

# sign

Jan/Feb 2017 - No.155

## directions

# The full package

SOTT and Astley join forces

### IN THIS ISSUE

**ALL CHANGE** - LEADING THE WAY WITH DMA

**MATERIAL MATTERS** - THE LATEST NEWS ON SUBSTRATES

**THE DRIVE TO DIVERSIFICATION** - PRINTWEAR & PROMOTION

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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: 01636 819375** for full company information, or alternatively, e-mail [signdirections@btconnect.com](mailto:signdirections@btconnect.com) for a response by return

### Coming Next:

The next issue of Sign Directions will be the March issue, which will include a comprehensive preview of Sign & Digital UK 2017

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## Introduction

# setting the scene

'Taking work home is deadly', trilled last week's headlines, thus confirming my long held belief that being constantly 'on call' is damaging for us all.

I speak from experience as, some years ago, I spent a three-year period working from home. When I first embarked on this I thought that the biggest obstacle that I would have to face would be the lure of a sunny garden on a summer's day or the call of the biscuit tin during moments of boredom, but in the event, these were fairly minor issues. The biggest challenge by far came when trying to discourage clients from ringing me out of hours to discuss their latest ideas. Conversely, it was almost as difficult trying to tell family and friends that just because I was at home all day, I wasn't available to collect dry-cleaning, take in parcels, baby sit or make endless cups of tea.

Unsurprisingly, and despite my best efforts, the boundaries between work and home became increasingly blurred, as even outside of office hours I was never able to resist checking my e-mail or snatching up the phone in the middle of a garbled ansaphone message, with the result that I was often working until midnight. Finally, when my paperwork littered every surface and the stairs became an obstacle course of magazines and discarded page proofs, I could bear it no longer and moved into an office.

Scarred by my homeworking experience, I decided that from thereon in, work would only ever take place in the office, even if that sometimes meant working at weekends. I also decided that since my mobile phone only ever brought me hassle, I'd use it purely for my own convenience. Thus, most of the time it now lies forgotten at the bottom of my bag and only ever gets charged when I travel, so that I can summon help in the event of a breakdown or alert someone if I'm going to be delayed.

When I tell people not to bother ringing me on anything other than my landline, they are incredulous – "How on earth do you possibly manage?" they squawk, but the truth is that I manage very well.

By the same token, the only way I can access any work related e-mails is via my office computer, usually during the hours of 9.00am to 5.00pm, as broadly speaking, that's when I'm available to deal with them. And I can honestly say, hand on heart, that in 26 years of editing sign magazines I've never received any press release that was so important that it demanded my immediate attention.

I realise that this is an unimaginable luxury for many people, but I really don't believe that our long working hours and around the clock availability allows us to accomplish more than we did before the introduction of modern communication methods.

For example, I can still remember the heady days, when you went on holiday abroad secure in the knowledge that you would be blissfully

incommunicado for the duration of your trip, enabling you to enjoy a period of complete rest and relaxation. No such

luck now of course – mobile phones and e-mail have put paid to all of that. These days, that irritating 'ping' that accompanies a message is heard in even the most remote corners of the globe and elicits a sort of Pavlovian response, with the recipient experiencing a compulsive desire to read and respond instantly.

As a result, we are in a constant state of distraction and allow comparatively trivial matters to take precedence over more important ones, which, nevertheless, still have to be accommodated, thus further extending the working day, while also eating into precious family and leisure time.

No wonder people feel thoroughly frazzled!

Now though, with the publication of the BioBeats study, which confirms a possible correlation with heart disease and our 24/7 culture, perhaps we all need to learn when to draw the line.

Two companies that have redrawn their own lines are the subjects of this issue's All Change feature. Starting on page 24 with The Full Package, it details how Signs of the Times has entered into a partnership with Astley Signs, while on page 26, Leading the Way with DMA, outlines DMA Signs' future plans following its recent MBO.

This month's special feature, Material Matters, which begins on page 36, highlights the latest substrate innovations, while on page 40, there's a preview of this year's Printwear & Promotion LIVE! Exhibition. Elsewhere, you'll find all of our regular news sections and on page 46, Mark Godden explains why he subscribes to a world of virtual words.

