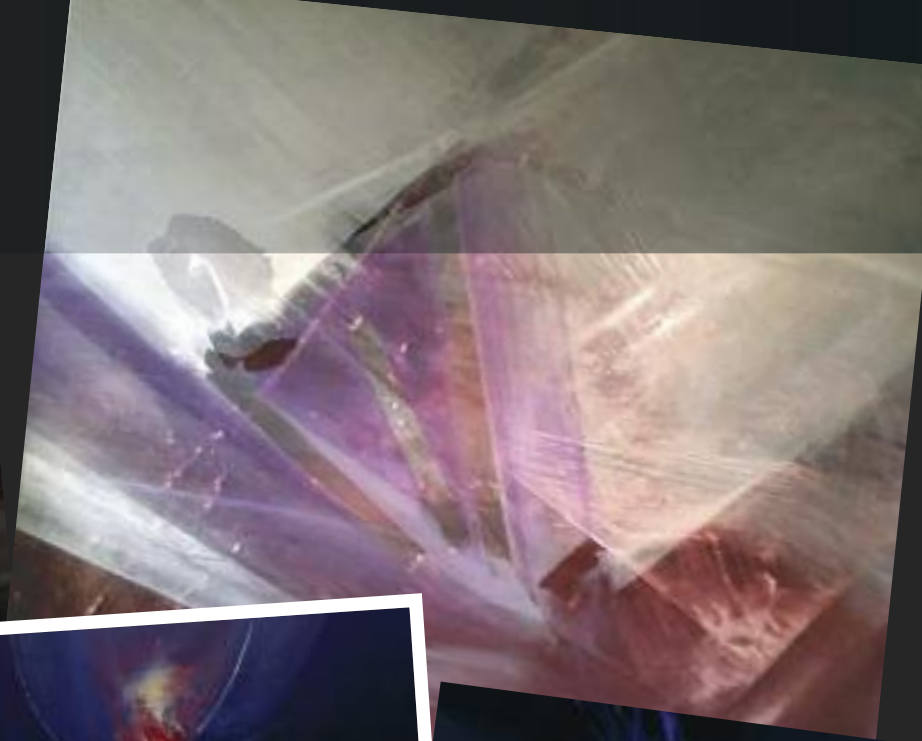
Of course, the photographs included here, lovely as they are, can't possibly do his artworks full justice; in the flesh the originals are almost breathtakingly beautiful, combining a subtlety of shade and colour with an almost 3D-like effect. They are paintings that invite the eye to linger for fear of missing some small, finely nuanced, yet exquisite detail.

Jeffrey declares that he has been beneficially inspired by the whole experience and hopes that other artists will be equally moved to discover new ways of harnessing the technologies currently on offer.

He muses: "I don't think the art business is doing enough to celebrate and combine the technology of digital imagery with the power of the human hand, yet there are great possibilities. For example, the Jetrix printers can be used to print onto a wide range of different materials and thanks to their bed size, the scope for producing even very large paintings, such as those in the Strata collection, isn't limited in any way. Indeed, I think the greatest artistic opportunities still lay ahead."

For his own part, Jeffrey is now looking forward to capitalising on the full breadth of capabilities that the Jetrix printer offers and already has an exciting new project in mind, which involves the recreation of some original Korean religious scrolls and will, he believes, perfectly illustrate the printer's capacity to reproduce even the finest details.

For InkTec Europe the collaboration with Jeffrey Kroll comes at an



extremely opportune moment. Ben Woodruff, InkTec Europe's Sales Manager, explains that following the sale of a Jetrix printer to the Banbury-based Senecio, a print company that specialises in fine art reproduction and works closely with artists such as Jeffrey, InkTec will be targeting other companies operating within this sector.

He says: "Although it has been around for 40 years, Senecio first made the move into digital printing around seven years ago, when it used water-based inks in combination with roll-fed printers, but felt that the acquisition of a UV flatbed would enable it to greatly extend the range of useable materials. Accordingly it initially purchased a Jetrix 2513 printer, which has been further complemented by the acquisition of the Jetrix KX3 – the second KX3 to be sold within the UK."

Ben goes on to say that in addition to all of the usual fine art papers and canvases, Senecio is now also printing directly on to wood, metal, acrylic and the full spectrum of rigid materials to produce some stunningly unusual effects for novel applications.

He continues: "Senecio reports that

the Jetrix range produces output that is so similar to that achieved via giclee printing, as to be virtually indistinguishable. That makes it a real favourite with artists of the stature of Jeffrey Kroll, but also delights clients who are operating within the growing décor sector, where it is used to print onto such things as wall paper, roller blinds, kitchen splash backs and floor tiles, to name but a few!"

The InkTec Jetrix series, which includes the 2030FRK, Jetrix KX3, KX5, KX5-R, KX6, KX6-R, KX7 and KX7-R provides fully featured and reliable options for wide-format flat-bed production at competitive prices. The 2030FRK is a high-throughput workhorse with a maximum speed of 55sq m/hr, thus enabling businesses to meet demanding deadlines without compromising on quality, while the KX range offers, in a variety of combinations, white ink and varnish, plus a roll-fed media option if required, all of which will enable sign and display companies to maximise the opportunities offered by lucrative new market sectors.

Each of the printers in the range offers a six-picolitre drop size and the

ability to print onto a practically unlimited selection of materials, up to 100mm thick, at photographic quality. They also feature true greyscale printing and an effective vacuum bed with an auto power adjustment system for stable printing, an automatic self-diagnostic anti-crash system and a two-year manufacturer's guarantee.

Ben agrees with Jeffrey Kroll's

assertion that the Jetrix machines can help the artistic community fully realise their creative endeavours, but adds that any signmaker who wants to broaden the scope of its market should also consider a Jetrix machine, whether it is seeking a flatbed option for the first time, or upgrading a current machine.

He concludes: "I think they would be astonished and delighted at the versatility it could bring to their businesses and the new frontiers it could help them to discover!" ■

A Perfect supplier!

InkTec has appointed Perfect Colours to supply its full range of Jetrix flatbed printers in the UK, including everything from its compact 1.2 x 1.2m KX3 model up to the flagship 2.5 x 3.06m KX7.

Jon Telling, Perfect Colours' Sales Director commented: "We're looking forward to explaining the virtues of this exciting range to

customers," while Ben Woodruff, Sales Manager for Jetrix UK, added: "We have admired the way that Perfect Colours has grown its product range over the last few years and feel that the Jetrix series will fit perfectly within that portfolio."

Demonstrations of the Jetrix range are available upon request. ■

Worthwhile Investments

Companies explain why they chose the equipment they use

As the first company in Ireland to install the recently launched **Mimaki JV300** solvent digital inkjet printer, **Horizon Digital Print** is celebrating its addition to its sizeable large-format production line and is delighted at the surge in productivity that has resulted.

The award-winning Dublin-based printing company, which originally opened in 1986 as a pre-press operation, has continued to embrace the many changes that have taken place within the printing sector over the last 30 years, together with the fresh opportunities that each advance in technology has brought them.

Now operating out of two purpose-built sites on Dublin's Phoenix Industrial Estate, employing 60 people and operating a 24-hour shift rota, Horizon offers everything from design to print, through to installation.

The Mimaki JV300-160, which at first glance seems to be dwarfed by the

array of grand-format hardware surrounding it, is in fact more than holding its own, as Horizon's Digital Manager, Kenneth Kavanagh is happy to explain. He said: "What we're loving most about the JV300 is that it gets on with the job, quietly and efficiently, without the need for extensive maintenance, thus enabling us to divert an increasing number of jobs away from the larger kit and, as a result, we've noticed a definite increase in productivity since its arrival."

Supplied by authorised Mimaki reseller, **Reprocentre Group**, the Mimaki JV300 Series is compatible with both solvent and dye-sublimation ink sets and offers a top speed of over 105m²/h. Available in both 1.3m and 1.6m widths. It has a staggered dual printhead system, coupled with variable ink dots and large ink drops, which means that



excellent quality is maintained at high speed.

