

sign

FESPA¹⁵
2015

Cologne
18-22 May 2015

Apr/May 2015 - No.144

directions



Mobile Messaging

Metamark hits the road!

IN THIS ISSUE

DISCOVER A UNIVERSE OF PRINT - EVERYTHING YOU NEED TO KNOW ABOUT FESPA 2015

STEPPING UP A LEVEL - THE LAUNCH OF THE BSGA BRITISH SIGN AWARDS 2015

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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 June/July, which will be published during the second half of June and will focus on Décor



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Introduction

setting the scene

What a turbulent time it's been! Since the industry gathered at Sign & Digital UK, six weeks or so ago, PaperlinX has stopped trading in Europe and we now have a new Tory government with a firm mandate to do its worst over the next five years.

However, only one of these occurrences was truly shocking, as even though PaperlinX seemed to be doing brisk trade from its stand at the exhibition, rumours were already circulating as to its imminent demise and, barely a week later, the announcement came that the company's UK businesses were being placed into administration, with the consequent loss of over 700 jobs. Since then, PaperlinX operations elsewhere in Europe have also met the same sad fate.

But even though the company's collapse wasn't unexpected, I have to say I was a little dismayed by the speed with which many of its competitors sprang into action. In fact, the very next day, my inbox was swamped with e-mails from a plethora of industry suppliers, all of which followed a depressingly similar vein. First there were dutifully sombre, but possibly not altogether sincere commiserations, followed, in bright and breezy fashion, by details of their own offerings, which they urged potential customers to substitute for those previously supplied by PaperlinX.

It was a bit like a widow bowling up to her husband's funeral with her new beau in tow and really, every bit as distasteful, not to say disrespectful to all of those PaperlinX employees who either had, or were about to lose their jobs.

I took great pleasure in binning them all!

Whilst I can fully understand the need to capitalise on every business opportunity that presents itself, I also feel that since the PaperlinX administrator, Deloitte, had firmly stated that it was actively seeking buyers for all PaperlinX's UK businesses and was also keeping the company running, albeit in a limited way, in order to fully capitalise on its assets, competitors' time would surely have been better spent reflecting on the plight of the discarded PaperlinX staff and the financial meltdowns that many of its creditors were facing, not to mention the turmoil caused in the paper industry by the loss of a major merchant.

I was reminded of the whole sorry episode again last night, as I watched the defeat of longstanding Labour and Lib Dem MPs and earlier today, when both Red Ed and Cleggy fell on their swords. God knows, there's not usually much to admire about politicians of any hue, but actually I have to say I was both surprised and at least a little impressed by the calm and gracious way most accepted their fate, at least in public.

Now, following the news that the whole of the PaperlinX Digital Solutions team have transferred to Papergraphics, Vink Holdings has acquired the



assets of PaperlinX's VTS business, plus the services of 66 former PaperlinX employees and that Antalis has taken over three of PaperlinX's packaging businesses, thus also securing the future of 63 staff, it would be an appropriate time for other industry suppliers to make their own representations in as discreet and seemingly a way as possible.

There's a lot to be said for maintaining a proper sense of decorum and I hope that if and when another

industry stalwart bites the dust, industry suppliers will remember the stoic dignity of, say, Dougie Alexander, rather than the bombastic bluster of George Galloway and act accordingly!

But now on to happier things, one of which was the recent busy and bustling Sign & Digital UK show, where kit was being sold off stands like the proverbial hot cakes (read all about it on page 34) and FESPA 2015, which promises to be the largest FESPA event ever! FESPA exhibitions always represent good value for money, but if you can't make it to Cologne this year, turn instead to pages 38-47 to get a flavour of the show. In addition, we'll also be offering regular updates of everything that occurs during the event on our website, www.signdirectionsonline.co.uk as it happens.

These days' vehicle wraps are used for advertising purposes as much as anything else and you'll find a diverse selection of examples on pages 26-33. On page 24, we cover the launch of the BSGA British Sign Industry Awards, which culminates in a special lunch and awards presentation ceremony on 13th October at the East Midlands Conference Centre. The dedicated awards website is also up and running at www.britishsignawards.org, which is where you can download your entry forms! Elsewhere, you'll find all of our regular news pages and, on page 50, Mark Godden assures us that despite the current lightning speed of change, signs definitely have a bright future.

Moving on, our June/July issue will use Décor as its theme and if you have completed a decorative project that you believe is worthy of wider exposure, we'd love to hear from you. Ring me on 01623 882398 or e-mail signdirections@btconnect.com and I'll do my best to feature it.

That's about it, except to say that now they've been voted in, I hope the Tories have the good sense to balance the necessity for economic prudence with the equally pressing need to do everything they can to help businesses of all sizes to grow and prosper and to keep this fragile recovery going. Because if not, it will definitely be their turn to show a bit of grace and humility in 2020!



Val Hirst – Editor

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BSGA has a new President

Murray Crompton, Managing Director of Sign 2000, is the new President of the BSGA. He was appointed to take on the role for the next two years at the Association's recent AGM.

In handing over the reins to Murray, David Dyke, the retiring President, reflected on the Association's achievements during the previous two years, as well as recent tragic

events concerning falling signs and said: "The Association now has the right tools in place to help members navigate their way safely through the fundamental changes in legislation and standards that demand an appropriate and speedy response from sign companies."

After thanking David for his efforts during his two-year term of office, Murray Crompton added: "In future,



(l to r): Murray Crompton with David Dyke

signmakers will have increasing responsibilities to their clients and we are determined to see that our members are better prepared than their competitors to meet the challenges ahead."

The AGM also saw the re-election of

current Council Members Haylee Benton of Trade Signs Fabrications, Edward Butterfield of Butterfield Signs, Steve Croucher of Arrow Plastics, Mike Hall of Mike Hall Technical Services, Rod Hill of Morgans Consult and Rob Lambie of UK Signgroup. ■

Appointments



Brett Newman has become the new Managing Director of **Roland DG**, UK & Ireland, replacing

Jerry Davies, who after 14 years as UK Managing Director, has been promoted to the position of Managing Director of Roland DG EMEA.

Brett has been with Roland for 14 years, starting out as an engineer and subsequently occupying every major senior management role at Roland DG, including the roles of Product, Sales, Technical and Marketing Director. In his new position, he will be responsible for the company's UK and Irish sales, service and marketing operations, retaining his position on the UK Board of Directors, and working closely with Jerry Davies in his new role as Roland DG EMEA Managing Director.



The Huddersfield-based sign and manufacturing specialists, **The Horizon Group**,

recently announced that **Ross Ball** has taken over as Managing Director.

The son of the original founder Keith Ball, Ross originally joined the company in 2007 as Operations Director and whilst his new role will span a number of operational activities, he will also play a greater part in developing and adding

to Horizon's existing roster of clients. In addition, he is leading the team currently charged with expanding its product offering, with a specific focus on specialist, bespoke items.

Keith Ball has now taken on the role of CEO in the run-up to his retirement over the next couple of years.

Innova Solutions has appointed **Liam Dunleavy** as its UK Field Sales Manager. Liam, who is the nephew of Managing Director **Glenn Dunleavy**, is currently undergoing a rigorous three-month training period during which he will initially be responsible for a local sales area while he hones his product knowledge. He will predominantly spend time on the road visiting both existing customers and new prospects with a view to increasing sales across the board.



Following its appointment as an authorised UK dealer for Roland DG wide

format printers, **Nth Degree Imaging** has recruited two experienced Roland specialists, to further strengthen its technical and service offering to signmakers.

Duncan Macdonald a specialist in the wide format area, who also has experience of selling Roland printers, has joined the company as Digital Sales Manager. With many successful Roland

installations already under his belt during the last six years, Duncan is looking forward to the challenges that his new role will bring.

Andy Banks, who takes on the role of Digital Technical Manager, following many years working as a Prepress Manger and a Digital Sales and Support Manager, has in depth knowledge of Puzzleflow Workflow, Prepress Workflows, Colour Management, Colour Profiling, RIP Solutions and UV Packaging Solutions and will thus be able to offer customers of high level of technical Inkjet support.



Onyx Graphics has appointed **Marc Verbeem** as its Technical Sales & Support Manager for

the EMEA region, in a role where he will provide strategic support to the sales team, as well as technical support and sales consulting to the ONYX channel. In addition, he will lead the professional services segment, providing training to both dealers and customers.

Marc, who brings with him impressive sales training and technical support experience gained at XANTE Europe, Blikman & Sartorius and, most recently, Epson Europe, will ensure that the ONYX EMEA sales channel is fully conversant with all of the new ONYX products and will also maintain links between the ONYX sales team and their partners, thus ensuring smooth post-sale installations.



Following his appointment as Sales and Marketing Director 18 months ago, **Zeta Specialist Lighting** has now

appointed **Adrian Dennis** as its Managing Director.

Adrian joined the company with a brief to establish and execute a sales and marketing strategy to raise the profile of the brand and accelerate sales growth and, in the role of Managing Director, he will be ideally placed to lead its further penetration into the sign, commercial, outdoor advertising



and street furniture markets in the future.

Georges Gravanis has been elected President of **Avery Dennison's Materials Group**. Based in Hong Kong and reporting to Mitch Butier, President and Chief Operating Officer, he will be responsible for the global pressure-sensitive materials businesses, which comprise Label and Packaging Materials, Graphics Solutions and Reflective Solutions.

Georges Gravanis, who has held several leadership positions in Avery Dennison, previously served as Vice President and General Manager of the Asia Pacific division of the Materials Group and will continue in this role during the transition to new leadership. ■

It's all go for The Print Show!



Richard Bridle, operations director of DTP Associates

Following the release of the exhibition's first floorplan, DTP Associates has become the latest company to sign up to the inaugural edition of The Print Show.

The plan clearly details the companies that have already signed binding contracts to participate in the event, as distinct from those who have reserved stands prior to contract, thus providing accurate information on the true number of confirmed exhibitors.

Scheduled to take place at the National Exhibition Centre in Birmingham from October 13th to

15th, The Print Show has been designed by a UK company for UK printers. The event will pay tribute to all aspects of print and is designed to celebrate the work of the UK's talented print community.

Exhibitors will include the print manufacturing company Manroland Sheetfed, which has taken one of the larger stands, together with digital print technology specialist RISO, Premier Paper, D&K Europe, B&R Moll International, Signmaster Systems, and Grafityp UK.

To download the show floor plan, visit: www.theprintshow.co.uk. ■

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Business booms for Octink



Octink is celebrating its strongest ever first quarter, with a 33 per cent increase in revenues, compared with the same period in 2014.

Commenting on the company's busiest start to the year since it was established in 1962, Simon Martin, Octink's Client Services Director said: "Usually work takes a little while to get going, but this year the phone started ringing on our first day back after the Christmas break and it

hasn't stopped since!"

Current projects include a long-term sign and graphics project on the Greenwich Peninsula, marketing suite and signage projects in Nine Elms, and an ongoing project at Chobham Manor in the Queen Elizabeth Olympic Park. The company is also involved in work for major regeneration projects in London's Earls Court and Elephant and Castle. ■

showtime

DIARY DATES FOR 2015

FESPA 2015

18th-24th May

Koelmesse, Cologne, Germany

Organiser: FESPA

Tel: 01737 240 788

e-mail: sales@fespa.com

www.fespa.com/fespa2015/

Viscom Paris 2015

29th September – 1st October

Pavillon, Porte de Versailles, Paris

Organiser: Reed Expositions Paris

Tel: +33 (0)1 47 56 21 19

e-mail: jennifer.gras@reedexpo.fr

www.viscom-paris.com

The Print Show 2015

13th to 15th October

NEC, Birmingham

Organiser: Link Exhibitions

Tel: Tel: 0117 980 5049

e-mail: Page@theprintshow.co.uk

www.theprintshow.co.uk

Viscom Italia 2015

15th-17th October

Fieramilano, Milan

Organiser: Reed Exhibitions Italia

Tel: +39 02 435 170.1

e-mail: viscomitalia@reedexpo.it

www.viscomitalia.it

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

Celebrations all round!

Following its landmark 25th anniversary last year, Signs Express is now celebrating the fact that a number of its franchisees have achieved their own significant milestones, having clocked up 20 years with the network this year, with the first two franchisees, Signs Express Ipswich and Signs Express Grimsby both achieving their 23rd year in business.

The franchisees celebrating 20 years are: Nick and Marion Baxter-Sibley in Exeter, Russell Hollamby operating in Newcastle, Martin Prodger operating the Reading area, Stuart Harrison in

Milton Keynes, Gary Wolchover and Nuala Kennedy in Telford, Steve Jarvis in Derby and Alvin and David Morris in Warrington.

Managing Director Craig Brown, who has been with the company since its inception said: "It really is testament to the strength of our business model that so many of our franchisees have built their profitable businesses and continue to be a part of our network and their commitment to our brand ethos has helped us grow into the multi-million pound turnover business we are today. I want to thank them for their loyalty and hard work and offer



well deserved congratulations to them all!" ■

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AG/CAD

Mark Leeson | Indigo at The O2 | The Hargreaves Group

new projects



► Bradford based graphic design and branding company **Nebula Creative** has created chic and sophisticated signage to enhance the interior of the award-winning hairdressing salon, **Mark Leeson**.