Our March issue will include our usual comprehensive preview of Sign & Digital UK 2017, which will be celebrating its 30th anniversary at the NEC on 28th-30th March, but if you want to keep your finger on the industry's pulse between now and then, please visit our revamped website, [www.signdirectionsonline.co.uk](http://www.signdirectionsonline.co.uk), where you'll find all the latest news, including information on projects and products as we receive it.

Right, that's it for now and it's time for me to go and wrestle with a thorny little problem. Tomorrow, I'm travelling – has anyone seen my wretched charger?

**Val Hirst** – Editor

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# SignLink Live welcomes Grafityp

**Link Exhibitions has welcomed Grafityp as the first company to confirm its participation at the inaugural edition of a brand new industry event, SignLink Live.**

Due to take place from October 11th to 13th at the International Centre in Telford, where it will be co-located with The Print Show, SignLink Live will showcase all of the key elements of sign manufacturing, in order to properly celebrate the sector's diversity and creativity.

Using as its theme 'A Fascination for Fabrication', the event will focus solely on sign manufacture, with wide format print technology remaining the domain of The Print Show.

Grafityp UK is the long established supplier of a wide range of self-

adhesive media, together with a diverse portfolio of wide-format inkjet printers, laser engravers, laminators, vinyl cutters, and textile transfer products. For the past two years, it has exhibited at The Print Show, but this year its presence will be divided between the two events.

SignLink Live will include a number of exciting features, including 'The Profit Factory', which will offer four specialist areas, including Enterprise Engraving, Promo Print Alley, T-Shirt Towers and The Curiosity Shop, together with The Business Seminar Theatre, The Software Training Theatre, For the Love of Neon, The Craftsman's Corner and The Green Horizons Zone.

In addition, Grafityp will be running The Swap Shop, which will highlight how signmakers can use speciality



vinyls to create innovative effects for a vast array of projects, including vehicle wraps and decorative applications.

Visitors will also be able to visit 'The Sign-Maker's Sink Hole', where they will be able to enjoy good food while networking with industry colleagues and customers.

As an added incentive, every contact on SignLink Live's database will receive a personalised invitation,

plus a Golden Ticket that will enable them to enter a free prize draw. With more than £8,000 worth of prizes on offer each day of the show, including gift vouchers, luxury hampers, electronic goods and a top prize of a vinyl cutter, there will be three draws a day, taking place at 12.00pm, 14.00pm, and 16.00pm.

**For further information visit: [www.theprintshow.co.uk](http://www.theprintshow.co.uk)**

## Dare to print different

**'Dare to Print Different' is FESPA's new message of inspiration to the print community, and the strapline for the multichannel marketing campaign for FESPA 2017 - the global print expo - which this year comes to Messe Hamburg, Germany on 8th-12th May 2017.**

Explaining the philosophy behind the theme, FESPA Divisional Director, Roz McGuinness explained: "When printers head to FESPA 2017 we want them to explore and identify something that could expand their boundaries and provide them with fresh impetus. Every feature we incorporate into the show is designed to illustrate the many avenues of opportunity available to our visitors, and to inspire them with

new ideas to apply in their businesses."

As with previous flagship FESPA events, FESPA 2017 includes three distinct zones devoted to screen, digital wide format and textile printing, which are designed to encourage visitors to explore the full spectrum of applications, including graphics and soft signage, industrial print, garments and promotional items, interior décor, surface decoration and vehicle wrapping.

A single visitor ticket covers FESPA 2017 and the co-located European Sign Expo event for non-printed signage, thus making it easy for visitors, whatever their core business focus, to investigate the potential to diversify into new service or

application areas.

Visitors interested in the growth potential from interior décor applications will also benefit from free access to Printeriors, a hotel-themed showcase featuring printed interior décor elements created using a range of technologies, processes and materials to realise innovative design concepts.

Together, the three events provide access to some 700 international exhibitors under one roof.

While considering the new products on show, visitors can also maximise the value of their time at the event to support their investment planning by accessing the wealth of independent expertise within the

free onsite educational programme.

In addition, FESPA's active networking programme will help visitors to find peers who can share their own real-world experiences and guide their decision-making.

The new FESPA 2017 event website is now live and visitors can register immediately online to obtain free of charge entry to the event, and ensure that they are kept updated as the full event programme unrolls.