Kenneth Kavanagh continued: "We've been running the JV300 in four-colour mode to maximise the speed, but remarkably, it provides the same colour

gamut as that obtained on our previous eco-solvent printer, when operating in six-colour mode. This means enhanced productivity without having to compromise on print quality, a combination that is perfect for the volume of outdoor advertising we produce – we certainly wouldn't be without it now!" ■

'Big Pete' Colman, the founder and Managing Director of Classic Lines Plus Signs, which recently changed its name to **Classic Print** is celebrating 30 successful years in the sign and graphics sector.

The company, which has been a loyal **Roland DG** customer for over 24 years, purchased its first Roland plotter in the early 90s, but has continually updated its portfolio as new machines have come on board and has invested in a total of 16!

Looking back on the company's development, Pete said: "We've really enjoyed working with all our customers and doing our bit to help fuel their growth too. This industry has changed so dramatically over the last three decades and, in many ways, Roland DG and Classic Print have a shared history of evolution that has been fuelled by wide format technology."



Classic Print's current hardware portfolio includes a **VersaCAMM VS-640** wide format printer, a **GX-300 cutter**, an **EGX-350 desktop engraver** and a **Metaza MPX-90 Impact Engraver**.

Pete continued: "We must have done just about every possible job since we started, from wrapping matchbox-sized transit vans for a 'buy one, get one free' campaign, to wrapping beer

pumps, plus everything in between, but I maintain that the most interesting job is always the one that comes next, as that's what keeps you going!"

Today, Classic Print offers a full range of printing services – from outdoor and indoor banners, flags and POS graphics to car wraps, garment personalisation, soft signage, personalised furniture and décor, 3D

engraving and promotional products.

"Roland's printers are very versatile and to showcase this to its full advantage we have recently opened a showroom to demonstrate our full range of applications and services to customers," says Pete who goes on to add: "After 30 years, I still get huge satisfaction from seeing the things that we've created and we are still extending the range of printable products and services we can offer by integrating technologies such as variable data with print and cut."

When asked what advice he'd give to companies just starting out, Pete declared: "I've always stuck by the old proverb: 'The man who says it can't be done must not get in the way of the man who is doing it' - it's served me well for the last 30 years, and I hope it will for the next 30 too!" ■



HAVE YOU SEEN THE NEW ACCESSORY RANGE FROM AMARI DIGITAL SUPPLIES



Blue Max
Window
Squeegee &
Performax
Handle



HeatMaster
2000W Heat Gun
for Vehicle
Wrapping &
Window Tinting



Industrial Degreaser / Silicone Cleaner
Surface Cleaner II
Right Off Adhesive Remover



Knifeless tape is highly versatile and flexible allowing intricate designs with tight curves and corners; all done simply, quickly and with one continuous tape line.

Also available from our Accessory range Banner Eyelets, Hemming Tape, Bungee Shock Cords, Magnetic Tape in 3 different widths, Olfa Cutting Knife and Blades, Backing Slitters, Weeding Tweezers, Stand-Offs, Suction Cups, Vinyl Roll Clips, Magnetic Vehicle Grippers, Seal-It Pens and more.....



**For information and prices
on our new accessory range
Call ADS on
0115 982 9770**

Sign sense

With access to a wide range of sign and display systems, supplied either as finished products or in component form for on-site assembly, even the most complex design concepts can be realised without recourse to more expensive bespoke solutions. When correctly specified and installed, these systems not only add value to broader sign and display projects, but also provide better margins for suppliers and a fairer return on investment for end users. Mike Connolly reports on some of the options available, together with some interesting installations.



An investment made four years ago in a T3 modular display system from Tecna Display is said to still be paying dividends for an Australian company.

EIZO in Australia purchased a three metre-square T3 Fusion system from Composite Images back in 2010. Since then the Composite Images' team has reconfigured and expanded the system to meet a host

of new display requirements, primarily at trade exhibitions, with displays ranging in size from three by two metres up to six by three metres and incorporating a four metre-wide by one metre-high illuminated T3 Fabric light box fitted to the top of the existing stand.

The latest incarnation of the system executed by Composite Images was a six metre-long by 2.4 metre-high

A modular miracle

exhibition booth. It included a 55-inch LCD screen mounted inside the display frame, flush with the graphic panels and a six metre-long counter installed at the front of the booth. The graphics were made from digitally printed three-millimetre expanded PVC fitted with magnetic strips that were installed on site by the customer using the simple twist and lock mechanism employed.

The finished booth drew favourable comments from visitors, many of whom formed the impression that the booth had been constructed by a professional exhibition stand builder rather than assembled on

site by the customer. In essence, the T3 is a custom-build display without the custom build costs.

Quick to assemble, without the need for special tools, and easy to transport, the T3 modular exhibition display system can accommodate all kinds of graphics panels, including rigid, flexible and fabric formats. The system's modular design enables it to be reused continuously, facilitating the creation of stunningly innovative constructions at a greatly reduced cost by comparison with bespoke alternatives. All T3 components come with a lifetime guarantee. ■



Street wise

The Ecoflex range of pavement signs from Sign Waves is ideal for use on pavements, at the roadside and for forecourt promotions.

It is available in three different versions. The standard Ecoflex sign, which Sign Waves regards as its 'silent statesman' comprises a printed aluminium panel and recycled PVC base, to provide users with a brilliantly simple advertising tool. In addition to the standard panel size, customers can also opt for a custom-shaped panel when

they need to make a maximum impact.

The Ecoflex 2 HPL features a double-sided 3mm HPL chalkboard panel that can also be printed direct-to-surface or decorated with self-adhesive vinyl.

Finally, the newest addition to the range is the Ecoflex 2, which



features the same high quality aluminium panel and recycled PVC, but which is a more compact and lighter option. ■

The fashionable option

The I-Sign Flex display system from Applelec was chosen by Contour Direct as part of a major refurbishment of 10 boutique stores for high street bathroom retailer Bathstore.

A total of 1,300 frames were initially used in a roll-out during July and August at seven branches of the retailer. They were so well received, a further 300 frames have since been ordered for the company's flagship store in London's Baker Street, as well as branches in Chelsea and Harrogate, all of which feature the new refurbished store theme.

Prior to the redesign of the 10 boutique stores, a simple folded acrylic frame had been used to display promotional graphics and these are still used throughout the other 162 branches. However, Contour Direct was keen to identify a more stylish framing system for the redesigned branches that could accommodate the same printed graphics used in the acrylic display frames.

A number of snap frames were considered but were found to conceal too much of the graphics' edges that are printed in standardised dimensions across the 172 branches. This issue was



immediately resolved, since the I-Sign Flex system is virtually frameless and it thus provides a cleaner and smarter alternative design to most of the other snap frames available.

I-Sign Flex frames chosen by Bathstore included A4 and A5 narrow-profiled (210 x 90mm) portrait and landscape

formats. Each frame opens via a patented spring mechanism that is cleverly concealed, to enable graphics to be easily updated. The frames are constructed in silver anodised aluminium and feature an anti-reflective acrylic cover and tamper-proof lock to deliver a uniform display system. ■

Super NOVA sign system

A new cost-effective alternative to traditional folded sign trays has been introduced by NOVA Aluminium. The system has already featured successfully in a new signage project carried out by Action Digital Media.



Called NovaSkin and featuring a frame depth of just 40mm, the system provides the perfect solution for non-illuminated sign

and display projects. For larger signs, such as the one

manufactured by Action Digital Media, the system can incorporate a support for added strength.

The skin is fitted within the frame by simply tapping the plastic extruded clip into its sealing channel, with any excess material removed from the perimeter using a trim channel to guide the blade. A step-by-step guide to installation can be viewed at



www.nova-aluminium.com via a power point presentation. ■

A flexible approach

DISQ Group member Alfa Display demonstrated its expertise at the recent SMB Alliance Forum event, run by Ingram Micro, by installing 47 exhibition stands in record time.

Alfa Display, a trade-only supplier of modular exhibition stands, also offers a modular service too, with customers being encouraged to take a 'pick and mix' approach to the company's wide range of services that encompass everything from free stand design to installation and breakdown.

Having recommended the use of its Linx stands, Alfa Display

worked closely with Exhibition Superstore and Impact Production Services, to fulfill the client's brief. It took just 12 hours for the Alfa team to fill the hall at the Arena Stadium in Milton Keynes - and under five hours to break it all down!