After opening a second salon in Chesterfield with a completely new brand image, the company's original Mansfield salon was left in need of a makeover. Nebula Creative worked with **Superna Bespoke Interiors** to completely refurbish the salon, creating three new signs for both indoors and out.

Each piece of signage is constructed using **Applelec's** built up brushed stainless steel letters, with two sets being mounted to a folded aluminium fascia and the other mounted to a small folded aluminium panel. Nebula Creative, with advice



from Applelec, opted for the grey beige powder coated fascia panels to complement the interior style, which features brown leather seats, cool purple illumination and silver fixtures.

The first interior sign comprises a large Mark Leeson logo, which is mounted to the wall behind the reception desk and features cool white LED halo illumination

that further enhances the salon's lighting scheme. A second sign graces the salon's back wall and is mounted on exposed grey brick to create a strikingly stylish feature.

The exterior signage, which is just as impressive, comprises simple yet stylish capitalised text mounted onto a grey beige fascia and is also halo



illuminated with cool white LEDs, while a second outdoor logo is constructed from stainless steel and is mounted on the black brick wall by the doorway. Due to the small size of this sign, Micro-Sign LEDs were the illumination method of choice. ■



▲ Having previously provided some illuminated way finding signage inside the **O2 Arena**, **W&Co** was further commissioned to assist with the re-branding of the Arena's dedicated entertainment venue, **Indigo at The O2**, which was formerly known as IndigoO2.

The venue, which has a capacity for 2,800 guests, required a suitably glamorous sign for both its main entrance and its VIP entrance, which was being missed by guests due to the lack of visible signage.

In the first instance, W&Co's design team consulted with the O2's management team and the site's brand guardians on the ways it could improve the visibility of the VIP entrance and the best way of implementing the new branding onto the large curved wall of the main entrance, before producing a series of scale 3D design proposals that enabled the client to properly envisage how the completed installation would look.

After some fine-tuning, the new signage was approved and comprised a 5m x 2.5m sign for the curved wall at the main



entrance and a 13m x 1m wraparound sign for the VIP entrance. The manufacture was a particularly challenging, not just because of the scale and complexity of the signage but because of the irregularity of the curved mounting surfaces and Foamex templates were initially produced in order to ensure a precisely accurate fit.

The final designs were manufactured from a series of fret cut and LED back illuminated sign trays, with the main entrance sign featuring built-up, illuminated lettering that was face-mounted for added depth.

To create the circular pattern on the main entrance sign, W&Co made a variety of different sized

fret cut holes, each of which was backed with opalescent acrylic that had been covered with coloured vinyl. The sign was so intricately detailed that each individual circle had a different pantone colour and different levels of opacity.

Due to the complexity of the new Indigo at The O2 logo design, a portion of the work was completed manually, which involved the meticulous hand drilling of the smaller holes.

The overall design provides visitors approaching the venue from different directions with both a clear beacon to follow and a first tantalising glimpse of the sophisticated ambience that awaits them within. ■

► One of the UK's leading signmakers, **Tara Signs**, used **Zeta Specialist Lighting's** customised signage solutions to illuminate two of The Hargreaves Group's commercial property developments in the South East.

Tara Signs was commissioned to provide signage solutions for the entrances of two of the Hargreaves Group's sites in Southampton and Havant, but, as neither location had a mains-fed power supply, the project was a challenging one. Furthermore, the costs associated with laying the infrastructure for an on-grid power supply were substantial in both locations and, in particular, at Havant, where construction was completed.

Accordingly, Tara Signs approached Zeta Specialist Lighting to explore how it could meet the clients' brief for illuminated signage using its Solar Signage Kit, a bespoke solution for lighting outdoor totems and monoliths, which includes discreet and flexible PV



Solar Panels, Zeta's LED Embedded Panel and patented PS800 Energy Management System.

The solar panels harness the sun's energy throughout the day, which is stored by the highly efficient batteries, known for their long life and Zeta's intelligent EMS system then releases it, regulating the amount of power consumed by the LEDs at night, whilst maximising the power going to the batteries during the day.

Using the Zeta solution Tara Signs installed a new, modern 6.6 metre high monolith at the entrance to the Southampton site, featuring the names of the businesses located within, whilst at the Havant location the newly installed solar powered monolith included the name of the park on the header unit and logo on the lower panel, thus fully meeting the clients' brief with a cost efficient energy saving lighting solution that was nonetheless every bit as effective as more traditionally powered lighting. ■



Supplier News

New William Smith website hits the spot



To reflect the significant change of emphasis in the nature of its business, William Smith has launched a new website with greater focus on the vast range of materials, tools and accessories that are available for customers to order online.

Featuring much more visual content, with new photography, a clean layout and easy to scan features and product

information, the new site also enables customers to search for any item in multiple ways, using the mega menu, search box and filters to shortlist relevant products. In addition, key product features, technical information, colours and sizes are all easily accessible at the touch of a button, while the 'Resources' section contains links to useful printer profiles, as well as product bulletins, application guides and videos

offering helpful tips and advice.

Further, the new online click and order feature is highly responsive across mobile, tablet and computer platforms, enabling customers to place orders wherever they are, from any device, 24 hours a day, while also being able to access their previous web history and to track every order from payment to delivery. ■

Antalis acquires three PaperlinX businesses

Antalis has acquired 1st Class Packaging, Donington Packaging Supplies and Parkside Packaging from PaperlinX UK. All three companies, which have continued to operate as normal since PaperlinX UK was placed into administration on 1st April, are well-established and successful packaging distributors.

David Hunter, Managing Director at Antalis, described this as an important acquisition that forms part of the company's on-going strategy to substantially grow its packaging business.

He said, "We are really pleased to acquire these great businesses as this further reinforces Antalis as a key player in packaging in the UK. This acquisition also secures the jobs for the 63 employees who have experienced some uncertainty over recent weeks. For them and their customers, it is now very much business as usual."

Antalis is already a major distributor of packaging products, systems and solutions and with these businesses will increase the scale of its UK packaging business to over £80 million annual sales. ■

Wrights Plastics is a manufacturing champion

West Bromwich-based manufacturer Wrights Plastics has been shortlisted as a 'Manufacturing Champion' in a prestigious Business Awards event.

The Express and Star Business Awards 2015, which aims to recognise the quality and depth of the business community across the Black Country, Staffordshire and the surrounding area, nominates 33 finalists across 12

categories. The awards ceremony takes place at Wolverhampton Racecourse on 11th June and is supported by Jaguar Land Rover, Lloyds Bank, Wolverhampton City Council, University of Wolverhampton and UTC Aerospace Systems and others.

This latest nomination for Wrights Plastics comes just months after it was named 'Manufacturer of the Year' in the Birmingham Post Business Awards 2014 and is



further recognition of the company's tremendous growth in the past twelve months, when it generated a 40 percent increase in turnover and recruited new staff to help it meet the demand for a product range that includes manufacturing components and retail display items. ■

Spandex acquires Proga Plastics

Spandex is continuing its global expansion with the latest in a series of acquisitions that aim to further enhance its market presence and customer offering in key geographical locations.



Spandex CEO, Rod Larson explained the strategic motivation behind this and other

recent acquisitions, saying: "Following the move to private ownership in 2011, the Spandex leadership team has been focusing on providing customers with the widest possible portfolio of products, supported by first-class service. All of our acquisitions are in line with our long-term strategic

plan to grow our international reputation as a one-stop, value-added supplier of quality branded products across multiple market segments. This is a very dynamic period of both organic and external growth for the company."

Previous acquisitions made by Spandex since 2011 include the Turkish company OTS, Polynorma of Spain, the Australian companies Quallsign and PlasImage, the Swiss company LMV AG, and the Italian distributor of roll and rigid media, Sanvido SRL. ■

ATP names CMYUK as exclusive UK dealer

CMYUK has been named as the exclusive UK distributor for ATP Adhesive Systems' range of self-adhesive media for the digital print sector.

The range, which includes ATP's range of mount films, guard films and print films, is manufactured at the company's production facility in Mihla/Buchenau, Germany, where a new coating facility, part of a €20 million investment programme, is currently being commissioned.

The investment also includes the construction of a production and warehousing facility that will be housed within a new 12,000 sq.metre building, together with an

860 sq.metre office complex. In addition, ATP will also be recruiting between 50-60 new staff members.

The central focal point of the factory is a new 70 metre long coating line offering clean-air manufacturing, thus enabling ATP to manufacture self-adhesive graphic films with exceptionally high quality optical appearance.

Commenting on the appointment of CMYUK, ATP's Managing Director, Daniel Heini said: "We are delighted to be entering the next phase in our company's development and look forward to further cementing this new partnership." ■



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Supplier News

More plaudits for Contra Vision

After gaining a Queen's Award for Enterprise in 2014 for Overseas Trade, Contra Vision has now won the Queen's Award for Enterprise 2015, this time for Innovation.

The award is made in recognition of the fact that the Manchester-based company has over 30 inventions patented or patent-pending and, as a result, continues to lead the field of one-way vision and other see-through graphics.

Contra Vision see-through graphics enable the transformation of glass for advertising, branding,

architectural design, one-way privacy and solar control and, in addition to its extensive range of own-brand products, the company also licenses multi-nationals such as 3M and Avery Dennison, which has helped it to expand its global reach.

Commenting on the award of this latest accolade, Managing Director Roger Hill, said: "As a privately owned company, we are delighted to receive this recognition of our continued efforts to invent and develop new products and to grow the market for see-through graphics." ■



Amari goes down under



Amari Plastics has opened a new service centre in Queensland, Australia, which is located in Brendale, just north of the state capital, Brisbane.

In common with its UK counterpart, Amari Plastics Australia will offer a complete line-up of globally sourced products for signs, graphics and displays, as well as technical

support, conversion facilities and application advice.

Key products available will include Amari Plastics' popular Acrycast acrylic range, as well as Makrolon polycarbonate sheet and other sign and display staples, such as aluminium composite panels.

Amari Plastics Australia, a sister

company to Amari Plastics plc, is the newest member of the global group that includes such well known names as Vink, which has a strong presence throughout Europe, Laird Plastics and Port Plastics in the USA and Canada and Dotmark in Australia.

Andy Carroll, Managing Director of Amari Plastics plc said: "The Amari

brand is 40 years old this year and our growth continues to accelerate. It took us 30 years to make the important step across the Irish Sea to Northern Ireland, but only a few more months to make a major stride into Australia!

For further information visit: www.amariplastics.com ■

Antalis scores gold

Antalis has achieved the Gold Award for the fourth year running in recognition for its approach to occupational safety and health in an awards scheme run by the Royal Society for the Prevention of Accidents (RoSPA).

Dating back 59 years, the RoSPA Awards scheme is the largest and longest-running programme of its kind in the UK. It recognises commitment to accident and ill health prevention and is open to businesses and organisations of all types and sizes from across the UK

and overseas. Judges consider entrants' overarching occupational health and safety management systems, including practices such as leadership and workforce involvement.

The Gold Award will be presented to



Antalis in a ceremony at the Hilton Birmingham Metropole Hotel, at the National Exhibition Centre, in July. ■

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Equipment & Material

Spruce it up

Aslan's new Illustra range of transparent films is designed to provide surfaces with a fresh and modern appearance.

Available in three attractive white designs, including Linen, Dot and Snow, Illustra can be used in domestic, corporate, or public interiors to create decorative sight projections and to provide modern solutions for dividing rooms without reducing the transmission of light.

In addition, the range features ASLAN-Dryapply technology with fine air release channels in the adhesive that enable air bubbles to be easily expelled, thus facilitating speedy and trouble free application.

Illustra is both scratch and solvent resistant and, because its pattern is printed on the rear side, it can be used in conjunction with screenprinting and digital printing technologies using solvent eco solvent, latex and



UV curable inks

With an outdoor durability of a minimum seven years, Illustra is



suitable for use in all long-term applications. ■

Perfectly positioned

Nova Aluminium Systems' overhead lighting system Novatube was recently used to illuminate an ornate hanging sign outside the Cosy Club.

The tilt options offered by the Novatube system enabled the two units to be positioned at precisely

the correct angle to ensure maximum light coverage. With an 80mm profile, the Novatube's LEDs are the perfect light source and, when used in the double-sided units, only one power supply is required, thus making them very competitive.



Novatube can also house the extremely efficient Starcoat T5 fluorescent tubes, powered by electronic control gear, too.

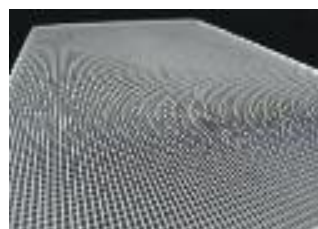
It is available off the shelf in either white or black, and in any standard RAL colour to order. ■



A bright future

Perspex Distribution has launched a new range of LED light sheet panels supplied exclusively by Addlux that complements the existing range of Perspex Distribution's LED lighting solutions and offers customers plug-and-play solutions for a wide variety of lighting or backlighting applications.