**For further information on FESPA 2017 and to register visit: [www.fespa2017.com](http://www.fespa2017.com), using promotional code FESM701 for free entry**





## Sign & Digital UK 2017 gets creative



In celebration of its 30th anniversary, Sign & Digital UK, which returns to Birmingham's NEC on 28th-30th March, will be launching a new Creative Theatre offering a full programme of free daily seminars that will further enhance the show's chosen theme of 'Applications, Ideas and Advice'.

Topics covered in The Creative Theatre will include the future of digital advertising and signage, interior wall décor, future materials and colour management.

On the opening day of the show, visitors will be able to listen to a host of expert speakers who will be discussing the practical applications for interior decoration and wall graphics. The session will also examine best practice approaches when working with clients and cover everything from the initial brief through to design, production and installation.

On Wednesday 29th March, Kate Waters, Head Designer of International Brand Agency, I AM will present a seminar entitled 'Latest trends: understanding customer expectations and experience in retail', which will focus on the latest trends influencing creative solutions and will



provide pointers on how the customer journey can be enhanced with the design of engaging retail branding and interiors.

The seminars taking place on Thursday 30th March will include an exploration of sign design and wayfinding works, plus an explanation of how wrapping skills can be used to create effective advertising and branding.

Event Director, Rudi Blackett commented: "The launch of a new Creative Theatre will really enable us to us to diversify our visitor offering and by focusing on applications, and the creative processes that take place pre-production, we hope to attract visitors working in creative industries, such as graphic design and branding".

For further information on the show, Tel: 01342 332 000, e-mail: [signanddigitaluk@fav-house.com](mailto:signanddigitaluk@fav-house.com) or visit [www.signanddigitaluk.com](http://www.signanddigitaluk.com) ■

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## Leading Edge expands to Scotland

Due to expansion, Leading Edge Signage and Graphics, which is based in Gomersal, West Yorkshire and produces signs and display graphics for companies operating within the retail, hospitality and construction sectors, has opened a new office in Livingston, Scotland that has created eight new jobs.



Located on the Brucefield Industry Park, this will be the second UK manufacturing location for Leading Edge, which employs 65 people, and numbers McDonald's, Card Factory, Bet Fred and Kwik Fit amongst its clients.

Thanks to a Scottish Regional Selective Assistance Grant, Leading Edge has purchased new flatbed printing equipment for its Livingston facility, which will support its roll-to-roll offering. ■

## Appointments

**Contra Vision** has recently promoted two staff members.



**Adam Paget** becomes Head of UK and Ireland Sales, with responsibility for strengthening existing distributor and customer relationships and further developing sales in existing and new markets.



**Helen Beresford Jay** now takes on the role of Head of Sales Excellence and will support the sales team and maximise the effectiveness of all of the company's sales and marketing activities worldwide, while also developing Contra Vision's PrintPartner scheme.

**Cygnia Maintenance** has announced two new appointments. **Jeremy Barwick**, who has gained over 20 years experience in the B2B services sector, has taken on the role of Sales and Marketing Director, while **Jason Robson**, who has worked in the large format print and exhibition and events

sector, is the company's new Business Development Manager.



**Sun Chemical** has appointed **Adam Anderson**, to the position of Managing Director for the UK, Nordics and South Africa.

Having previously served as a Company Commander in the British Army, Adam joins Sun Chemical from DS Smith where he most recently served as Managing Director of the Heavy Duty Packaging Division (UK & Ireland). He will be based in the UK and report to Greg Hayes, Sun Chemical's Group Managing Director Northern Europe.



**Aslan** has named its new Head of Product Development as Dr. **Petra Tschope**, who brings more than 19 years experience in the development of PCV coatings and water-based coating systems to her new role. Dr. Tschope, who previously worked for Junkers & Müllers GmbH, where she acquired detailed

## showtime

DIARY DATES FOR 2017

### Printwear & Promotion Live 2017

**26th-28th February**

NEC Birmingham

Organiser: Datateam

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

### Sign & Digital UK 2017

**28th-30th March**

NEC, Birmingham

Organiser: Faversham House Group

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

### Retail Design Expo 2017

**8th-9th May**

Olympia, London

Organiser: Legend Exhibitions

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

### FESPA 2017

**8th-12th May**

Hamburg Messe

Organiser: FESPA

[www.fespa2017.com](http://www.fespa2017.com)

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



**Signs Express (Warwick)** has welcomed **David Anthony** as its new owner. David, who

brings over 16 years experience within the franchise sector, will be working alongside the team already in place and aims to provide innovative signage solutions whilst also expanding the centre's existing customer base.