Commenting on the success of the build, Alfa Display Managing Director and DISQ Group Chairman Luke Facey said: 'All of our Linx exhibition systems were designed exactly as our client expected and we managed the whole project from start to finish, while also collaborating with other suppliers to ensure the best possible outcome.'



He continued: 'By providing the customer with a range of flexible options, we can tailor our designs to meet their precise needs.'

Alfa Display is one of the four companies behind the DISQ Group. Along with Eurostand Display, Promotor Industries and Eve Products, the group provides a wide range of sign and display products for event, exhibition and

retail use to trade only suppliers.

Luke Facey explained: 'Between us we have over fifty years of experience within the exhibition industry, which is why the DISQ Group works so well. We understand what the client needs and what a reseller requires from a product supplier and together we can offer an unrivalled level of service.' ■

Showroom extravaganza

Inspired to create a stylish nightclub-themed environment for its prestigious location in London's Park Lane, car retailer MINI entrusted sign and display specialist W&Co with the planning, design and implementation of a major refurbishment project to transform its showroom using a combination of the latest sign, display and LED lighting technologies.

One of the most striking features of the refurbished showroom is the 24 metres of feature lighting that comprises RGB colour-changing LED-illuminated panels, opal diffusers and low-iron toughened glass fascia units. The light-changing panels border a raised platform that surrounds the 'dance floor' in the centre of the showroom where the cars are situated. Exciting backdrops were created for the static models on the 'dance floor' using large-format fabric-faced light boxes incorporating graphics that



included a MINI rally model.

The nightclub theme extended to the rest of the car dealership in which LED light panels, illuminated window arches, reception desks and feature walls were installed. To attract visitors, illuminated signs were also installed inside and outside the showroom and incorporated the MINI logo to complete the transformation. ■



Enhancing the shopping experience

With point-of-sale creativity becoming increasingly important to enable retailers to

interact with customers and differentiate themselves in the market place, many stores are now turning to retail display specialists, such as UK POS, to find the right solution.

Extending the retail-focussed products available from this supplier are the new Digital Advertising Displays and coloured Snap Frames.

The new Digital Advertising Displays from UK POS have an aesthetically pleasing streamlined appearance that helps to create a favourable impression on potential buyers. Products within the range, such as the freestanding Digital Screens, are designed to serve as a complete digital solution, whilst other

products, like the iPad holders, provide an impressive platform on which to advertise, inform and interact. Collectively, the range enables retailers to cherry pick products and direct customers to those that are most relevant.

The new coloured Snap Frames, which can be wall-mounted in order to save space, enable retailers to communicate clearly with customers. The frames are supplied with pre-drilled fixing holes and are finished in powder-coated black, red, blue or white with a styrene back panel. They are available in a wide range of sizes, including A4, A3, A2 and A1, with other sizes and finishes available on request ■





Applelec sales team

Top Tip from Michael

For large scale LED lettering projects where each letter requires its own power supply, talk to us about our purpose built enclosures. With each letter's power supply labelled within the enclosure, wiring is organised and this ensures any future faults are easy to identify and fix.

Give me a call
on 01274 774 477,
I'm here to help.



Signs | Display | Lighting | Components

Image: A D Bull (Leeds Beckett University and Harbours Signs, Norder)



LED face-lit letters



Premium flat cut metal letters



Luxury illuminated letters



Standard built-up metal letters

Letters to impress this winter

From standard built-up and flat cut letters in metal or acrylic to our Premium ranges, we have expertly constructed letters to suit all budgets.

We're always ready to help with those extra special projects and with our versatile range of LED options we'll ensure your illuminated letters dazzle this winter.

**FREE
PRODUCT
BROCHURES**

Visit our website to download
branded and unbranded
brochures

01274 774 477 or 01442 500 050
visit www.applelec.co.uk for our full range

applelec™

Good directions

A preferred trade-only supplier, William Smith has for over 85 years provided sign and display systems that are manufactured in-house and which can be supplied either as finished products or in component form for on-site assembly.

A key product in the range, and one that is used extensively in town and city centre directional and information signage projects is the Stylos fingerpost system. It has been widely adopted by local authorities requiring architecturally sensitive, anti-vandal and durable signs for main locations.

Stylos is a highly adaptable and multi-directional fingerpost sign system. Each unit has 'fingers' that can point in up to eight different directions and at varying heights. The system can be supplied in any BS/RAL or Pantone-matched colour and with a choice of bases, caps and collars and with different text styles and symbols.

One of its unique features is the concealed anti-vandal component that comprises an inner post to which the pre-drilled aluminium arms are



slotted and bolted into position. Precise fillets are then placed over the area to conceal the fixings and to make the system less likely to require replacement or repair due to acts of vandalism.

Stylos fingerposts are available in a standard format, either as a finished product complete with graphics, or in component form for on-site assembly. For areas of reduced or poor lighting, they can also be supplied with integral illumination and, in addition be adapted to create boundary and town/city centre information and route planning signs.

Complementing the Stylos fingerpost system are the new Tourist Gateway



Signs manufactured and supplied by William Smith. Following a government initiative, these town and city boundary signs now incorporate full-colour graphics depicting a place of historic or similar public interest aimed at promoting tourism in the UK, a typical example being the signs manufactured and installed by William Smith on behalf of South Tyneside Council.

As a fully CE-accredited manufacturer and supplier of these signs, William Smith can provide all of the necessary UK government approvals, as well as guidance on the accreditation process.

Significantly, the company can also act on a sub-contractual basis for other sign manufacturers wishing to engage with the Tourist Gateway Signs initiative, but who lack the necessary accreditation. ■

Standout with starburst!

The sign standoff is the reliable old friend of every sign fitter, but for too long it is one that has been relegated to the background. However, now is the time for standoffs to shine, which is why Albion Display designed the Starburst Wall Mount.

Manufactured in aircraft-grade aluminium and available in nine tough anodised colours, in addition to the traditional black, silver and stainless steel options, the new colour palette also features shades of gold, crimson and emerald in perfect keeping with the coming festive season!

As well as using colour to help create more exciting retail displays, the

Starburst Wall Mount also benefits from a unique design feature that makes it multifunctional. It can be used with the black gripping profile to hold 3mm thick panels from the side, or alternatively, take away the profile and the fixing transforms into a three-part sign standoff. It can successfully be used to support two to six millimetre thick panels and requires only a five-millimetre diameter drill hole, thus making it the ideal fixing for use with a wide variety of sign and display applications.

As well as this distinctive panel support, the Starburst collection also features a floor to ceiling cable kit and comes complete with panel clamps and the unique 'grubscrewless' technology for



which the range is renowned.

Manufactured by Albion at its Bedfordshire factory, Starburst is an



innovative addition to the company's already extensive range of sign fixings and cable and rod display components. ■



Flat Cut Letters
Built-Up Letters

Sign Trays
Projecting Signs

Monoliths/Totems
Illuminated Signage

LP Flex
Bespoke Fabrication

Trade Signs your trusted experts in **bespoke manufacturing**

A company committed to innovative technology, service excellence, rigorous quality control and a culture of continuous improvement where our total workforce is passionate about exceeding customer expectations.

20 YEARS DELIVERING INNOVATIVE SIGNAGE SOLUTIONS

tel: 0800 328 3050
email: sales@tradesignsuk.com
web: www.tradesignsuk.com

Trade 
20 YEAR
ANNIVERSARY **Signs**

Aiming high!



carpentry, spray painting, hand painting and gold leafing."

Trade Signs, one of the UK's leading trade manufacturers of bespoke signage is celebrating 20 years in the industry.

First established by Matthew Driver in 1994 as a trade supplier, Trade Signs combines traditional skills and the latest technological innovation to deliver its own brand of unique bespoke signs, all of which are fabricated in its Tring-based factory.

Matthew, who describes his teenage self as being 'a very passionate artist', explained that his artist mother had taught him how to paint and draw, skills that served him well when he undertook a week of work experience at the Hertfordshire-based Art Signs in 1987. In fact, he enjoyed the experience so much that he continued to work for the company every Thursday night and Saturday. He remembers: "Art Signs produced a lot of traditional pub signs and, during my time with them, I learnt everything about

In 1989 Matthew immigrated to Sydney, Australia where he initially worked for a sign company, before deciding to strike out on his own, completing a wide variety of signage work before returning to the UK in 1992, when he decided to further hone his design skills by completing an HND in Graphic Design. He also recognised that with the introduction of computerised vinyl cutting the whole industry was rapidly changing and that there was a niche opening up for a really good trade supplier of custom made signage.