Based on state-of-the-art design and high technology manufacturing techniques, the Addlux LED light sheet panels offer a combination of high brightness and even illumination, even when used with curved panels. This is made possible because each panel features unique light diffusing patterns machined onto the acrylic light diffusion sheet. The pattern varies dependent on the size, shape and dimensions of the panel.



Addlux LED light sheet panels are available in thicknesses ranging from an ultra-thin 4mm, up to 10mm and in panel sizes up to 4m x 1.6m and 3m x 2m.

Rectangular, shaped and curved panels are manufactured to customer design and are available as standard for indoor use and are also IP67 rated for outdoor use.

Panels of standard and higher brightness levels are also offered, as is a wide range of LED colour temperatures, including cool white (5300K or 6000K), natural white (4000K), warm white (3000K), individual and RGB multi-colour. ■

An additional choice

Innotech Digital and Display has expanded its extensive Print Media range with the welcome addition of FR100, a highly competitive monomeric self-adhesive vinyl.

FR100 is a 100-micron monomeric calendered vinyl with 140g/m² liner, which is suitable for intermediate application on flat or gently curved surfaces. Currently available in White Gloss, White Matt and Clear Gloss finishes, it features a permanent clear adhesive.

This is an exciting new addition to Innotech's established VMAX range, which includes a comprehensive selection of monomeric, polymeric and floor vinyl options. ■

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Equipment & Material

Size matters!

Trotec Laser has introduced its largest, most powerful flat bed laser cutter, the SP1500, which was recently showcased in the UK for the first time at the company's South East showroom in Guildford.



Especially designed with signmakers and stone engravers in mind, this CO2 laser cutting and engraving machine is the perfect tool for demanding and versatile applications. The 400-watt laser can cut through thick acrylic, wood and plastic and has a robust flatbed that can handle large plates and sheet material. Plus, with the addition of the heavy load table, the SP1500 can process objects up to 50kg in weight, making it ideal for use with granite plates, marble tiles and even tombstones.

The SP1500 has a working area of 1500 x 1250mm, making it suitable for a full standard size sheet of acrylic. It can be used on substrates up to 185mm high and has a 7.5 inch lens, making it the perfect choice when cutting thick material.

Further, its InPack Technology protects inner components, creating a virtually maintenance free laser, while head-mounted extraction removes debris whilst cutting and intelligent path control reduces cutting time. ■



Eyes down!

APA has introduced its new range of self-adhesive, non-slip floor graphic films, which enable both advertising messages and decorative graphics to be applied to the floor.

The range comprises three different films, including Protector1, a 250-micron film, which offers a high embossed, matt effect surface that is highly scuff resistant and is thus ideal for use in applications where there is a heavy footfall.



Protector2 is a 200-micron, medium embossed matt film, which is also suitable for use in applications that will receive heavy wear, while Protector3 is a 100-micron semi-matt film, with a



lower level of embossing that is especially designed to maximise the appeal of the underlying graphic, while still offering a good level of scuff resistance and non-slip characteristics.

The films carry a B-S2-D0 fire



prevention certification in line with the European classification relating to fire prevention.

All three films can be imaginatively

customised to complement any decorative interior scheme, or to highlight any advertising promotion in domestic, corporate and public spaces ■



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Equipment & Material

A warm reception

When leading corporate signage specialist Sign 2000 undertook a rebrand on behalf of healthcare and insurance provider PruHealth it had no hesitation in specifying the use of 3M DI-NOC Architectural Finishes films in the refurbishment of the company's reception area at its Bournemouth HQ, which included new interior wall signage and a complete reworking of the furniture.



cost of replacement.

Having previously used DI-NOC films, supplied by 3M's largest UK stockist William Smith, on a number of high-profile projects, Steve Spackman, New Business Director at Sign 2000, had been impressed by their ability, at a relatively low cost, to refurbish building surfaces without the high

Especially developed by 3M as a cost-effective design solution for interior and exterior refurbishment projects, DI-NOC architectural finishes comprise over 700 distinctive self-adhesive vinyl films that faithfully replicate the appearance and feel of traditional materials. Typically, these include various woods, metals, marble, leather, carbon fibre, stone and stucco, which can be successfully



used to transform different interior and exterior surfaces, including walls, doors, reception desks and associated furniture.

In addition to DI-NOC films' aesthetic benefits, they are also easy to apply and to remove from both flat surfaces and those with convex/concave

profiles at the end of their natural life and are very easy to maintain in a pristine condition without the need for harsh chemical cleaning agents. They are also resistant to the ingress of water, dirt, impact wear and abrasion and fully comply with IMO flammability requirements. ■

Set in Stone

Brunel Engraving has introduced a collection of Corian plaques to its existing product portfolio, which come in a variety of natural stone finishes.

Crafted from a mixture of acrylic resin and natural minerals, the collection, comprising a choice of Quartz, Slate, Granite and Marble effect plaques, is available in a range of different sizes, with all plaques being supplied complete with screw fixings and domed caps.

The Corian collection further enhances Brunel's existing range of brass, stainless steel, aluminium and acrylic plaques, together with its range of labels, nameplates, signs and fascias.

Brunel Engraving's Managing Director, Martyn Wright commented: "Corian is a fabulous seamless, non-porous and stain resistant type of stone material that retains its finish and doesn't dull with age. In addition, it's also fade



proof, hard wearing and virtually maintenance free."

He added: "It's a great material for engraving, as its consistent quality and high density enables us to reproduce a high level of detail and to fill engraved areas with inks to achieve a variety of different colour combinations. Corian is acrylic based, which means it doesn't fade or discolour, thus making it ideal for use as commemorative and memorial plaques and house signs that are exposed to the elements and thus require a high degree of durability. And, happily, rain is no problem as it simply cleans Corian rather than weathering it!"

Established for over 26 years, Brunel Engraving is a leading supplier of signs and plaques and is currently one of the

largest engraving operations within the UK. The company, which handles national and international clients, provides bespoke engraving services to a wide spectrum of industrial and commercial customers, which range from simple engraving requirements to complex print and etched plaques.

Martyn Wright concluded: "We are delighted with the response the launch of these plaques has already received and we have no doubt that Corian is going to be a very popular product and an important addition to our product range."

All of Brunel's products and services come with the company's guarantee of top quality, competitive prices and fast delivery.



For further information contact Brunel Engraving on Tel: 01275 871720, email to: info@brunelengraving.co.uk or visit: www.brunelengraving.co.uk ■



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Double the effect

XYZ International has launched a hybrid digital finishing solution that is said to be the most innovative and versatile combined CNC routing and knife-cutting solution currently available.

Called the XYZ Trident, it provides a three-pronged processing capability - router spindle plus oscillating and tangential knife units - within a single powerful production workhorse.

Trident has been developed to resolve issues frequently encountered by digital print finishers and in particular, those that relate to the need to process an ever-increasing range of different flexible and rigid substrates that require a

wider, longer and deeper processing capability in addition to having to purchase at least two different types of machine to carry out all of the routing and cutting requirements of digital print finishing.

The routing spindle/oscillating/tangential knife-cutting combination works efficiently and harmoniously to handle materials that might prove challenging for traditional routers, whilst increasing throughput by as much as 50 percent by comparison with other XYZ machines. Due to the triple-head configuration of Trident, it is now possible to process virtually any flexible and/or rigid substrate, including materials as diverse as aluminium and other non-ferrous metals, aluminium composites



Save time, save money

According to its founder and Director Peter Potts, Signs2Signs has achieved savings on production time of up to 70 per cent following the installation of two XYZ 6000 Series CNC routers supplied by XYZ International.

The routers, one of which is a used 6010 model that has now been upgraded with the latest XYZ A2MC machine control system, have replaced two machines purchased previously from another supplier. The used 6010 twin-head router was purchased prior to installation of the new 6000 Series model because of its ability to simultaneously process two sheets of the aluminium composite material (ACM) that is used extensively in the manufacture of exterior fascia signs.

Founded in 2004, Signs2Signs employs a staff of eight working out of a facility in Manchester. In addition to manufacturing a range of

bespoke internal and external signage (including flat-cut letters and fascia signs), Signs2Signs specialises in the fabrication of three-dimensional built-up acrylic sign letters, in heights ranging from 100 up to 3,000mm, which are used for a wide range of signage applications.

Peter Potts commented: "We chose XYZ International as a preferred supplier because of its reputation in the sign industry for outstanding service, engineering excellence and technical support, as well as the positive feedback we received from other XYZ machine owners. The routers have been a pleasure to run and have helped us to achieve savings on production time of up to 70 percent, whilst also imparting a superior quality of finish to the signage products we supply to the trade, including sign trays and face and returns for our built-up letter fabrication department."

The XYZ 6000 Series of routers offers the same configurability as that of all XYZ CNC machines. The oversized processing table can handle a wide range of signmaking substrates, including aluminium and aluminium composite materials, stainless steel, non-ferrous metals, acrylic and various plastics, wood, plywood and MDF. The routers provide a processing width of 2,159mm, plus a processing length that starts at 3,048mm and is expandable in increments of 610mm, together with a maximum speed of 25m/min (higher speeds are possible as required).

In addition to the A2MC facility that claims the highest machine control capability currently available on CNC routers, the XYZ 6000 Series, in common with all XYZ machines, is available with a host of both standard and optional performance-



enhancing features. These include the XYZ Auto Zone Management facility that ensures the material being processed is held securely throughout the routing/cutting process to deliver optimum accuracy and a superior cut finish.

Other enhancements include a radically expanded Automatic Tool Change (ATC) facility, AVS (XYZ Vision System) integrated with the A2MC and the latest high-precision helical rack and pinion drive system. Due to its multiple teeth configuration, this latest drive system spreads the work load more evenly, leading to a significant reduction in machine wear and ultimately a longer than normal machine life! ■

(ACM), acrylic and plastics, foamed and corrugated board, vinyl, cardboard and paper.

Standard processing areas of the machine range from 1524 x 1219 to 2159 x 3048mm, with virtually any length of material accommodated, while the narrower carriage construction contributes to a 12 percent smaller footprint by comparison with other XYZ machines. The Trident also incorporates readily interchangeable blade attachments that can be as long as 120mm to enable the more efficient processing of harder, heavier and thicker materials.

In addition to the narrower three-head processing configuration, other key design benefits of Trident include a rigid steel frame construction to better accommodate more vigorous machine operation, an exclusive live

vacuum deck that provides a maximum material hold-down capability and an integrated latest helical rack and pinion system for enhanced routing/cutting precision. These benefits are supplemented by servo-drive motors for high-speed performance and up to 10hp routing spindles to deliver an increased power capability for the more demanding projects.

Optional machine enhancements include a radically expanded Automatic Tool Change (ATC) facility for multiple job processing and the XYZ Vision System (AVS) that ensures fast and precise media registration mark location whilst automatically altering the cutting path to guarantee 100 percent accuracy.

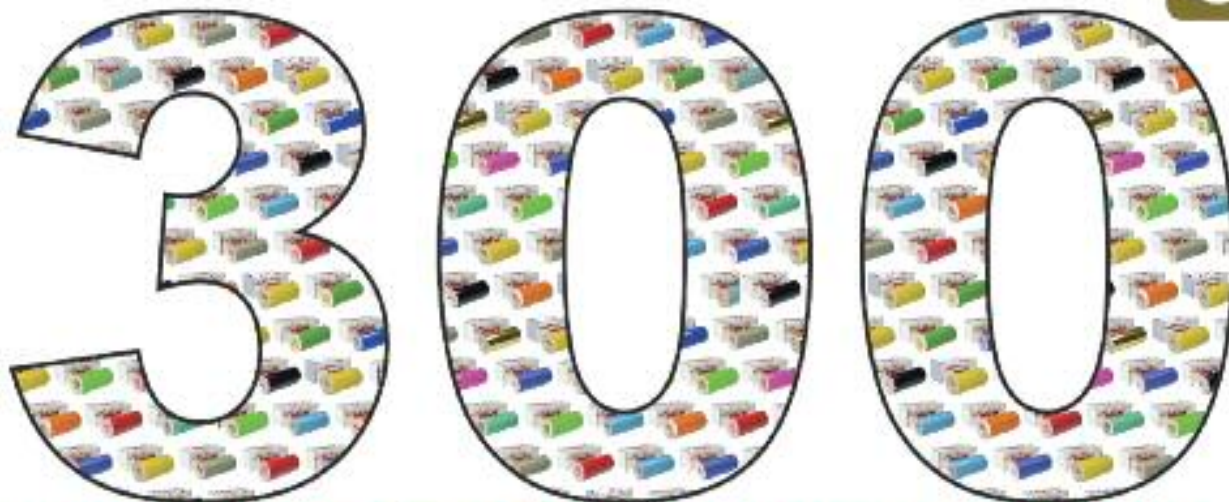
For digital print finishers, XYZ Trident represents a 'best in class' production solution that offers



greater flexibility, versatility and a more powerful performance capability by comparison with any

other digital print finishing alternative solution on the market. ■

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Sign Awards steps up a level

The 2015 BSGA British Sign Awards, the culmination of which is scheduled to take place on 13th October, promises to be yet another rip-roaring success, as it moves to a swish new venue and encompasses even more categories. Val Hirst reports

David Catanach, Director of the British Sign and Graphics Association, reported: "We already have most of the sponsorship in place and the new award categories will enable even more of the outstanding work of British signmakers to take centre-stage,"

He continued: "Our aim was to introduce an awards scheme that celebrated the manifest creativity and myriad skills of the British sign industry and last year's awards were a great success with over 250 entries resulting in some fabulous winners and an outstanding presentation ceremony at Villa Park. We are delighted that 3M has once again stepped up as the principal sponsor of the Awards Scheme, with a further eight sponsors also committing to individual awards. We are currently in discussions with a number of other businesses regarding the remaining categories.