She replaces **Klaus Pixberg**, who during his 36 years with the company played a key role in shaping its direction. He will, however, continue to be actively involved with Aslan on a regular basis in his new consulting role.

**South East Drawing Office (SEDO)** has appointed two apprentices.

**Adam Keys** joins the company as a print apprentice via a BPIF scheme, while **Mollie Argent** reports to Denise Forsdyke, Administration Manager in a wide-ranging role. SEDO is also now the sponsor of a youth football team, thus extending the reach of its awareness programme to early school years.



The latest Signs Express centre, **Signs Express (Newcastle)** has just opened in Cramlington, with owner **Adam Greaves** taking the helm.



Adam, who has 20 years' experience in fabrication and managerial roles for the heavy engineering industries, including shipbuilding, offshore oil drilling and submarine construction, and his team will provide a one-stop-shop for all forms of business signage including interior and exterior signs, displays, vehicle graphics, banners and much more. ■



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# new

# projects



▲ A modern articulated lorry offers a huge canvas, which when applied with eye-catching graphics, can be successfully used as a platform for advertising and/or promotional purposes. However, such graphics are also exposed to the worst the weather can throw at them, plus aggressive cleaning regimes and the inevitable knocks and bumps that occur as the vehicle goes about its daily business.

So when Gary Bagstaff and his team at **Print Sauce** in Caerphilly were commissioned by **Braces Bread** to lift the profile of its fleet with some genuinely head-turning livery work, they knew that the right choice of materials was critical to the project's successful outcome.

Braces Bread has been baking since the early 1900s and its products are sold through all the big retailers and speciality resellers. But despite its vintage, Braces is a thoroughly modern business, with a fleet that includes double-floored trailers.

One of the liveries features a logo that blazes across the whole expanse of a trailer. With strong geometric elements radiating from the design's central point of focus and cutting through numerous panel edge lines, it required precise application and colour matching, so as not to interrupt the transition of tone and print density. To ensure the best result, Gary used **Metamark MD5** printed on an **Epson SureColour printer**. MD5 tolerates big ink loadings and resolves detail to the degree required to deliver the flawless gradation and inter-panel matching.

The next challenge was the physical application of the printed material to the trailer, as the demanding design would have really highlighted any application inaccuracies. Happily though, the end result is exemplary in every detail. It's a big livery and it creates a big impression for a brand with a towering reputation to defend, but most importantly, it really does turn heads! ■



▲ Birmingham-based **Nocturnal U.K** recently used **Hexis** materials to create a stunning 'Airbus' minibus for **High Society Limousines**.

Nocturnal had to face many challenges on this project, with the first one relating to the graphics, as although it spent a lot of time trying to find suitable images, there was only one that fully met its criteria. The second challenge came when Nocturnal discovered that the vehicle's bodywork was in less than pristine condition. Realising that its material choice would have to be sufficiently robust to compensate for this, the company used **Hexis HX190WG2 50µm vinyl** for the eye-catching graphics, which were then sealed with **Hexis PC30G2 gloss laminate**. The HX190WG2 film is perfectly suited for use on complex surfaces and adheres particularly well to glass, steel, aluminium, PVC and melamine, while its high technical



performance and conformability means that it can be used for full wraps, and on curved and riveted surfaces.

Following the vehicle's external makeover, High Society Limousines added amplified sound to replicate the noise made by an idling aircraft,



together with running lights to depict the line of a plane's wings and wheels. Furthermore, the van also had a full interior makeover that included the addition of inflight screens, an in-vehicle bar, disco lights and even a karaoke machine!

The 'Airbus' is now being used to add a little extra transportational pizzazz to school proms, hen nights and other such events and, when it's bowling along the motorway passing motorists could be forgiven for believing that a plane is running alongside them! ■

▲ **RGVA** has recently installed the **Traxx** framing system to 70 new trailers for **Nestlé**.

The commercial fleet graphics specialist has now fitted the specialist framing and banner system, which is designed to make changing vehicle graphics quick and easy, to more than half of Nestlé's 200-strong trailer fleet, including 115 new trailers and 25 retro-fitted vehicles.