He revealed: "My blueprint was for a company that used the latest innovative technology, coupled with rigorous quality control and excellent service to offer products that would continuously exceed customer expectations!"

Accordingly, he set up Trade Signs and it wasn't long before there was enough business for him to take on

first one employee and then another three, while also purchasing the company's first CNC router. In 1998 Trade Signs set up its own fabrication department, while also making further investments in staff and equipment including a second router and a laser cutter.

Nowadays, the company, which has a staff of 45, continues to grow and evolve and, as well as the move into its current 33,000 sq.ft premises in 2012, it is still investing in the latest kit. Early next year, it plans to install a new wet spray and powder coating plant and more fabrication equipment.

However, there is no guarantee of success for even the best equipped company unless those assets are equally matched with an unimpeachable degree of customer service, a point not lost on Haylee Benton, Trade Signs' Operations

Manager who said: "We have worked extremely hard to streamline our processes to ensure that our customers enjoy the ultimate hassle free purchasing experience – this is something that all of our staff feel really passionate about. Our quest for improvement, in terms of both quality and turnaround times, is on going and we're always setting ourselves new challenges, which is why are so excited to see our plans and ideas for next year reaching fruition, as we truly believe that we will be setting a new benchmark for sign manufacture."

And of course, some would say that Trade Signs has already more than achieved that goal, having picked up the Sign Construction award at this year's BSGA British Sign Awards, in respect of the spectacular, colour changing sign it manufactured for the ITV building in Manchester's Media City! ■

An expansive anniversary

Brunel Engraving, a leading supplier to the sign sector that services the needs of both national and international clients and is now the largest online engraving operation and one of the most successful speciality engravers within the UK, is celebrating 25 years in business.

Originally specialising purely in engraving, the company has more recently expanded into printing and etching in order to further to extend its range of trade services.

In addition to supplying blank or engraved Slatz office signage, it also provides engraving and etching services for smaller signmakers using brass, stainless steel, aluminium and plastic nameplates and recently launched a brand new industrial website to further complement its current commercial engraving and trophies and awards sites.

Commenting on the company's growth, Martyn Wright, Managing Director and founder of the business, said: "After 25 years we'd like to say a big thank you to all of our staff, customers,

Brunel Engraving Company
one of the UK's leading Engraving Specialists launches
TRADE ETCHING SERVICE



Plaques, Labels, Nameplates, Signs and Fascias
Top Quality, Competitive Prices, Fast Delivery,
Tel: 01275 871720

www.brunelengraving.co.uk email: info@brunelengraving.co.uk

suppliers and indeed everyone who has helped us to achieve success," adding "Over the past couple of years we have invested significantly, by expanding our premises and upgrading our technology to include the latest

machinery for producing printed metal labels, badges and name plates and exterior signs, plus the latest etching equipment, which has enabled us to produce larger signs and to quadruple our output." ■


Color Painter M-64s

COVERS THE FULL RANGE OF LONG-LIFE OUTDOOR SIGNAGE AND HIGH-QUALITY INDOOR GRAPHICS



"The Beauty"

A TOP SPEED FOR BANNER OF 66.5 m²/h
 EXCELLENT PRINT RESULTS ON PVC AT 33.1 m²/h
 OUTSTANDING IMAGE QUALITY ON BACKLIT AT 9.5 m²/h

WITH ITS **NEW** LOW ODOR ECO-SOLVENT 

SII

Seiko Instruments GmbH

Seiko Instruments GmbH
 Sales Office EMEA
 Siemensstraße 9
 D-63263 Neu-Isenburg, Germany
www.seiko-instruments.de

信·精

Trust and Precision



special feature – vehicle liveries

Making an impact



Vehicle liveries represent the fastest growing sector of the out-of-home (OOH) advertising market, enabling maximum public awareness and impact for businesses and brands in the commercial sector and providing increased opportunities for uniquely creative vehicle customisation and personalisation in the private sector. Vehicle livery expertise has developed dramatically in recent years to the extent that no longer is it perceived as the domain of a few specialist companies but is now an integral part of the broader services provided by most of the larger sign and display organisations. This is attributable to the advances that have taken place in printing and finishing technology, combined with the availability of a wider choice of specially engineered and more design-focused vehicle graphics materials. Mike Connolly reports on some of the recently completed applications, as well as some of the notable innovations currently on offer, both of which serve to illustrate the impact and level of creativity now possible.



A talked-about transformation

When the motor-sport division of construction and refurbishment specialists Barley McNaughton decided to rebrand its new race car trailer, brand and design experts Brilliant Media turned to Orajet, supplied by Antalis, to transform a full-sized articulated lorry into one of the most talked-about transporters on the racing circuit.

However, the company knew it had its work cut out, as Barley McNaughton needed it to create a strikingly different brand for its motor sport division as well as effecting a super-fast turnaround.

Accordingly, Brilliant Media produced an interesting architectural line illustration that runs along the entire length and back of the lorry to highlight Barley McNaughton's construction heritage, while also including a 'peeled back' section that reveals images of the team's touring cars and Jeff's classics.

This bold design concept needed the very best substrates and print technology, as well as precision execution in order to meet the tight two-week deadline, which is why Brilliant selected Orajet 3951RA vinyl



and its matching gloss overlaminates that combine consistency and reliability with the ability to conform well to the deep recesses of the trailer. The material's durability was also an important consideration, as the graphics will need to withstand the dual rigors of long distance travel and the heavy demands of racing life.

Brilliant used a carefully managed production process to execute the 1,350 sq.ft printed wrap, labelling where each set of drops were as

they came off the printer, through the gassing-off stage and then as they received the matching Antalis gloss overlaminates, to ensure each panel lined up perfectly, before presenting the newly branded trailer, with a day to spare, to the client. Happily, Barley McNaughton was so delighted with the successful outcome of the project, that it commissioned the Brilliant Media team to wrap the racecar, as well as all of its pit graphics panels. ■

Making the grade

A high-tech emergency livery is showing its true colours after passing the ultimate test in far-flung corners of the world.

Wild weather and difficult terrain combine to create punishing conditions for vehicles in the Falkland Islands – a tiny archipelago in the South Atlantic Ocean, while the climate and environment in the West Indies pose an altogether different, yet equally demanding challenge.

However, firefighters in both areas have just taken delivery of new AMDAC Carmichael tenders decked out in high-visibility Rennicks Nikkalite Flexible Crystal Grade sheeting and they're sure the robust and fully compliant livery will help keep residents safe for years to come.

The microprismatic material has been specifically designed for emergency service liveries with high-contrast

colours and enhanced retroreflectivity ensuring vehicles stand out from the crowd both day and night.

David Skinner, of Rennicks UK, said: "Emergency vehicles are always subject to tough working conditions and that, together with such diverse weather in places such as the Falkland Islands and the West Indies, means the livery has to withstand particularly heavy punishment. However, Nikkalite Crystal Grade is extremely durable and, as it was applied by one of our Gold Converters, it's guaranteed to provide high visibility for many years."

Bluelite Graphics, market leaders in the supply of high-visibility markings, created a bespoke livery kit for a water foam tender delivered to Falkland Islands' Chief Fire Officer, Gardner Fiddes. It has already provided a massive boost to the Islands' fire service, which is responsible for all 3,000 residents on the remote British Territory



and based in the capital, Stanley.

Park in Hull.

Nikkalite Crystal Grade was also used on a Scania machine sent to Trinidad and Tobago, where it has replaced an existing vehicle at the Atlantic LNG gas processing plant. The Rennicks livery is up to the task in this country too, of course, and AMDAC Carmichael have recently delivered a tactical response vehicle for use on site by the Fire and Rescue Service at BP Saltend Chemical

Gary Wilkinson, Technical Sales Manager for AMDAC Carmichael, said: "We're using Nikkalite Crystal Grade for conspicuity on many of our emergency vehicles as it provides a tough, hard-wearing, high-spec solution that's great to work with. It's also flexible, cost-effective and fully compliant so it ticks all the boxes as far as we're concerned." ■

An effective combination

Leading Edge Creative, based in West Yorkshire, has become widely recognised for the quality of the signage it has provided for a wide range of projects, whilst always maintaining the delicate balance between a client's creative vision and its budget, which is why it regularly selects the 3M materials supplied by William Smith.