"Thanks to the support of all the sponsors, we have moved the presentation ceremony to a new, bigger venue and will make 14 signmaker awards, with the winning entry from each category going forward to be judged for the coveted Sign of the Year award. There will, in addition, be a 'Product of the Year' award and we expect competition for this to be even fiercer than before."

One new category is for the Leisure Industry Sign of the Year. David explained: "Leisure – covering pubs, clubs, restaurants, sports facilities and entertainment venues – is one of the biggest sectors for creative signage and we're delighted to introduce the new award,"

"We have also split Vehicle Graphics into two categories – commercial



vehicles, covering everything from vans and trucks to planes and trains, and personal vehicles, meaning, primarily, cars which are increasingly being wrapped by their owners in what some people describe as vanity projects. These two awards reflect the different disciplines employed across this popular sector."

Last year the awards were presented at a gala lunchtime event and the format proved so successful it has been retained for 2015. This year's presentations will take place at the East Midlands Conference Centre, which is conveniently located on the campus of Nottingham University. Once again, Bob 'The Cat' Bevan, who proved to be such a popular host last year, has agreed to comper the awards this year.

EMCC is a purpose-built conference centre that provides all the facilities needed to stage a great event. The drinks reception and the Sponsor's Showcase will be staged in the centre's concourse, with the luncheon and awards ceremony taking place in the adjoining banqueting hall, which has the capacity to cater for 450 guests.

David added: "We want to make the awards a major event that brings the whole industry together and are aiming for a full house. To this end,

we have kept ticket prices at a very affordable level at £65.00 (+VAT) each or a table for 10 at a discounted £550.00 (+VAT).

Entry for the awards is now open to all UK-based sign businesses, regardless of whether or not they are members of the BSGA. Entry is free and, in the interests of fairness an independent panel of sign industry specialists will undertake a 'blind' judging, where the names of all entrants are redacted from their entries.

The dedicated awards website provides full details on all of the award categories, including entry requirements and the judging criteria for each. Tickets for the event can also be booked online.

Closing date for receipt of entries is Friday, September 4th.

David Catanach concluded: "It may seem that September is a long way off, but the advice is, that if you have completed a project you think could win an award, get your entry in now!"

For further information regarding entry requirements, judging criteria and to book tickets for the event, visit: www.britishsignawards.org ■



The 2015 Awards



The Vink Illuminated Sign of the Year



The Nationwide Platforms' Roll-out Programme of the Year



The Amari Small Signmaker of the Year



The Spandex DI-NOC Interior Signage Scheme of the Year



**William Smith
The William Smith
Commercial Vehicle
Graphics Award**

The William Smith Personal Vehicle Graphics Award



The Epson Innovation Award



The Soyang Wide Format Project of the Year



The Trade Etching Direct Craftsman Award

The Sign Construction Award

The Architectural Sign of the Year

Wayfinding Scheme of the Year

Retail Sign of the Year

Leisure Industry Sign of the Year



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Mobile messaging

Once used for identification purposes only, vehicle liveries have come along way since vinyl-cut letters were used to proclaim 'Joe Bloggs, Builder' or similar, on the sides of work vehicles. Nowadays, following the advent of wrapping, vehicle liveries are just as likely to be used to promote sophisticated marketing messages. Here, Mike Connolly highlights some of the latest examples of the art and also provides information on some of the newest wrapping materials available.

over ten metres of material and much of it will be applied in large panels. Flat self-adhesive materials and vehicles are not exactly a match made in heaven, so the material has to endure brutal tactics to get it to fit and flow and, along the way, mistakes inevitably happen. For example, a heat-gun can blast a hole in an over-elongated material, a heavily saturated area can be weakened, or over-pressed material can simply break or tear.



Designing and manufacturing something genuinely new often means launching products or ideas into a field of pure invention. What then follows may be years of evangelising in order to get the product or idea established and the concept understood. Sometimes, the product succeeds and sometimes it doesn't.

Happily, Metamark's next generation wrapping film, MetaWrap MD-X, falls

into the latter category.

When the company took a long and hard look at the vehicle wrapping market, from both the technical and commercial viewpoints, it sensibly concluded that since wrapping films were the product of an era that predated both the wrapping market and the technology that's used to output them, the fact that traditional vinyls were capable of supporting the application was more a case of good



fortune, plus the creative brilliance of those practitioners who applied them, than anything else.

A full vehicle wrap may consume well

Mistakes during application that can't be recovered not only mean a reprint involving more material and ink, but re-application that may involve hours of wasted work, which is why MetaWrap MD-X is easier to use and is as tolerant of those on wrapping's learning curve as more experienced hands. This is largely due to a technical film formulation that has been expressly designed to meet the narrow demands of the wrapping process.

A number of iterations yielded two classes of adhesive, one with an air egress feature, which further suited both the application process and the need for a reliable ultimate bond. It's a formula that seems to have worked and wrapping now has MD-Class print



media that meets its needs.

A development exercise on the scale that produced MetaWrap MD-X and the quality and the all-round performance it embodies, comes at a price. Surprisingly perhaps, it's a price that changes wrappings' commercial dynamics, as it makes wrapping more economical along the whole event chain, from initial purchase, through printing and application. In consequence, more practitioners are inclined to add wrapping to their output portfolio, which in turn supports a growing and vibrant market.

Metamark gave its MD-X wrapping media an extended and very thorough workout in a laboratory setting before taking it to a group of power users to open the taps on its application possibilities. However, in the first instance, the material that would ultimately promote the interests of



many of the world's leading brands, had first to promote its own.

Brands exist to powerfully and positively differentiate themselves and their owners from the competition that surrounds them. A significant percentage of Metamark's vinyls is used to promote brands through signs, identity continuations and graphics, and to support experiential events and other activities. But Metamark is also a brand and it has to cast the spotlight on its own products and points of differentiation - MetaWrap MD-X included.

Delivering an exemplary product and outstanding service every time propels Metamark in a cultural sense, but ultimately it seeks to promote two key attributes - performance and trust - and getting that message out there involves the interplay of a lot of factors - some more obvious than others.

To this end, Metamark has recently, and literally, pinned its colours to a rising star in the Motor Sports world to whom the concepts of performance and trust means more than most. Tom Jackson's performance in the Ginette Juniors series impressed the Chris Dittmann Racing team to the extent that it earned him a place in Formula 4. Having now put a season of experience building successfully behind him, Tom and CDR have an eye on achieving spectacular results in the coming season and those who follow the televised series will be treated to some highly competitive and close racing.

As might be expected of a materials manufacturer, Metamark was very keen to see its new product similarly challenged by applying it to Tom's car and it didn't have to look too far to find someone able to do the job. By a coincidental stroke of good fortune, Maidstone based Signs Design is owned and operated by one Graham Jackson - Tom's father!

Metamark's agency, Shoot The Moon, designed a promotional livery for Tom's F4 ride and its wheeled entourage and the result is a vehicle that looks as if it's doing a hundred miles per hour plus, even when static.



MetaWrap MD-X was the product specified for the electrifying wrap and it acquitted itself on every front and on every tight radius. Printed on HP hardware, using Latex ink, the laminated MD-X performed to order during printing and application, despite the heavily saturated colour and ink loading the design imposed.

Performance and trust thus represent a very neat encapsulation of all that drives Metamark. And, thanks to Tom Jackson and the CDR team, the word is now well and truly out there - there's a new way to wrap! ■

Wrapping for awareness

Signs Express (Hull) has recently provided a full vehicle wrap for Humberside Fire and Rescue Service, which is working in conjunction with the Hull Clinical Commissioning Group to promote awareness for prostate cancer.

The Hull signmakers fully designed and completely wrapped the fire engine to turn it blue, with the striking livery supporting Prostate Cancer UK's Men United campaign. Parked in Hull city centre's Queen Victoria Square, the head turning truck caught the attention of many passers-by, and served to encourage

men to get themselves checked out for the disease.

Daryl Oprey, Director of Operations explained: "We are all about looking after our communities particularly the most vulnerable people within them, so this initiative to raise awareness of prostate cancer both amongst our staff and the wider public is the perfect fit. The engine is really eye-catching and we hope it will encourage men to have a conversation with their GP."

The fully operational fire engine will still attend fires and emergencies, but it will also be used at a series of



awareness raising events too.

Signs Express (Hull) was delighted to be involved, with franchisee Rob Gibson commenting: "We jumped at the chance to help with this project, which is a fantastic campaign, especially in view of the fact that in 2011, prostate cancer was the most

common cancer in men in the UK, accounting for 25 percent of all new cases of male cancer. This statistic alone goes to show how important it is for men to make sure they are checked out and to be aware of the symptoms - and we were delighted to be involved." ■

Application

A dream job

Manchester City FC supporter Mark Meadowcroft of Signs Express (Northampton) recently welcomed the commission of a lifetime this month, when he was asked to transform a Nissan Le Mans show car into his football team's colours.

Mark took a call from Nissan asking him to turn the race car into a fitting centrepiece for the City v West Bromwich Albion game the following weekend.

In just three days Mark and his highly skilled team of vehicle wrappers provided the car with a completely new look, giving the red racer a sky blue body and completing the make-over with Manchester City branding. The whole job was only unveiled when the car was collected and delivered to the club's Etihad Stadium in Manchester in time for the game.

The vinyl used on the project, perfectly matches Manchester City's iconic sky blue coloured shirts. Nissan



and Manchester City are global commercial partners, and the former's motorsport marketing team works at Silverstone.

A rapturous Mark commented: "I've been a Manchester City fan literally since I could walk and talk, so to get a commission like this was a total dream come true as it brought my

company's expertise together with my own passion for the football club. When we first got the call, all I knew was that I would be doing the job for a Premier League club, so imagine my amazement when I found out it was my team! The icing on the cake was that we won 3-0 and I couldn't have written the script any better myself!" ■

Everything's coming up roses!

The promotion of consumer goods and brands with vehicle advertising is increasingly popular, thanks to the effectiveness of the medium and sign and display companies have been swift to capitalise on the creative potential it offers.



Lots of Britain's blooms and lawns owe something to the efficacy of Scotts' Evergreen and Miracle-Gro, plus the company's new Miracle-Gro Planting Mix. The products have been the subjects of an extensive TV advertising campaign in recent months and the promotion doesn't stop there. Now, thanks to a colourful fleet wrap, courtesy of Bramley based Sign Studio, Scotts' products will achieve an even higher profile, while also further extending the reach of its advertising and PoS activities.

The wrap, which is as colourful as the intended output of the company's products, uses much of the creative matter seen in the television adverts. It is flawlessly printed and expertly applied to the Scott's van fleet. Sign Studio used MetaWrap MD-X to cover the vans' complex surfaces, thus challenging both its wrapping team's skills and the Metamark material, but both came through with results that speak eloquently for themselves and for Scotts.

The wrap is a particularly appropriate medium for Scotts, as its fleet will call on many places where its products are sold, thus elevating its profile still further. The livery also displays promotional matter on the vehicles' rear doors that can be changed at regular intervals as the growing season advances and specific promotions change.

Vehicle advertising is typically based around a simple panel and is often mounted using a framing system on the vehicle flanks. But Sign Studio's work pushes the boundaries and sets an example that is sure to be followed.

The interchangeable promotional panel covers the entire rear door and is clearly part of the wrapped livery design. Metamark MD-X helps make a good economic case for the changeable panels and the wrapping expertise of the team at Sign Studio seems to have found a permanent solution for temporary graphics produced to an incredibly high standard. ■



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Tony Creative Director
Think Image



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Product

Sweeter than candy

APA has further extended its Wrapfilm series to include Candy Colour, a high-end vinyl Cast Film with an intense, deep and bright metallic finish.



The deep metallic effect of the Candy Colour range takes as its inspiration the latest trends in the automotive industry and combines them with the efficacy of APA's chrome finishes. When viewed the film reflects the light in a novel and surprising way and enhances the aesthetic appeal of any vehicle to which it is applied.

Especially designed to decorate flat, corrugated and shaped surfaces, the new vinyl offers thickness and texture to provide excellent covering power and the colour remains unchanged even when used on dark surfaces and during cleaning

processes. Further, it remains vividly bright even when it has been stretched and stressed.

Film application is also easier thanks to the "Air Free FTX System" technology, which facilitates air ejection through micro-channels, thus avoiding the creation of bubbles or imperfections. The Candy range is print compatible for use in conjunction with solvent, eco-solvent, UV and Latex inks.

The Candy Colour series is already available in five gloss and five matt



colours, but APA is currently working on the production of further variants, in order to provide a comprehensive

and up to the minute range that offers a multitude of different shades. ■

A complete solution

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 which have individual as well as shared design features and benefits and are supported by compatible over-laminates for enhanced livery protection and product 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. The film incorporates a PE-coated liner and can be converted using all of the popular print processes, including Latex. Described as 'dry application

at its best', it has a 10-year durability and can be used for long-term vehicle graphics and applied to flat, curved, embossed and riveted surfaces.

Sharing the same benefits, performance-enhancing features and print process-compatibility, JT5629PM is a 50-micron white gloss cast film that incorporates a permanent grey adhesive on a PE-coated liner. This film also has an identical durability of 10 years.

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

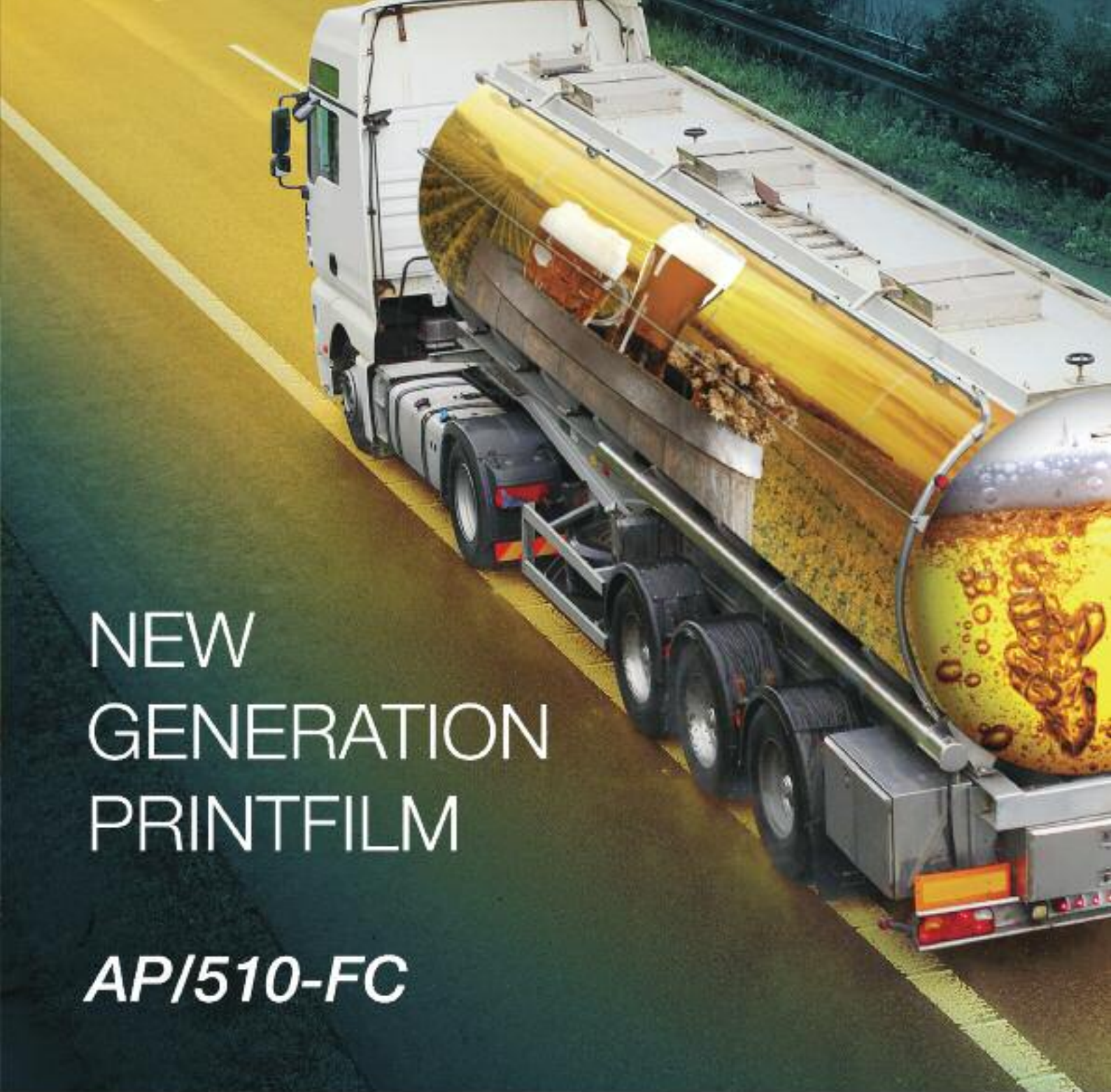
These films are supported by a choice of two ultra-conformable

CastLAM-branded over-laminates that are available in matte 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. They have a durability of four years

In addition to MACtac's printable films, ADS also offers the MACtac

Tuning Films range that enables the addition of special decorative effects to convex vehicle graphics. In common with the printable films, they can be repositioned to ensure perfect registration. They can also be easily and purposely removed without any adhesive residue to accommodate changes to vehicle customisation and/or personalisation. ■





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- High covering power, brilliant and bright colours even on dark surfaces
- Conformable on corrugated or slightly shaped surfaces
- Quick dry application with "Air Free FTX System" adhesive



Product

A plethora of choice

A number of vehicle livery options are available from William Smith that are based on materials supplied by 3M, for which the company is the largest UK stockist and distributor, Arlon and iSee2.

The 3M Car Wrap Film Series 1080 now includes 18 new trendy colours, bringing the total number of colours available to 73. The films incorporate 3M's unique Controltac Adhesive and Comply Version 3 air-release technologies. Working together, they allow repositioning of the film until perfect registration has been achieved, ultimate adhesion once pressure has been applied to complete the application process and a smooth, durable and bubble-free surface finish.

Complementing 3M's flagship Controltac Series IJ380, which is used primarily for the customisation of large commercial fleet



vehicles, is 3M's IJ180Cv3 Series that meets a market requirement for more cost flexibility without compromising quality. The digitally-printable films incorporate the same 3M adhesive and air-release technologies used on the 3M Car Wrap Film Series 1080 to ensure the same high quality of finish as that achieved with the 3M 1080 range of self-coloured computer-cut films.

Available in over 53 eye-catching colours, the UPP (Ultimate Premium Plus) 2600LX Series of vehicle livery films from Arlon are double-layered self-coloured PVC films that incorporate the X-Scape air-release technology unique to Arlon films and a special topcoat to provide greater resistance to environmental degradation and abrasion. They are complemented by Arlon's 6000xrp range of digitally



rintable films that provide similar performance capabilities to the 2600LX Series.

The iSee2 range of solid-colour films for vehicle livery applications are now available with air channel technology (ACT) to enhance the ease with which the films can be applied and to ensure perfect adhesion and a smooth, bubble-free finish. The films have been designed for total vehicle wraps and come with a price-conscious tag. Offering five-year durability, they are available in a wide choice of colours and finishes in gloss, metallic, carbon fibre and special effect formats.

A key design feature is their excellent elongation of 140 per cent and less than 0.5mm shrinkage in application, by comparison with much higher specification films.

Supporting all of these vehicle livery options is an extensive range of application tools and accessories. These include knifeless tapes, knives and blades, application tools that include rollers, digital thermometers for post-heating on vehicle wraps and magnets for use in applying vehicle graphics. The range also includes application and cleaning fluids, primers, edge-sealers and squeegees.

William Smith provides a choice of tool bundles using all of these products to customers engaged with vehicle livery work and also runs a series of Vehicle Wrapping Training Courses at its facility in Barnard Castle, County Durham. ■



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A surge in sales!

This year's Sign & Digital UK 2015, which was noticeably the biggest and busiest event for some time, provided sign and print companies with a unique first glimpse of some of the new products that are hitting the market this spring, whilst once again confirming its reputation as the UK's premier sign exhibition. Val Hirst reports.

The show, which took place over three days during the last week in March, attracted 6,800 unique visitors, plus 350 who revisited the show on more than one day, representing a very healthy 12 percent increase on 2014's visitor figures of 6,115.

Attendees were able to see over 200 exhibitors showing all of the latest signmaking equipment and materials, together with a host of on-stand demonstrations, plus 35 daily seminars and workshops.

Commenting on the success of the event, Rudi Blackett, Portfolio Director at Faversham House Group, the show's organiser, said: "It was an excellent show that generated a wealth of sales every day and attracted a high volume of quality visitors."

In fact sales remained strong across all three days of the show, with **Jetrix** notching up an impressive printer sale within the first hour on day one and **Perfect Colours** confirming the sale of more than 20 HP Latex 300



printers. **Radecal** did equally well, selling a total of 20 CNC and laser machines over the three days, while **Resolute DTG** also confirmed sales worth more than £100,000 and **PrintMAX** had sold 20 machines by the end of the third day.

Satisfied exhibitors included **Shaun Thompson**, of **Graphic Printing Technologies (GPT)** who reported a lot of interest in the new Mimaki and HP printers and **Vicky Jarman** of **PrintMAX**, who was eagerly anticipating the company's return to the event next year.



Adrian Painter, Director of **SMGG Boroughs**, Managing Director of **Perfect Colours**, pronounced themselves delighted with the level of response their respective companies had achieved. **Stuart Cole**, National Sales Manager for Industrial Products at **Hybrid Services**, the exclusive UK distributor for Mimaki and **Jason**

Boroughs, Managing Director of **Perfect Colours**, pronounced themselves delighted with the level of response their respective companies had achieved.

Stuart said: "This year, our resellers have confirmed significant sales across the whole Mimaki range and certainly, the visitors to our stand have been very well informed and ready to commit to a purchase." And Jason seemed to sum up the feelings of many exhibitors when he added: "We've had a superb show, with lots of good enquiries and loads of orders! We'll definitely be back next year!" ■

Sign & Digital UK 2016 will return to the NEC at the later time of 24th-26th April, next year

We are



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EFI selects Perfect Colours

Perfect Colours has formed a new strategic partnership with EFI, which will see it supplying and supporting two of EFI's hybrid wide-format printers, the EFI H1625 LED wide-format printer and the EFI VUTEk H2000 Pro printer to businesses throughout the UK.

The agreement sees Perfect Colours join the

EFI channel as a dealer, its highest partnership tier, which means that it will not only sell the machines in the UK but, crucially, support them too. The company has invested continuously in country-wide assistance for customers in recent years and now sports a team of eleven engineers and a dedicated technical support hotline, along with training, online ordering and complementary systems. ■



Jason Burroughs, Managing Director of Perfect Colours

Fifty shades of greyscale

EFI is adding even more excitement to superwide-format inkjet imaging by adding 50 shades of greyscale to its printers!

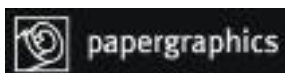
Under a new licensing agreement, EFI will have the exclusive rights to 50 shades of greyscale in inkjet technology. The company expects to debut its first product from the agreement at the Drupa 2016 trade show in Germany, to provide sign and print companies who are repressed by current limitations in printing capabilities, the control they desire.

While greyscale has become an increasingly important feature in digital inkjet performance, no other industry technology provider is expected to use more than 49 shades of it. By hitting the 50 benchmark, EFI can ensure that its customers don't have to suffer either inefficiency or waste. With this new technology, EFI printers endowed with 50 shades of greyscale will be able to print on an extended range of substrates - rough or smooth, rigid or flexible.

The new product line will also include a suite of workflow solutions. ■

Papergraphics hires PaperlinX Digital Solutions team

Papergraphics has appointed the PaperlinX UK Digital Solutions team following news of the



company's recent administration.

The PaperlinX Digital Solutions' team includes a group of technical specialists, as well as experienced hardware and software sales people.

This development will enable Papergraphics to extend its reach in the wide format printing arena and meet growing customer demand for a complete solutions provider. ■

InkTec makes a move

The growing popularity of its Jetrix printers, which have enjoyed a 15 percent increase in sales turnover over the last 12 months, together with similarly increased sales of InkTec's inks and media ranges, has resulted in the company's move into larger premises.

Located in Witney, Oxfordshire, the company's new facility encompasses

sufficient warehousing space to facilitate effective and rapid order fulfilment, plus office and engineering support accommodation.

In addition, the site also offers a contemporary demonstration suite that has been custom built to fully showcase the Jetrix range of printers, including the KX6, a standard flatbed with roll-to-roll option that offers speeds of up to 50sqm/hr and the



KX7 that is designed to accommodate the printing of large panels and offers maximum productivity.

For further information visit: www.inktec-europe.com. ■

New profiles for ImagePerfect

Spandex has launched a series of free printer profiles for its most popular ImagePerfect substrates, for use with the HP Latex 360 digital printer.