When producing vehicle wraps, the company has discovered that 3M's 1080 colour change wrapping film and 3M 50 Series offers a particularly effective combination that provides it with a range of flexible options, coupled with ease of use and a superior finish.

Its recent vehicle wrap work includes a colour change effect plus graphics for an electrical service provider's Mercedes Sprinter. The client stipulated

that its key criteria was an eye-catching design and accordingly, Leading Edge Creative wrapped the vehicle in 3M's 1080 gloss anthracite and added text created from 3M's 50 Series orange and white gloss, using a vector based design.

Another recent project involved the re-branding of a fire company's 10 vehicles, all of which received a partial wrap, in order to achieve an attractive

design within a limited budget. Once again, Leading Edge Creative used 3M's 1080 and 50 Series, using a vector-based design.

3M 1080 colour change film and 3M 50 Series are available from William Smith, ex-stock, as full, part or

custom slit rolls with same day despatch on full or part roll orders received up to 6.00pm. ■





Responding to market demands



For many years, Metamark has both driven and responded to the demands of the vehicle graphics sector by manufacturing and supplying a range of material solutions expressly designed to help graphics producers tackle any vehicle graphics commission with confidence and at profit.

According to Metamark, in spite of the rise of digital print in the broader graphics markets vehicle livery specialists often still favour the simplicity and impact of the output

produced by using self-coloured cut and applied materials. Among the most popular materials designed to meet this trend is the Metamark M7 range that is said to exhibit all of the required performance and handling characteristics. It cuts reliably, weeds very easily and, thanks to the integral Apex Adhesive System, is effortless to apply. The film also demonstrates its advanced formulation capabilities when graphics are taken out of commission, with the face film removable without a trace of residual adhesive on the vehicle.

In recent years, colour ranges have been cut to the bone by many material suppliers but Metamark still manufactures and supplies the entire range of around 80 colours, claiming: 'If it's in the swatch, then it's on the shelves!'

In the field of digital media for vehicle livery applications, the company has again played a pioneering role with the appropriately branded MetaWrap MD-X next-generation and ultra-extensible film solution developed expressly for applications involving complex surfaces. The film is said to

elongate to an amazing extent to enhance its conformability, while the print quality is reputed to be exemplary thanks to its MD-Class Metamark manufactured genes.

Metamark reports that MetaWrap MD-X is growing the market for vehicle wraps and the more complex vehicle graphics, thanks to its competitive pricing that enables wraps to be used for short-term promotions, while the product's technical edge is said to qualify it's use for long-term high-value vehicle livery projects too. ■



Cutting Edge CNC Routing And Knife Solutions

AXYZ
INTERNATIONAL
UNRIVALLED
VERSATILITY



01902 375600
enquiries@axyz.com
www.axyz.com



Outstanding variations



A pioneer of vehicle wrapping and one of the perceived leaders in the decorative sector, APA has introduced outstanding chrome variations to supplement the existing range of PVC cast films that includes new non-reflective matt textures for the Titanium and Blue options.



Self-adhesive films from APA are compatible with most of the popular ink technologies. The metallic surface of the films is particularly resistant to

abrasion, due to the OLCHS (Over-Lam-Chrome-Surface) protection facility, while the ultra-permanent glue with channelled adhesive (Air Free FTX System) facilitates the expulsion of air to enable easy and reliable application and a perfect surface finish. ■



Turning heads in style



Vehicle wraps are supposed to turn heads, so it's no accident that the latest wrap by J. Cody Signs of Grimsby does just that and more, thanks to some novel use of modern media.

A quick look at the wrap might prompt you to ask: 'Where's the 'L'?' as 'Heath and Hygiene' has the ring of a mistake

about it and automatically forces a quick double take from all that view it. Fear not though, the moniker is actually spot-on and is the novel name of a carpet cleaning business.

The design starts with a total coverage of matt black onto which contrasting elements in contour-cut and printed MetaWrap MD-X are expertly applied. The contrast in textures and colours really makes the key design elements 'pop' by simulating the effect achieved when spot-varnish is used on a quality paper-print job.

Having created such a potent graphic, J. Cody Signs resisted the temptation to go overboard, with the result that the van works as a whole and provides the customer with an eye-

catching mobile advertisement, that not only distinguishes it from its competitors, but also makes it stand out amongst any group of vehicles.

The wrap's supply chain is as different as the wrap itself. The company that financed the purchase of the van also financed the wrap, thus providing its client with extra value, while also providing J. Cody Signs with another advocate out there in the market place! ■





A film for all reasons

A wide range of digitally printable and cut graphics films for vehicle livery applications is available from Grafify UK under its Grafitack, Graficast and GrafWrap brands.

For cut graphics applications, the Grafitack 100 and 200 series offer a lifespan of five or seven years and are available in a choice of 50 colours. The 50-micron Graficast films conform readily to irregular surfaces and will withstand the most hostile weather conditions likely to be encountered, making them ideal for multiple vehicle livery applications.



GrafWrap printable films are available in clear and white formats and are compatible with all of the popular ink technologies, including UV and Latex. They include an air-release option for enhanced application, together with a

choice of cast laminate finishes in gloss, matt and stardust effect.

The GrafWrap automotive films' range comprises both matt and gloss finishes and includes the ColourWave option



that changes its appearance contingent upon the ambient light and angle of viewing. The Deco collection includes textured films in various colours and finishes (including leather-effect) that can be used for vehicle wraps and interior decoration. ■



Enhanced livery protection

Key products in the MACtac IMAGin range of premium full 3D vehicle livery films supplied by Amari Digital Supplies (ADS) are JT5529MBF, JT5629PM29 and JT5599P. They have individual as well as shared design characteristics and benefits and are supported by compatible over-laminates for enhanced livery protection and film performance.

JT5529MBF is a highly conformable 55-micron white gloss PVC film featuring a bubble-free opaque adhesive that is

capable of being liberally repositioned to ensure perfect registration prior to final application. The film incorporates a PE-coated liner and can be converted using all of the popular print processes, including Latex. Described by vehicle wrappers as 'dry application at its best', the film can be used for longer-term graphics applied to flat, curved, embossed and riveted surfaces and offers a durability of 10 years.

Sharing the same benefits, performance-enhancing features and print compatibility, JT5629PM is a 50-micron white gloss cast film incorporating a permanent grey adhesive on a PE-coated liner. The film also offers a durability of 10 years.



To complement the range, MACtac has recently added the 55-micron JT5599P clear film featuring a Kraft coated liner. The film offers a durability of eight years.

All of the films are supported by a choice of two ultra-conformable CastLAM-branded over-laminates that are available in matt or gloss formats. These 30-micron soft cast PVC films are coated on one side with a clear permanent adhesive protected by an easy-to-remove liner. Both over-laminates provide outstanding protection from UV

degradation and resistance to abrasion and offer a durability of four years

In addition to MACtac's printable films, ADS also offers the MACtac Tuning Films range that facilitates the addition of special decorative effects to convex vehicle graphics. In common with the printable films, they can be repositioned liberally to ensure perfect registration. They can also be easily and purposely removed without any residual adhesive to accommodate changes in vehicle customisation. ■



The dynamic duo

Bridgend-based Elite Signs has recently completed a great looking mobile homage to a couple of Le Mans racing classics, in the head-turning shape of two notable vehicle liveries produced on behalf of the vehicles' race-enthusiast owners.

Elite, who won the project on the basis of work it had previously undertaken on the vehicles, began the Jaguar wrap with nothing more comprehensive than a low-res photograph for reference. However, ever mindful of the need to translate the design into reality, it prepared a detailed reference drawing for approval and to keep the application specifics on target. The Jaguar's livery was colour-matched to original references that strayed dangerously into the difficult part of the purple spectrum, before being printed on to Metamark's MetaWrap MD-X. Reproduction and colour fidelity, all agreed, was perfect and artefact free. Elite's application team, Barrie and Nicky, then applied the printed and laminated



MD-X livery components to the car.