The new ImagePerfect profiles will ensure sign and print companies using a wide range of ImagePerfect substrates gain the very best performance from their HP Latex 360

digital printer, when producing high quality, scratch resistant print for indoor and outdoor applications.

Currently, 11 substrates within the ImagePerfect brand have been profiled for the HP Latex 360 digital printer, which includes vinyls, banners, paper, display media and backlit media.

ImagePerfect profiles are also available



for other ink technologies, including solvent, eco-solvent and UV from leading manufacturers such as HP,

Roland, Mimaki, Mutoh, Epson, SwissQprint and Agfa. ■

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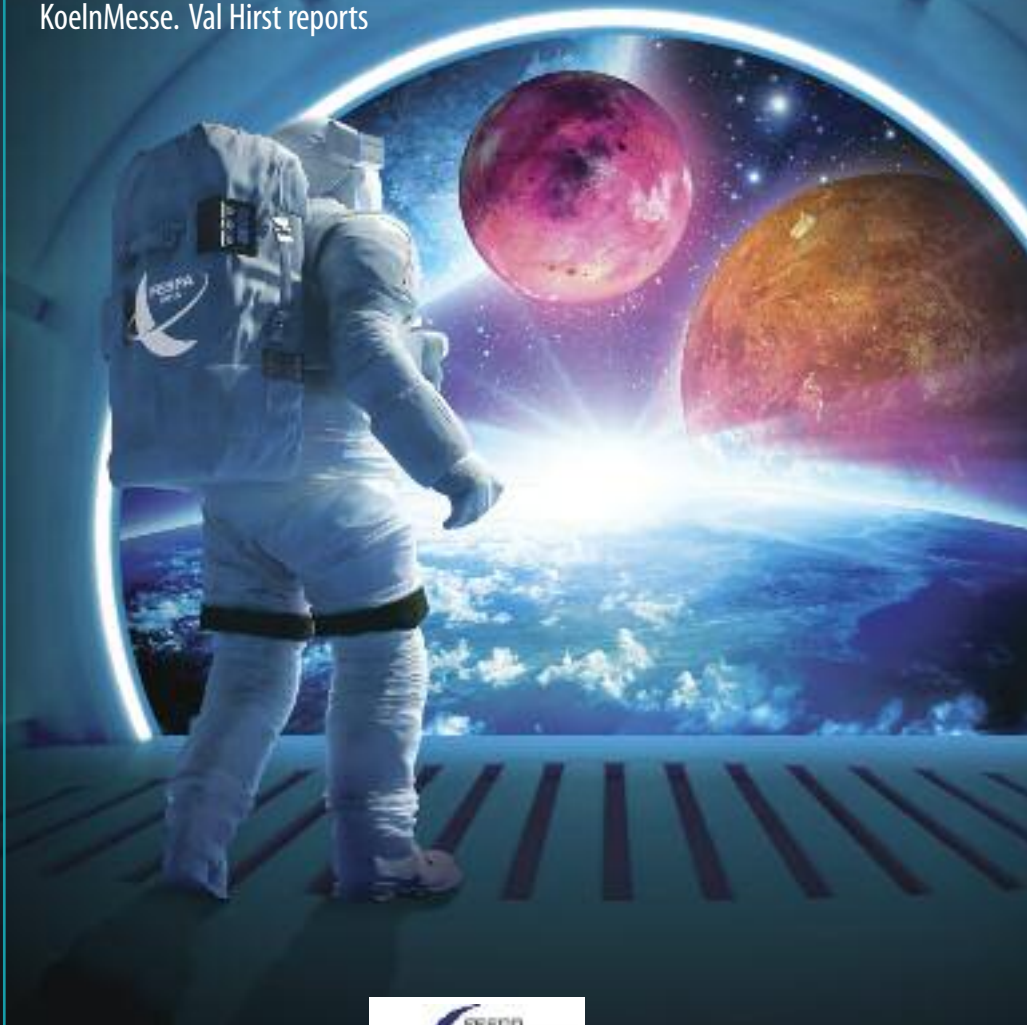
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Discover the Universe of Print!



Anyone interested in printing technology will want to make a point of visiting next week's FESPA 2015 Global Expo, which takes place in Cologne on 18th-22nd May 2015, where it will occupy 62,500m² of exhibition space in the KoelnMesse. Val Hirst reports



Using a space exploration theme to emphasise the galaxy of growth opportunities that currently exist, the exhibition, the largest FESPA event of all time, will offer over 700 stands, all of which will be showcasing the latest print related equipment, materials and ancillary products, together with FESPA's most ambitious and extensive education programme yet.

Visitors will be able to explore three key zones, **FESPA Screen**,



FESPA Fabric and will also have the opportunity to access the third edition of the co-located **European Sign Expo**, which is set to increase its floor space by 48 percent in comparison with the inaugural 2013 event

Exhibitors will include BG Reklam, Domino Sign, LEDDEX, SloanLED, Vivalyte, and many more who will

FESPA Digital

and

showcase equipment, software, sign materials and systems, fittings and fixtures, channel lettering, illuminated signage, dimensional signage, engraving and etching.

In addition, visitors will be able to enjoy a mix of free sessions at the **Education Hub**, which will focus on the use of digital, screen and textile printing technology and cover everything from the core basics, to how best to manage

client expectations, to profitable growth trends, while the **Sign Hub**, will feature dedicated free seminars on both digital and traditional signage and will also provide a 'Traditional Sign Painting workshop', as well as a daily 'Ask the Experts' panel forum.

For a full seminar programme visit: <http://2015.fespa.com/en/whats-on/full-seminar-schedule.html>



The Printeriors Conference,

which will take place on Thursday 21st May, will be led by English fashion designer and co-founder of Red or Dead, Wayne Hemingway, together with a host of other experts in the interior design and print industries, all of whom will reveal how print can be successfully used in the realm of interior decoration.

For further information on Printeriors visit:
<http://2015.fespa.com/en/whatson/printeriors.html>



In the **Wrap Hub**, the best wrappers from around the world will share their expertise and knowledge with visitors, while also competing for the title of FESPA World Wrap Master 2015. During the first three days of the show, competitors will take part in the last qualifying round for the final, which will take place later in the week and will see last year's champion, Kiss Lajos defending his title against winners from qualifying competitions around the globe. Items to be wrapped will include Opel 'Adam' cars, two metre tall space rockets, and luxury vacuum jugs from Eva Solo to demonstrate the complexity of wrapping 'above and beyond' a typical vehicle application.

Visitors to the Wrap Hub will also be invited to demonstrate their own wrapping prowess by taking part in an 'against-the-clock' competition to wrap a car door, with the victors being rewarded with a bottle of champagne!

For further information visit:
<http://2015.fespa.com/en/whatson/fespa-wrap-hub.html>

on/fespa-wrap-hub.html



O t h e r noteworthy features at the show will include the

FESPA Awards showcase, where visitors will be able to see a collection of the inspirational work entered in eight different print categories. The winners will be announced at FESPA's grand Gala dinner, which will take place in Cologne on the evening of 19th May.

For further information visit:
<http://2015.fespa.com/en/whatson/fespa-awards-2015.html>

Making its show debut this year, will be the Industrial Print Showcase, which will promote the growing number of opportunities that exist in the areas of printed electronics, décor and laminates and automotives. There will be a daily 'Lunch & Learn' session that will highlight these exciting new areas of application, promote best practice and provide a first class knowledge sharing and networking opportunity.

http://2015.fespa.com/en/whatson/industrial-showcase.html

The show will take place in Halls 6, 7, 8, 9 at the Koelnmesse from Monday 18th May to Friday 22nd May and the opening hours are 10.00am to 6.00pm Monday to Thursday and 10.00am to 4.00 pm on Friday.

And for those who would like to attend the event, but simply can't spare the time, we've compiled an eight-page exhibitor guide which begins overleaf, that will enable them to keep abreast of some of the delights that will be unveiled there without having to stir from the comfort of their armchairs!

For further information and to pre-register, in order to gain FREE entry, visit:
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Printers

On **Stand S60, Hall 6, Agfa Graphics** will be using the show to launch its new Jeti Tauro and Jeti Mira printers, both of which are targeted at the higher-end segment of the sign and display sectors, and deliver high-productivity and high-quality output.



The hybrid Jeti Tauro system, which offers optional semi or full media load/unload automation, prints up to 2,5 metre-wide rolls or rigid materials and is operated via the Asanti workflow software.

A true flatbed printer, the Jeti Mira is available in two table versions, 2.7m x 1.6m and 2.7m x 3.2m and features a moving-gantry designed to offer optimal flexibility and high-quality output on a variety of different

media. To reduce vacuum masking, the split vacuum table features six vacuum zones with automatic and independent control of the front and back vacuum zones, while the 'Print and Prepare' feature means that the Mira can be used to print on both smaller objects and large board sizes.

Other stand highlights will include the Anapurna M3200i roll-to-roll printer, using a high-density white-ink option, which facilitates the production of extra bright coloured backgrounds and

prominent visibility on any transparent application and the Jeti Titan HS + FTR (flat-to-roll) outputting 'spot' varnish, which can be effectively used to add dramatic effects to many applications.

The Agfa printer offerings are further complemented with the introduction of the new Asanti 2.0 wide format workflow software and Asanti StoreFront, which manages online stores and processes print orders automatically. ■

The **Roland DG** stand (**StandQ15, Hall 6**), will be divided into five different zones that will showcase its wide range of printing technologies, together with examples of the products and applications that can be achieved.

In the Print & Cut zone, the print and cut machines on display will include the SOLJET PRO 4 XR-640 and VersaCMM VS-i and VersaCMM SP-i series, while the Print Zone will highlight the efficacy of the VersaEXPRESS RF-640 printer and Roland's flagship print-only device, the SOLJET PRO 4 XF-640.

The star of the Customisation

Zone will be the VersaUV LEF-20 desktop flatbed, which prints directly onto most substrates up to 100mm thick to transform a vast range of ordinary objects into profitable, personalised items, while the VersuUV LEJ-640F will take pride of place in the UV Zone

The Sublimation Zone will feature the recently launched Texart RT-640 dye sublimation printer and



CS-64 calender unit which, when used in tandem, offer a simple and affordable dye sublimation print to finish solution. ■



depth and diversity of the company's wide-format offerings.

Printing solutions from Océ to be featured will include the Arizona 480 GT UV flatbed, producing near-photographic quality output on rigid and flexible media, the Arizona 6170 XTS seven-colour high-volume flatbed, the ColorWave 900 roll-fed and the new ColorWave 700 that uses the latest CristalPrint technology for printing onto coated, uncoated and speciality substrates.

For photographic-quality, fine art and colour-critical printing, Canon Europe will also demonstrate the imagePROGRAF iPF9400 incorporating the LUCIA EX 12-colour pigment ink system. ■

Fujifilm on Stand S9, Hall 6

will showcase a wide selection of mid-range and high-end printers. With the introduction of the entry-level Inca Onset R40LT platform, the company has demonstrated the versatility of the popular Inca Onset R40 on which the R40LT is based.

It will also demonstrate a new 25-zone cutting table developed for the Onset platforms, as well as the new Uvijet OW ink that is designed to facilitate the shift from PVC to polypropylene materials without compromising quality and performance.

Completing the Fujifilm presence will be printers from its Acuity range, including the F, Advanced Select and LED 1600 models, as

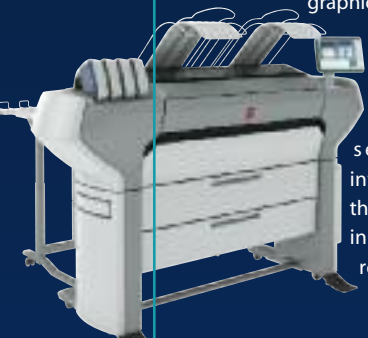


well as the VybrantF 1600 roll-fed printer that incorporates Fujifilm's patented FUZETM hybrid UV ink technology. Other noteworthy Fujifilm products will include the UvijetKV ink used in conjunction with the Acuity Advance Select platform and the XMF Producer, part of a new addition to the XMP Print Production Solutions suite of software. ■



Imaging solutions specialist **Canon Europe** will demonstrate a fully integrated wide-format graphic arts line up

on **Stand Y10, Hall 9**, which will be segmented into three themed zones in order to reflect the





Mimaki will showcase its latest collection of textile production solutions including a selection of flatbed and roll-to-roll high speed printing solutions on **Stands U5 and T11, Hall 6.**

The company's textile-focused solutions will include the TS500-1800 for use on furnishing fabrics, sportswear, T-shirts and apparel; the TX500-1800, for printing on to cotton and polyester-based materials, and other fabrics and the JV300-130/160, a dye sub printer that is suitable for everything from garment marketing to fashion, plus specialised solutions for latex printing onto wallpaper.

Also on display will be the Mimaki JFX200-2513 LED UV flatbed printer that prints onto everything from acrylics to metal, wood and stone; the Mimaki CJV150 and Mimaki CJV300 integrated



printer/cutters for a wide range of sign and display applications and the UJF-3042 / UJF6042 LED UV flatbed printers that offer unlimited production capabilities.

In addition, visitors will also be able to see the CFL-605RT compact flatbed cutter, which offers both creasing and cutting options and enables the creation of high quality, cost-effective designs. ■



A full line up of SureColor SC-F dye sublimation and direct-to-fabric printers, together with the latest textile printing developments, will be taking pride of place on the **Epson stand (Stand K35, Hall 7).** Throughout the show, visitors will be able to see live demonstrations of the wide range of applications now possible with these printers, including Epson's latest aqueous SureColor SC-T printers. ■



HP (Stand V15, Hall 9) will be introducing half a dozen new printers, including the HP Latex 370, which is designed to facilitate unattended printing and also offers lower operational costs.

A 64" printer that uses new three-litre cartridges of third generation Latex inks, which can easily be changed during printing, it also maintains the usual Latex benefits of quality, speed, instant drying and scratch resistance. The printer can be used in conjunction with typical signmaking substrates, such as vinyl banners, temporary textiles, canvas and wallpapers to produce a wide range of applications.

Other new launches will include two new Scitex printers, the FB550 and FB750, which offer greater image quality and full bleed on maximum widths with the same capability of printing on to virtually any rigid or flexible media up to 2.5 inches thick. The printers increase productivity by 12 percent when used in indoor signage print mode

and are designed to load, print and collect media simultaneously, while also offering white ink, matt/gloss and textured effects.

The new HP Scitex 11000 Industrial press provides surface durability for high volume sign and display output with the application of a thin, invisible layer that enhances rigidity and protects the printed image from scuffs, while also eliminating the need for further finishing.

Finally the HP Scitex 15500 Corrugated Press can be used to produce high value digitally



printed corrugated applications.

A further stand attraction will be the PageWide XL Printers, which provide both monochrome and colour prints at breakthrough speeds up to 60 percent faster than the fastest monochrome light-emitting diode (LED) printer. ■



Canada-based **Gandy Digital** will launch its latest UV flatbed printer as well as the Pred8tor high-adhesion UV ink on **Stand M26, Hall 7.** Other roll-fed and UV flatbed printers on show will include the company's flagship Domin8tor, and the S18te and Softjet sublimation models. ■



Seiko Instruments on Stand P60, will demonstrate the new generation 104-inch ColorPainter H-Series printers. It features many of the benefits offered by the award-winning ColorPainter M-64 printer and will be shown alongside the ColorPainter W-64 platform. ■

Printers



Visitors to the **Mutoh** stand (**Stand T30, Hall 6**) will be able to see three new additions to its ValueJet printer range, including the ValueJet 405GT, a desktop direct-to-garment printer, the ValueJet 1628X, a 165cm wide eight-channel Eco Ultra printer with white and metallic inks and the ValueJet 1938WX, a 1900 mm wide dye sublimation printer. Other stand highlights will include the company's new RJ-900XG dye sublimation printer, together with the Mutoh LED UV printer range, comprising the VJ-426UF and the VJ-1626UH for specialty/industrial applications. ■



On **Stand H45, Hall 7**, **Hollanders Printing Systems** will demonstrate two digital textile printers, the ColorBooster 250 and ColorBooster XL. The company will also show its double-sided ColorBooster DS platform, as well as the ColorFix fixation unit for use on all sublimation and disperse ink printers and the ColorWash textile washing machine. ■



Kornit Digital will emphasise its advanced multi-fabric solutions for digital textile printing, with demonstrations of the Allegro 1.8m roll-to-roll printer, alongside its six-colour-plus-white Avalanche Hexa, and other key products on **Stand E8, Hall 8**. ■

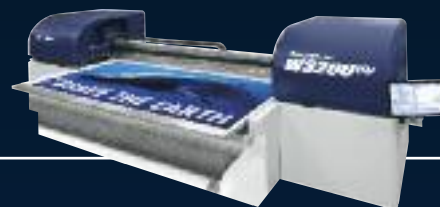


On **Stands 50 and 55, Hall 6**, **InkTec** will introduce the new and wider-format JETRIX RX5000 roll-to-roll UV printer. This machine harnesses all of the key attributes of the recently launched RX3200, but in a wider-format version.

The new printer is available in both four- and eight-colour models and offers a production speed of 255 square metres/hour via 16 Konica KM printheads. ■

The latest six-colour Truepress Jet W3200HS UV flatbed printer, a joint development undertaken by **Screen** and its subsidiary **Inca Digital**, will be demonstrated on **Stand U20, Hall 6**. The 3.2 metre-wide, six-colour

platform is capable of producing 150 square metres/hour of printed output. ■



On **Stand Q27, Hall 6**, **SwissQprint** will demonstrate two large-format printers, both of which benefit from a 25 percent greater printing capability over the previous incarnations.

The company's Swiss developer and manufacturer will also be showing a new workflow solution for 3D printing. ■



Industrial Inkjet on **Stand U98, Hall 6** will launch its XYPrint 300 printer. The printer incorporates Konica Minolta printheads to provide the highest possible levels of accuracy, reliability and repeatability.

scan speeds of 0-1.2-m/sec minimum and up to 10 printheads ■

New design features include a granite bed to ensure optimum machine stability and accuracy, a reinforced frame to minimise machine vibration,



Cutters

A wide range of Kongsberg digital cutting tables, peripheral tools and supporting software solutions will be demonstrated by **Esko** on **Stand R50, Hall 6**.



Making its European debut will be the i-CUT

Production Console (iPC) interface that drives all of the functionality of Kongsberg tables. Also on display will be i-CUT suite, a collection of pre-press and pre-production software

solutions, in addition to ArtiosCAD and Studio design software for 3D work.

Another notable feature will be the



Automation Engine peripheral tool that manages pre-press workflow automation. It will be found at the heart of any size of pre-press production process involving Kongsberg tables.

In terms of hardware solutions, Esko

will demonstrate its smallest and largest Kongsberg cutting tables, which include the super-wide format Kongsberg C and the Kongsberg V tables that have been developed specifically for use in sign and graphics applications. ■

A full range of Trimalco cutters, developed specifically for use with the production of large-format signs and graphics, will be demonstrated by **FTC UK** on **Stand U112, Hall 6**. The company will also showcase its Aquarius liquid laminates.

Cutting tools specialist **Industrial Tooling Corporation** will be introducing the latest knife and plotting tools sourced from a quality Swiss manufacturer on **Stand U30, Hall 6**, where it will also demonstrate its established line of high-quality routing bits. ■



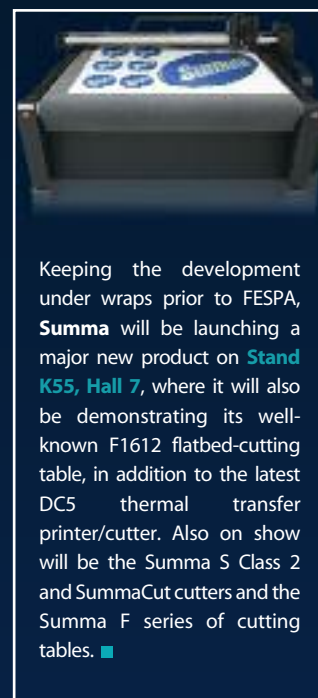
On **Stand T110, Hall 6**, **Blackman & White** will be showcasing the Versa Tech laser, which offers the ultimate in tool versatility and accuracy and can be used to create, kiss cut and rout, and also offers drag knife, oscillating knife, driven rotary knife and laser options, all of which are available on a single conveyerised or flatbed heavy-

duty table.

The Versa Tech cuts widths up to 3.2m, and can be used in conjunction with signmaking staples, such as acrylics and Dibond, thanks to the addition of a 2.5kW water-cooled router, while the



100w laser is an invaluable option for textile cutting. ■



Keeping the development under wraps prior to FESPA, **Summa** will be launching a major new product on **Stand K55, Hall 7**, where it will also be demonstrating its well-known F1612 flatbed-cutting table, in addition to the latest DC5 thermal transfer printer/cutter. Also on show will be the Summa S Class 2 and SummaCut cutters and the Summa F series of cutting tables. ■



On **Stand M20, Hall 7**, specialist developer and manufacturer of digital cutting systems **Zund** will showcase the solutions it can offer to a diverse range of industries, including the sign and graphics, packaging and textile sectors. ■

The latest X5-1600 digital die cutter and the GM small-format flatbed printer will be demonstrated by **DYSS** on **Stand M55, Hall 7**. The X5-1600 harnesses the attributes of the earlier X7 machine, while also offering the same compact size of the X5-1300 model.

The GM printer utilises UV ink that can print on a range of disparate materials and, by adding a white/varnish formulation, users are able to produce eye-catching special effects. The printer is equipped with a LED UV lamp that is particularly energy efficient,



resulting in a low maintenance requirement and extending the life of the lamp and, ultimately, the printer too. ■

Materials



APA, on **Stand Q86, Hall 6**, will showcase a number of new product innovations. Key products for the sign and graphics market include the WrapFilm vehicle wrapping films, the new Chrome colour series and the Candy Colour range of films. For the interior décor market, APA will demonstrate the latest generation of decorative films that enable customisation of interior and exterior walls and

refurbishment of furniture and floors.

In addition, the company will show its entire range of computer-cut graphic films featuring the Air Free System adhesive technology. Completing the APA presence will be APA Truck, the company's original permanent cast film for the customisation of commercial vehicles. ■



Using the distinctive "Everywhere You Look" theme, **Avery Dennison** will demonstrate its latest graphics developments on **Stand T105, Hall 6**. Key initiatives will be the launch of the Avery Dennison Colour Swatch, a mobile app that enables customers to explore and compare the company's vast range of

colours and order samples direct and the range of REACH-compliant signage films. This now includes all graphic materials, from the 500 Event Film through to the premium 900 Super Cast series, as well as the new colours now available on the Supreme Wrapping Film series.

Within a special themed area of the stand, visitors will be able to engage with Avery Dennison's indoor and outdoor graphics and vehicle wrapping demonstrations. These will include the Galileo weeding machine processing the 777 Cast and MPI 2804EA films. ■



On **Stand R100, Hall 6**, **Brett Martin** will showcase its extensive portfolio of semi-finished plastic sheet materials. New products will include Marpet-a FS aPET, a range of high optical-grade polyester sheets available in various thicknesses, which offer excellent strength to weight ratio, workability, chemical resistance and fire performance. While

On **Stand P111, Hall 6**, self-adhesive materials manufacturer **ASLAN** will introduce a printable floor graphics film that does not require lamination and also meets the highest non-slip safety class R13 requirement.

A new glossy metal-effect film that is now available in a trendy copper colour and three new glass-decorative films will also be on display. ■



On **Stand P114, Hall 6** Alupanel aluminium composite sheet will be demonstrated by **Multipanel UK**. It is an extremely rigid, flat and smooth substrate that is ideal for use in sign, graphics and shop fitting applications.

The new Alupanel A-Lite features a premium-grade A5005 alloy skin that imparts outstanding corrosion resistance. Both sides of the panel



have an ultra-white finish to enable intense colours to be achieved with the benefit of enhanced durability. ■

Guandong on **Stand K65, Hall 7**, will showcase a wide selection of new and established digital media.

Part of the Textile Collection developed by the company for the HP Latex 300 printer will be the LUS range of materials that now includes LUS Elastic and Conformable and LUS Flag no-liner media. Other products to be shown include NANO-TACK, a film that does not require any adhesive, adheres to any smooth surface and can be easily removed when required.

For window décor applications,



Guandong will also show Double Way Vision, One Way Vision and Night & Day media, as well as Ferro Sheet that allows rapid changes of images. ■

other products from its transparent sheet range, including Marpet-g FS PETG, Marlon FS Polycarbonate and Marcryl FS high-gloss acrylic sheet, together with its flagship Foamalux PVC range, which now includes new thickness options for the Foamalux White and eco-friendly Foamalux Xtra sheets. ■

Brett Martin will also showcase

Soyang Europe, which will be exhibiting alongside its Chinese counterpart, Soyang Technologies, will be showcasing its core product range, as well as highlighting its printable flooring; G-Floor.

Visitors to **Stands S114 and R108** will see Soyang's extensive range of printable media, including its textile products, SoFlat non-curling

banner material and SoFlex frontlit PVC banner. In addition Soyang Europe will position its printable flooring materials, including the popular G-Floor, as its focal point for the show.

Printable on grand format LED UV machines, G-Floor offers a unique flooring solution that enables users to achieve high margin sales. ■



On **Stand 31, Hall 7**, **Neschen** will demonstrate its range of innovative coated self-adhesive digital printing media. The range includes finishing, protective and mounting films for use on digital printers for avant-garde architectural, decorative and visual communications applications.

The Graphics Business division of Neschen also includes laminating machines and display systems. ■

"Wrap Your Future" will be the central theme of **3M** on **Stands S90/T90, Hall 6**. The range of products to be shown will reflect the company's leadership in the development of high-performance technologies with a sustainable edge.