The Jag presented a challenging application surface to say the least, but MD-X and the Elite team sailed through the job perfectly and the end result looks sensational and stands up to the closest and most critical scrutiny.

Silver metallic Jaguar devices were cut and applied over the wrapped and laminated MetaWrap MD-X, completing the main livery elements and Metamark MD5 was printed and applied for the decal components, resulting in an eye-catching, mixed-media ensemble that the customer is thrilled with.



Le Mans and the Gulf Porsches are practically synonymous and wonderfully evoked in the other half of the liveried duo. A VW 'Camper' may not, at first sight, appear to be the most appropriate canvas for a 917 homage, but it works brilliantly. Here, a combination of Metamark M7 and Metamark MD5 are used in tandem and

ensure that the VW looks every bit the class act it is.

On the road, the pair attracts the attention of everyone they pass and requests for photographs come thick and fast. The liveries make the point that there's value in wrapped vehicles beyond advertising for advertising's sake and that the medium is, in fact, accessible to all.

The Elite Signs team is as delighted with its work as its customers and is happy to entertain enquires from anyone with similar ideas - JPS F1 Styled Mini, anyone? ■

Stand out in style



With more and more vehicle liveries appearing on today's busy roads, particularly on commercial vehicles, it is becoming increasingly difficult to stand out from the crowd.

Vehicle graphics and wrap specialists, Pop-In Graphics of Cardiff is only too well aware of the competitive nature of these 'mobile billboards' as they compete for attention, and, as a result, is always keen to push the creative boundaries.

Part of the Morgan Signs Group, Pop-In has a wealth of expertise to offer and, as a

long-standing advocate of Mimaki wide format kit, it uses a JV400 Latex printer, which really came into its own on a recent project for FireFly, a solid fuel burner specialist, where it was used to enliven an ageing Mercedes Vario that had previously seen service as a school bus!

Pop-In's Managing Director, Craig Lovegrove explained: "FireFly gave us full creative rein, resulting in a very arresting vehicle wrap. The JV400 took it all in its stride, delivering accurately detailed and vibrantly coloured output. In addition, the machine's ability to print a large volume of graphics at high speed, without the need for gassing off time, has also had a very positive effect on profitability and productivity."

Not all clients want full body wraps, but Craig maintains that even simpler vehicle



graphic solutions need to be creative and well executed if they are to make a real impact, as the company's project for Clic-It Flooring illustrates. He observed: "We've discovered that since the addition of the unique orange and green Latex inks, the JV400's fantastic colour gamut enables us to accurately match manufacturers' paint colours, enabling our designers to create really impressive graphics that blend almost seamlessly into existing panels or transition into vignettes of the same colour, to deliver a really professional looking finish, without having to wrap the whole vehicle."

And it's not just larger commercial vehicles that can benefit from good design either, as is proved with the full body wrap of a Vauxhall Corsa for Borth Pharmacy. Visit Pop-in's website at www.popingraphics.com or its Facebook page for an even greater range of amazing vehicle transformations. ■





All options covered

As the UK's largest stockist and distributor of graphic materials from 3M, trade-only supplier William Smith provides a wide range of high-quality vehicle livery films that are available in both self-coloured and digitally printable formats. To enable alternative cost-to-performance options where price may be a major consideration, the company also supplies premium-grade films from other specialist companies, such as Arlon and more recently VION..



The flagship 3M IJ380 is widely acknowledged as one of the most effective vehicle wrapping solutions currently available. This 10 year-durable digitally printable cast film incorporates 3M's ControItac pressure-activated adhesive to ensure ultimate conformability to vehicles with deep corrugations, rivets and three-dimensional graphics found typically on vehicles owned by the large commercial fleet operators. The film is said to have comprehensively resolved problems often encountered with less technically advanced vehicle graphics solutions such as a tendency to lift in difficult recesses and crazing and cracking of the film due to the high stress levels imposed during application.

Complementing 3M IJ380 and meeting the

demand for more cost flexibility on short-to longer-term vehicle livery applications are 3M's 10 year-durable IJ180Cv3 and eight year-durable IJ170Cv3 films that incorporate 3M's renowned Comply Version 3 Adhesive Technology. This enables locked air to escape during application through micro-replicated channels beneath the surface of the face film to greatly reduce or eliminate the risk of bubbling, stretching and cracking and to ensure perfect adhesion to the substrate and a smooth wrinkle-free surface finish.

These digitally printable films are supplemented by the 3M 1080 range of cast self-coloured vehicle wrapping films. The choice of options available includes gloss, matt, carbon fibre and brushed metal-effect formats.

Similarly positioned and offering a further price-to-performance option is the range of printable and self-coloured vehicle wrapping films from Arlon. These include the seven-year printable DPF 6000 RP/XRP series with optional X-Shape adhesive for bubble-free applications, the 2600LX Ultimate Premium



Plus self-coloured films to which 12 new colours/effects have recently been added and the 2300X series available in 14 colours, including carbon fibre, brushed metal and high-gloss effects.

The special Automotive-X airflow adhesive technology enables perfect adhesion and conformability for full and partial vehicle wraps. The 100-micron cast films offer seven-year durability and are suitable for application to flat, convex and concave surfaces and within channels and over rivets.

William Smith has now added the VION range of digitally printable and window graphics materials that can be used for vehicle livery in addition to mainstream signmaking applications. Digital Series VP5000 is a gloss white five-year polymeric digital printing film available with both

clear and grey adhesive options. The high-quality clean white face film enables excellent printability, while the grey adhesive option imparts good hiding power. Digital Series VL5000 is a transparent over-laminate with a clear permanent adhesive and a choice of matt or gloss finish. It is designed for use with Series VP5000 to extend the life of printed graphics.

Supporting these vehicle livery options is a range of tools and accessories that will assist and improve film application and purposeful removal as required. The range includes surface preparation, cleaning and protection fluids, knives, blades and cutters, rollers, heat guns, squeegees, primers and edge-sealers. William Smith also offers vehicle wrappers a special Essential Tool Kit Bundle as well as providing Vehicle Wrapping Training Courses at its facility in Barnard Castle, County Durham. ■



ADVERTISING, DESIGN & MARKETING

BRAND 51

MAKE YOUR BUSINESS MORE THAN A NAME

With Brand51 graphic design services

W: brand51.co.uk
T: 0845 163 0251

trinity
public relations & marketing

Marketing solutions tailored to client needs

- Design for print
- Corporate identity & branding
- Design for web
- Editorial services
- Digital marketing
- Exhibitions and display

...plus lots more

Call Ray or James on 01623 883797 for a no obligation chat

DIGITAL PRINT SYSTEMS

Trust the experts to support your Mimaki

Mimaki

Customer Care Promise

www.hybridcservices.co.uk/support

hybrid

LED SPECIALISTS

applelec

Trade Suppliers

- Sign Tray Panels
- Built-up & Flat-Out Letters
- LED Illumination
- Way Finding
- LED Light Sheet

01274 774 477
sales@applelec.co.uk
www.applelec.co.uk

Signs | Displays | Lighting | Concessions

bright green direct.com

Premium LED products shipped free from stock at great prices.

- LED modules and tape
- Floodlights
- Power supplies
- Plus much more

01932 355221
brightgreendirect.com
Part of Bright Green Technology

MANUFACTURERS OF MAGNETIC MATERIALS

am anchor magnets
INNOVATE • DESIGN • CREATE

Magnetic Know-how Guaranteed

- Magnetic Sheet
Now up to 1600mm wide
- Magnetic Tape
Cutted in Sheffield
- Adhesive Tape
Genuine 333A
- Magnetic Sign Grippers

The essential tool for vehicle wrapping!

01114 244 1171
www.anchor magnets.com

Bisbell Magnets

NEW! High Definition wide format ferro sheet; Digitally printable magnetic sheet; Magnetic tape; Something special? Just ask!

Large stock, next day delivery

For more information, please call 01283 531000, or visit www.bisbellmagnets.com

MATERIAL SUPPLIERS

THE ONLY LARGE FORMAT MATERIAL SUPPLIER YOU NEED

All the materials you need for every output including:

- Screen
- UV offset
- Digital printing
- Sign making
- Advertising stands
- Point of sale
- Billboards
- Exhibition stands
- Vehicle livery
- Plastic fabrication

DIBOND CORTEX KAPA FOREX

call: 01927 568000
01256 786 2500
north: sales@antalismcnaughton.co.uk
south: sales@mcnaughton.co.uk
visit: www.antalismcnaughton.co.uk
buy online: www.antalismcnaughton.co.uk

antalis | McNaughton

Robert Horne Group

DeSign & Display

The UK's widest choice from one preferred partner

Reynobond foamalux
Altuglas ORACAL
FALCON SKYBOND
dtec

0845 450 1026
roberthorne.co.uk

PERSPEX Distribution Ltd

Superior for signs, Perfect for print

PERSPEX DISTRIBUTION LTD

- Perspex® cast and extruded acrylic
- Alupanel aluminium composite
- Polycarbonate
- APET & PETG
- Foamed and rigid PVC
- Acrylic rod and tube
- LEDs

Why choose Perspex Distribution?

- > Full stock holding
- > Cut-to-size service
- > Standard next day delivery
- > Full technical support

For immediate response please contact your regional sales and service centre:

Blackburn T. 01245 272 800	Tamworth T. 01827 263 900
Chalfont T. 01295 232 800	Weybridge T. 01932 555 900

www.perspex.co.uk

SIGN MAKING SUPPLIERS

INDUSTRIAL SIGN MAKING TOOLS AND EQUIPMENT

0800 5 999 058 OR 0333 6777 057

SPECIALISING IN:
SIGNMAKING TOOLS
SIGNMAKING FURNITURE
CUTTING MATS
FRAMES
FORMERS
WHEEL CENTRES

JUST SOME OF THE MANY NEW PRODUCTS FROM SIGNGEER.COM

SIGNGEER

Looking for a cost-effective way to put your company on the map?

Advertise Here!

For further information contact Val Hirst on 01623 882398 or e-mail signdirections@btconnect.com

signdirectory

The Sign Industry's Who's Who

MOULDED/FLAT-CUT LETTERS

Signtrade

Moulded & Flat Letters
Signtrade Letters is now established as a leading supplier of moulded and flat cut letters in the UK. Operating from London, we offer an unparalleled service to the sign trade at very competitive prices. See our website for details.

ChromeSign now in STOCK
Visit us for more details

TEXACO
HONDA
Iceland.co.uk

Quality Moulded Letters
Thousands of styles of flat-cut letters
ChromeSign moulded letters
Acrylic letters and signs
No lead times or delivery charges

T 0200 456700
F 020 8349 8005
www.signtrade.co.uk
sign@signtrade.co.uk

COMPLETE CNC SOLUTIONS

CNC ROUTERS CNC SERVICE
CNC TOOLING CNC SUPPORT

For High Performance ROUTERS & TOOLING
www.completecnc.co.uk
01934 742186
Exclusive Tekcel Distributor For UK & Europe

TEKCEL

design manufacture installation
Find out more at merson-signs.com

merson signs

SIGN SYSTEMS

Display & Signage
Professional Trade Service

0845 619 9802

Sign Supports
Suspended Cables/Rods
Acrylic Poster Holders
Custom Acrylic Displays
Display Stands
LED Light Boxes
Digital Signage

**Large Stocks
Fast Delivery
Order Online**

FAIRFIELD
DISPLAYS • LIGHTING
www.fairfielddisplays.co.uk

CNC ROUTERS & CUTTERS

FOR ALL YOUR CNC TOOLING AND CONSUMABLES

cncroutershop.com
01203 610000

A massive range of quality signmaking tooling for your CNC router at best prices

Check out our website
www.cncroutershop.com

SCREEN PRINTING

Humphreys SIGNS SCREENPRINTING

HUMPHREYS SIGNS LTD.
Unit 6, Spencer Trading Estate
Denbigh, N. Wales LL16 5TQ
Tel: 01745 814066
Fax: 01745 815374
Email: sales@humphreys-signs.co.uk
Web: www.humphreys-signs.co.uk

Trade Printers for over 30 years.
Estate Agents board specialists.
Printing on Correx, PVC Vinyl, Magnetics, as well as digital printing.
Large or small runs.

PRO LICHT

PROLICHT UK LIMITED
14, Spire Green Centre
Flex Meadow, Pinnacles West
Harlow, Essex CM19 5TR
Tel: 0844 412 2230
Fax: 0844 412 2231
Email: ukhelp@prolicht.com
Web: www.prolicht.com

Europe's leading Corporate Identity Sign Designers and Manufacturers.
At ProLicht corporate design is turned into reality. Our commitment starts at the design and development stage and continues through prototyping, production, project management & installation throughout Europe. Contact our UK office for advice and assistance.

NOVA
ALUMINIUM SYSTEMS

NOVAFLEX & SIGNCOMP
NOVACASE & NOVASLIN
NOVATRIM
POLE & PLANK
NOVATUBE & NOVADCAM
NOVATRAYS

ALUMINIUM SIGNAGE SYSTEMS THAT GET YOU NOTICED

0117 955 6463
E: sales@nova-aluminium.com
www.nova-aluminium.com

SIGNMAKERS

KASE MAKE
DYSS
Digital Cutter
DYSS X7
Digital Cutter: the perfect partner for your digital UV printer

Sales Service Support
AG/CAD Limited
www.dyss-uk.com
01606 863344

SIGNS BY BUTTERFIELD BRADFORD

BUTTERFIELD SIGNS LTD.
174 Sunbridge Road, Bradford
West Yorkshire BD1 2RZ
Tel: 01274 722244
Fax: 01274 848998
Email: general@butterfieldsigns.co.uk
Web: www.butterfieldsigns.co.uk

General signmaker offering Project Management and Sign Design. Specialist in Neon, Illuminated Signs and Maintenance.

BENSON SIGNS

Tel: 0151-298 1567
www.benson-signs.co.uk

Providing a wide range of sign products, with the largest in-house production facilities in the Northwest, servicing retail, leisure and public sector organisations across the UK.

Possibly the greenest sign company in the UK with ISO14001 and Carbon Trust accreditations.

www.Signwaves.co.uk

Huge Range - Large Stocks
Best Prices - Fast Delivery

01493 419333
enquiries@signwaves.co.uk

This month, **Mark Godden** advises the owners of small businesses



Don't let your business run you!

Running a small business has its attractions, as long as it doesn't end up running you. Unless you're a particularly gifted individual, it's unlikely that you'll be good at everything. Someone who is dominated by urges to design isn't likely to be similarly motivated by the prospect of sitting down and getting the invoice run checked over.

The flip side applies too. Someone who sees beauty in numbers and who enjoys pulling them around probably fails to see the attraction others may feel toward, for example, typography.

Running a small business puts you right at the centre of such conflicts of devotion and it doesn't let you off the hook just because you're not good at something or you don't want to do it. If you're the cook and bottle washer, you both cook and you wash bottles. If you don't, you'll either find yourself hungry or surrounded by dirty bottles.

Another pair of hands might help of course. But, if yours is the smallest of all concerns, the so-called one-man-band, the expense of taking another body on, makes your eyes water - if that is, you can motivate yourself to look at the numbers. A partner might take the sting out of the cost, but many small business owners struggle with the idea of diluting what's theirs and having someone else involved in their child's upbringing. Tough call.

No matter how good and rounded a business talent you may be, or how gifted you may have become, as anyone running a small business knows, they don't have time enough. Time just ticks away no matter how much effort you throw at it. When it's gone, it really is gone. Every second consumed is one you'll never have back again. Managing time therefore, is arguably among the key challenges small businesses face.

One pair of hands can only do so much. Indicated action then, is turn those hands to productive tasks and train them to be ruthless in recognising a waste of time when they see it. Similarly the things you may spend endless hours 'thinking about'. Most great ideas and big schemes arrive

unbidden and in a flash of inspiration. Don't therefore clutter the mind up with things that belong out of the head and in some sort of system for recording and managing them. If you do fill your head with your to-do list, then worry, masquerading as thoughtfulness or action planning, may just get in the way of that real banker of an idea you're due to have.

All the successful small businesses I've ever had occasion to deal with owe their fortunes to people, men and women alike, who subscribed to very simple ethics and values. There's a lot of sophistication implicit in most businesses today. Ultimately though, they all buy or make or provide something for a cost of X and sell it to something usually known as a customer for Y. In the course of so doing, they take reasonable steps to make sure they're not spending more than the difference returned between X and Y. For some reason, these businesses seem to succeed.