Key products to be showcased will be the new 3M Envision Print Wrap Film SV480Cv3 for solvent, eco-solvent and UV printing, the next generation 3M Car Wrap Film 1380 and the new additions to the 3M 1080 vehicle wrapping film.

Other recent 3M innovations on show will include a range of 3M Envision flexible substrates that optimise LED technology used in backlit signs and displays, plus new patterns for the 3M DI-NOC Architectural Finishes range and associate matching solutions for the decoration and/or

refurbishment of building interiors.

During FESPA, 3M will conduct live demonstrations of the many vehicle wrapping and commercial vehicle livery solutions it has developed for, and shares with, a network of approved business partners. ■



Transforming glass surfaces with see-through graphics will be the theme of the **Contra Vision stand P85, Hall 6**. The company's wide range of perforated media provides different levels of transparency on indoor and outdoor graphic applications, including those that require 24-hour visibility. ■

Global materials manufacturer **MACTac** will show key products for the sign and graphics, digital printing and self-adhesive label markets in addition to a variety of fixing and mounting solutions on **Stand Q61, Hall 6**. The company has been working on the development of strong and sustainable business partnerships and is renowned for the



quality of its manufacturing facilities and its excellent R&D capability. ■



A world leader in the manufacture of extruded thermoplastic sheet, **Palram** will showcase predominantly polycarbonate and PVC sheets on **Stand T119**. The materials have broad applications in general signage and displays and interior decoration applications. ■

Antalis is broadening its flagship visual communications Coala range with the addition of a wealth of new laminates, wallpapers and easy-apply substrates.



graffiti, anti-scratch, high-gloss, dry-erase and chalkboard properties.

The extended range will be presented on **Stand S75, Hall 6**, where visitors will be able to see media for window, floor and wall graphics, with options for outdoor applications, textured surfaces with a brushed metal, canvas or linen-like finish to protect and decorate images and media offering additional features, such as anti-

In addition, Antalis will also be showing its range of easy-apply substrates that that can be printed, applied and removed directly by the end user without the help of a professional and its selection of wallpapers for personalised decoration.



A wide selection of swatches and samples of all of the above will also be available on the stand. ■

On **Stand U115, Hall 6**, a wide range of signage, graphics and digital printing materials will be shown by **KPMF**. The company holds the quality management ISO/TS 1649 and ISO 9001 certifications as well as the environmental management system certification ISO 14001. ■

Ink



Demonstrations of UV-curable, water- and solvent-based digital printing inks will take place on the **Marabu** stand (Stand M25, Hall 7). Making its European

debut will be the solvent-based Mara JetDI-SX digital ink that is suitable for use with the latest generation of Roland DG and Epson printers.

The company will also promote its Mara Shield UV-curable and water-based liquid laminates, which can be used as primers as well as either a finishing solution

or as a protective coating for high-quality digital prints. The main focus, however, will be on the water-based glossy Mara Shield WA-FXG liquid coatings that are particularly suited to the protection of flexible printed substrates, such as those used for fleet graphics, as well as for self-adhesive foils. ■

Nazdar, on Stand Q80, Hall 6, will demonstrate one of the most comprehensive ranges of UV, water- and solvent-based digital inks. The inks are compatible for use with many of the leading makes of printers, including those supplied by Roland DG, NUR, Scitex, Mutoh, Mimaki, HP, Océ, Epson and Agfa. ■



Kiian Digital a Platinum Partner sponsor for the show, will use Stand K5, Hall 7, as the launch pad for its new Digistar range of water based inks for the soft signage and textile printing sectors.



for printing onto light and/or low coated papers, Digistar TUNE, a sublimation ink for direct printing, and Digistar TEX-R, a new water based pigment ink for direct printing.

The Digistar range includes Digistar WR-500, a water-based multi-purpose sublimation transfer ink that can be used on a wide range of substrates across the sports apparel, fashion and interior décor sectors, Digistar AIR, a sublimation transfer ink,

In addition, Kiian will also be unveiling a new selection of fluorescent colours for its most popular Digistar ink ranges – the HD-ONE, HI-PRO and K-ONE series. ■

On Stand K40, Hall 7, **J-Teck3** will be using the show to launch its new series of J-Lux dye-sublimation inks, a water based digital ink for use with polyester fabrics and substrates, for applications such as fashion, interior decoration fabrics, sportswear, flags and banners that require a high level of light fastness, together with vivid colour brilliancy and image definition.



CMYK and will be manufactured in two versions - J-Lux for J-Next Subly for machines using Epson printheads DX5, DX6, DX7 and J-Lux per J-Cube KF for printers using Kyocera printheads. ■

The latest additions to the Streamline range of alternative digital inks will be showcased by **Sun Chemical** on Stands C1 and C5, Hall 8. The inks have been formulated with matching physical and colour properties to OEM inks and are compatible for use with most of the leading digital printers. The new additions comprise Ultima HPQ LO,



the eco-solvent SGX, the aqueous-based TX for textile digital printing and the solvent-based TBJ inks. ■

Misc

Described as a "one stop shop" for printers serving, in particular, the retail display and point-of-sale (POS) markets, **Anchor Magnets** will demonstrate its range of innovative products that are based on magnetic and ferrous materials on Stand 51, Hall 7. A number of new magnetic and self-cling products will be shown, including

SuperMag magnetic sheet, Digifilm ferrous media and Superferro ferrous sheet.

A range of POS holding magnets, including NeoPad, MagPad and Neo NdFeB, will also be shown, along with a collection of Hook magnetics, NeoPots, MediaMag and ClipMag products. ■

On Stand R1, Hall 6, trade-only company **Ultima Displays** will show a range of portable display systems. The company's 'one-

stop' supply facility embraces hardware, professional printing and a bespoke design service. ■



On Stand Q101, Hall 6, **LION** will demonstrate how easy it is to convert printed canvas and paper media into profitable wall décor manifestations and will also be demonstrating the stretching, mounting and laminating of canvas prints and the cutting and joining of L-shaped frames. ■

Software



SA International (SAi) will showcase its extensive software portfolio highlighting the performance-enhancing finishing tools, drivers and upgrades for the latest version of its comprehensive SAI Flexi signmaking software.

Visitors to **Stand W30, Hall 9** will be able to see live workflow

demonstrations of the new Finishing Tool and QR Code Creator tools developed for SAI Flexi 11 with cloud. The former enables users to quickly add grommets, fold and stitch marks, as well as bleeds to banners, while the latter facilitates fast and easy QR code creation by automatically converting text. They can also learn about the company's subscription-based initiative that enables access to all future upgrades via a monthly subscription. ■

The latest production and colour management software solutions from **Onyx Graphics** will be featured on **Stand Y5, Hall 9**, where visitors will be able to gain an exclusive preview of Onyx 12 prior to its summer launch. The software includes new finishing tools and a modified user interface to simplify job preparation and will enable users to expand the range of applications currently possible.



The recently released ONYX 11.1.2, complete with HP WallArt integration, will also be shown, alongside ONYX Thrive, Connect and Textile Edition software programs. In addition, ONYX 11.1.2 will be shown managing the workflow of selected roll-to-roll,

flatbed and industrial-grade printers.. ■

Enfocus (Stand P80, Hall 6) will be demonstrating how its software solutions can be used to reduce errors and improve productivity.



Visitors will be able to see demonstrations of its PitStop, Switch, and Connect solutions that can be used separately or in tandem, thus enabling companies to select the features

that best meet their specific needs and upgrade as and when required. ■

The EDP award-winning Optimus Dash management information system will be the main focus of interest on the **Optimus stand (Stand P2, Hall 6)** where a second award-

winning product, Cloud, will also be showcased, which provides an integrated management information system for Web2print and MIS job creation. ■

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This month, **Mark Godden** muses that, while some things are constantly changing



Signs stay the same

I remember once typing, and submitting to Sign Directions' HQ, a whole Last Word on a Nokia Communicator.

For our younger readers, this marvel, comprised a brick-like mobile telephone that opened, clamshell-fashion, to reveal a QWERTY keyboard and, for its time, a large display. I was on my way, in the back of a car, to FESPA in Amsterdam and managed to compose, edit and send the whole article on this then revolutionary piece of hardware.

Today, I pull substantially the same stunt, occasionally even when desk-bound, on an iPad. I often prefer to carry the 'mini' around rather than a 'bulky' laptop. What's the world coming to when even a laptop in all its aluminium and Retina Display glory is considered bulky? It took that idea a while to catch me up, and I'm not really a laggard in these matters. It might be a while yet before the trend flattens. Here's, perhaps, why.

The world is a big thing to pull around. Rather like a laden super-tanker that takes six miles or more to execute a change of direction, the world is sometimes a bit slow to respond to helm-inputs from ever faster technology, or the sudden appearance of what may be the next big thing. Examples follow.

Where the bloody hell did drones spring from? I come from a scarred generation that lost fingertips and shredded tea towels flick-starting and rag stopping snarling little glow-plug engines. I have a vague recollection of people crashing impossible-to-fly RC model helicopters and then, out of the blue, drones appear; cheap drones with built in cameras that can beam what they're seeing to the same iPad I'm now typing on and which are effortless to fly, flip, and to land in one piece!

Watches. Not much to say, but here are my words, mark them. Smart watches are coming - soon they will

be ubiquitous. That's all.

Ever smarter TVs. Someone recently asked me whether I'd ever seen: 'one of those televisions with the big backs.' I think we all know the answer to that one and yes, I do remember having sat mesmerised by the little dot that eventually vanished as the tube cooled down when it was turned off.

The point, of course, is that change creeps up on us and it always has. The difference is that, these days, change doesn't so much creep, it's just the perception of it that does. Change and its harbingers are blood-and-snot dragsters that just blast into peripheral vision from nowhere and, should you permit yourself the luxury of time to blink, it's not just all over, it's all over you.

Technology drives change and the cost of adopting it is no longer an impediment to its relentless progress. Moving from last year's wide-format printer to this year's is as simple as a conversation about rolling the lease on. Suddenly, and for no-money-down, you're twice as productive for the same fixed cost. What are you going to do with all that newly harnessed firepower?

Tip-top-tech changes the rules faster than the time it takes the ink it prints to dry. Make more. Make it for less. Make it in less time. Where though, does all this additional capacity go? What demand does it serve? It's a sure thing that the economy isn't growing to the same extent capacity is, so whither the market? The market is probably not expanding anything like as fast as the creative possibilities either.

Whole industries have fallen casualty to the pace of change and the time it takes to mount a defence or to capitalise on new opportunities. Let's

spare ourselves another tedious analysis of the victims. I happily consume digital content faster than I create it on this little slab of glass the world knows as an iPad, without giving much thought to the media the technology has helped to marginalise. I haven't given much thought to the content creators either - I don't think Mick Jagger is down to his last chateau yet, despite the delivery for his output having changed. There's a point.

Content is still pretty important. Despite more people having access to the means to make it, consumers still gravitate towards the best content and that's likely to always be the case.

I suppose the net effect of all the bandwidth that now exists for messages of any design is that it's coming at us from all directions and with great intensity. Industries that draw the very life force from generating these messages for a price have to be pretty sophisticated about the way they provide justifications for buying what they sell.

So that outdoor advertising can claim to be effective, all manner and means of tracking eyeballs and the passage of traffic are engaged. What these systems spit out then forms a composite view of the value of the space and, thus the potential value of using it to promote the product in question.

These days, markedly more eyes are fixed upon the screens of smart phones than those admiring the view out of the window or whatever, so it's a sale that's getting harder to make. Now that's a change with some pace behind it.

Signs, or some of them at least, I would argue, are not subject to the same clinical evaluation criteria, or prey to the passage of time and technological

change. It seems obvious that, if you have a business that needs to get customers through its doors, then right above those doors you need a sign. To achieve a real stand out one, you might consider identity continuations on windows, decor within the premises and perhaps graphics on vehicles too. Isn't that an immutable recipe for getting noticed?

In the dim and VERY distant past, back in the days long before several regime changes gave us the BSGA we know and love today, the Association put out a bit of self-promotion. "Signs bring life, and joy..." it gushed. It sounded just as sugary in context believe me, so I won't waste words embroidering around it further. Today I think The Management's view is that signs bring business. I believe that to be true.

It won't matter much what you type on, what drone you fly, what watch you wear or how flat and skinny your TV is, the world needs signs now and the world will need signs in the future. If you take this with a large pinch of sodium-cynicism just look around you. Signs persist among all the change that's visited us in the chart of all recorded time and, in functional terms, they're in a widely known and understood form.

The craft may have changed, but the consuming need hasn't. Signs cut through superficial static and confer great credibility on the enterprises that use them well. As a consequence, these enterprises do business, more business than those who operate behind a faceless facade devoid of any identity.

Isn't it good to be involved in an industry that has a bright future?

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it's simply.....



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A photograph of a workshop or laboratory. In the foreground, a white table is covered with a grid of neon signs. Two people are visible in the background, one holding a smartphone. The scene is dimly lit, with the neon signs providing the primary light source.

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