I've seen businesses that work perfectly well in practice, crushed under the imposition of systems designed to make them work in theory too. Businesses big and small fail under such burdens. Keeping an eye on the prize helps. The prize is a customer coming back for the difference buying from you makes.

Growing a business isn't easy, but keeping it growing is even harder. A business that manages to grow at 15 percent and keeps growing that way for five years will have doubled in size. When working off a low base, turning in 15 percent shouldn't exercise most too much, but with the sort of numbers you'll be hitting with a few years under your belt, you can't take that kind of performance for granted. Doing it from stellar heights, that

deserves some celebrity and I only know a few who've managed it.

For many, the attractiveness of a being the small ship's only crew is that you're accountable to nobody. You don't have to hit targets unless you set them, all you have to do is make sure the business washes its face and that your money comes back to you as customers pay. It's an attraction that's not lost on those in command of bigger ships accountable to banks and investors or other ravenous contributors hoping to scrape a bit off the top either. Many take the plunge.

The biggest step any small business operator can take, arguably, is letting go of the very attraction that inspired the business being set up in the first place and putting a toe in the water flowing in the direction of becoming a bigger business. Getting from very small to just a bit bigger, is a much bigger and scarier step than going from big, to Big, to BIG.

Going from two people to four doubles the workforce and does something similar to those scary fixed costs. Fixed costs represent a monster you're building, one that needs feeding or else. Even seen in a less colourful light, the two new bodies you've added, now depend to a great extent on you to make sure they can fill a trolley at the Co-op now and then. Some people don't take to such burdens well.

Fixed costs add commitment and commitment can be a scary thing. Cost balanced by lots of sales coming in, put things into a more palatable perspective. Speculative investment in growth that may or may not come though, that's not what many small business owners signed up for.

The signs and graphics industry is peppered with lots of small companies and studded with a few big ones. I've been around this business for over thirty years and that's the way it has always been. Personally, I've a lot of respect for the scale of the accomplishments this industry's smaller practitioners manage to consistently turn out.

You have to doff a cap in the direction of suppliers too in this context. They manage to pull off some of the most impressive business gymnastics of all. Setting up to supply the needs of a very fragmented group of small businesses, when you have a major distribution operation to reconcile isn't easy, add manufacturing to the mix too and that takes the game to a whole new level.

The fact such support exists makes running a small signs and graphics business viable. The cash required for a producer to keep all the stock needed on hand would see many put out of business. Backing the inventory off to the manufacturer/supplier - it's almost rude not to when it's a service-like offering that is there for the taking and they're so very good at it.

Running a small business and wanting to keep it that way may not sound like the most electrifying of goals but it suits the needs of many. It suits the customers they supply too and the suppliers with whom small businesses have good, symbiotic relationships.

Scale is a matter of choices. Building a small business and putting a roof on it before it becomes a skyscraper is one of them.

Mark Godden
mark@markgodden.co.uk



www.signanddigitaluk.com

24 - 26 MARCH 2015, HALLS 17 & 18, NEC, BIRMINGHAM

sign&digital UK[®]

THE UK'S PREMIER SIGN MAKING, DISPLAY SOLUTIONS AND DIGITAL PRINTING EVENT

The 2014 show delivered over 6,100 top quality visitors looking to buy the latest innovative products & services across

- interior & exterior signage
- display systems
- wide format digital printing
- plotters & cutters
- print finishing equipment
- sign substrates and much more

86%

of visitors authorise, specify or influence their company's buying decision

76%

of visitors attend Sign & Digital UK to discover new products

59%

of visitors specifically come to the show to source new suppliers

57%

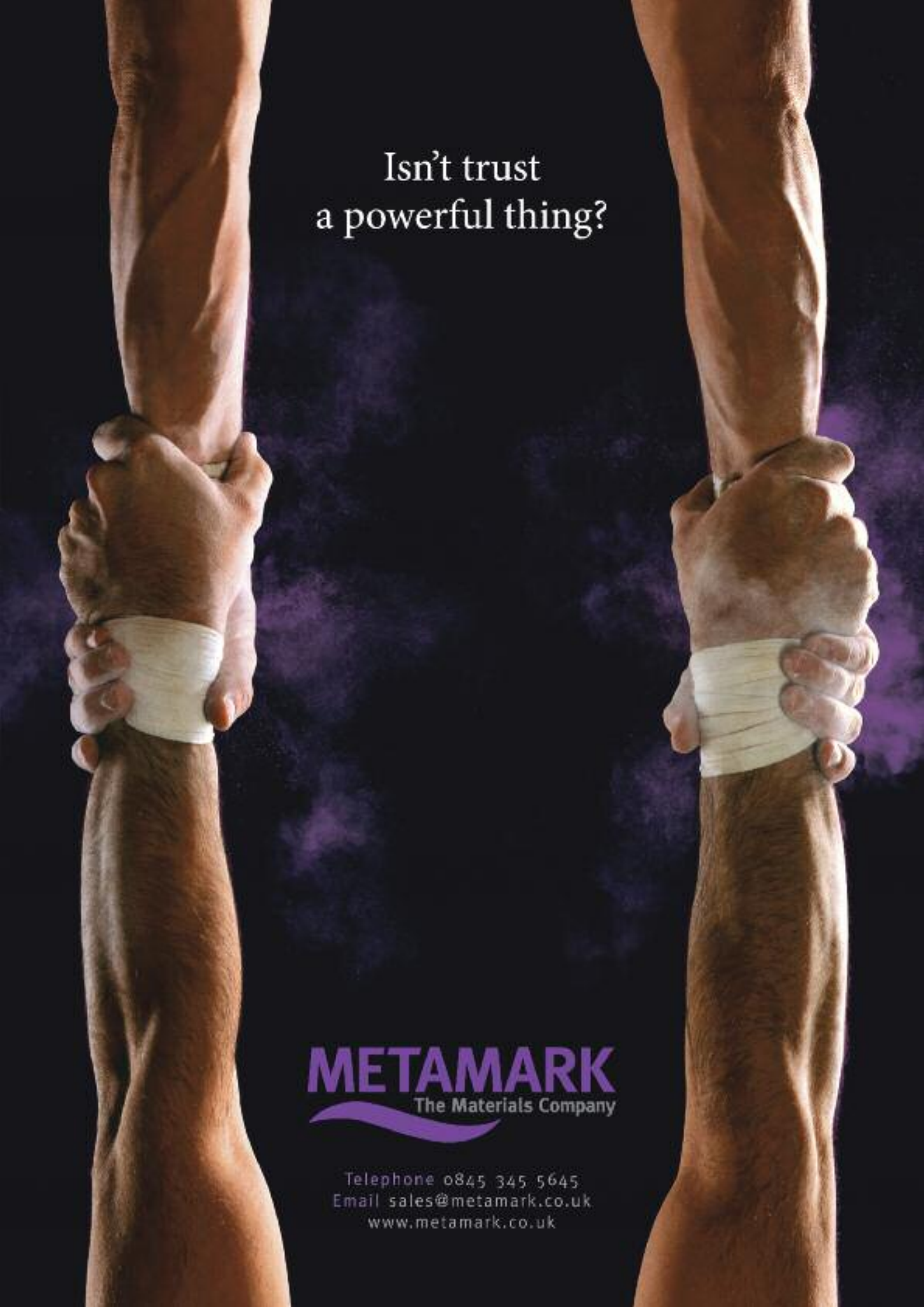
of visitors have not attended another event in this sector in the last two years

To find out how you can connect with thousands of active buyers at the 2015 event, call our sales team on 01342 332100 or email signanddigitaluk@fav-house.com

MAKING POWERFUL CONNECTIONS

Source: Independent Research by Zing Insights



The image features two muscular arms, one on the left and one on the right, extending vertically. Each arm is gripped by another hand, and a piece of white adhesive tape is wrapped around the wrist of each hand. The background is a dark, textured purple. The overall composition is symmetrical and emphasizes strength and trust.

Isn't trust
a powerful thing?

METAMARK
The Materials Company

Telephone 0845 345 5645
Email sales@metamark.co.uk
www.metamark.co.uk