The Traxx system is based on an aluminium frame that is secured to the side of the trailer. Once the frame has been fitted, advertising banners can be removed and replaced in all weather conditions and in as little as 15 minutes per side. Each banner is



printed using UV inks and **EFI VuteK HS Pro** printers, with the designs applied to 450gsm backing fabric made from recycled materials. The finished product is also fully recyclable once removed.

The latest fitment will initially feature campaigns for seven of Nestlé's top brands, including Aero, Rowntrees Polo, Quality Street, Shreddies, plus a selection



of Carnation products and pet foods from Purina, with some using different advertisements

on either side of the 13-metre Montracon trailers.

With 70 trailers to fit, RGVA liaised closely with Montracon to factory fit many of the vehicles, with the remainder being fitted at Nestlé's York depot. In addition to the tailored banners, the RGVA team also installed generic Nestlé graphics on the rear doors of each trailer, using **3M's Scotchcal IJ40-10**

**series film** with matching **8030G laminate**, to ensure a five-year durability. ■



▲ To support the programme of events planned to celebrate **Hull's City of Culture** status during 2017, **Signs Express (Hull)** has provided a full truck wrap for **Humberside Fire and Rescue Service**.

The Hull signmaker fully designed

and applied the wrap at the fire station, while also taking into account the community brand guidelines set by Hull's City of Culture 2017, an independent company and charitable trust, set up by Hull City Council.

The fully operational fire engine will continue to attend fires and emergencies, but will also be used to cover events, where the brightly coloured livery will further enhance the wide range of cultural and community activities planned to take place in Hull this year. ■



Supplier News

# XYZ signs up for The Print Show 2017



**XYZ International has taken advantage of The Print Show's 'early bird' offer and committed to exhibiting for the first time at the 2017 event, which will take place at the International Centre in Telford on 11th-13th October.**

On Stand G09, XYZ International will showcase Trident, a machine that has been developed and launched to

better accommodate the requirements of new markets and, in particular, the now burgeoning print and cut sector.

XYZ claims that as well as increasing output by as much as 50 per cent by comparison with other XYZ machines, Trident has also helped resolve issues frequently encountered by print finishing companies looking

to process an ever-increasing range of different rigid and flexible substrates that require a wider, longer and deeper processing capability.

In addition, Trident combines CNC routing and knife-cutting functions in a single powerful production workhorse. Standard processing areas of the machine range from 1,524 x 1,219mm to 2,159 x 3,048mm, with

virtually any length of material being easily accommodated.

Furthermore, the narrower carriage construction contributes to a 12 per cent smaller footprint when compared with other XYZ machines, while interchangeable blade attachments can be as long as 120mm to enable more efficient processing of harder, heavier and thicker materials. ■

## JETRIX provides support in the north

**In order to address the need for rapid technical support, InkTec has established an additional service centre to cover the north of England.**

The new centre, which is located near Newcastle, will continue to provide the same level of support delivered by the current operation in Witney, but with the added

convenience of a local base.

The centre will be staffed by two engineers, who will be able to offer full training and in depth technical consulting, as well as installation. In addition, customers will also be able to access the telephone advice and on-line machine review provided by InkTec's Witney office. ■



## Neschen gets a fresh start

**Neschen is now looking forward to a safe future following the creation of a new company, Neschen Coating GmbH, a subsidiary of Blue Cap AG, which has taken over the business operations of Neschen.**

BLUE CAP AG, a listed company that has its registered office in Munich, specialises in the further development of medium-sized technology-driven companies whilst also preserving their corporate identity.

NESCHEN Coating GmbH encompasses the entirety of Neschen's business, including its staff and its subsidiaries, FILMOLUX in Benelux, Germany, France, Italy and Austria.

In the course of the takeover, Kai Tittgemeyer, who was the former Plant and Production Manager at Neschen, has been appointed as Managing Director of Neschen Coating and it is his aim to expand research and development in order to develop new products for use in the graphics, document and industrial applications sectors. ■

## Applelec to distribute SloanLED systems

**Applelec has announced a new partnership with US-based SloanLED, which provides the Bradford-based sign trade supplier with full UK distributor status for SloanLED's LED systems.**

Applelec will be stocking all SloanLED products for use in signage, including Prism modules, PosterBOX 3, FlexiBRITE and ColourLINE, V180 and VL Plus modules and appropriate power supplies. The range will be sold in kit form, with modules available to purchase individually or by the carton, as well as within the fabricated signage the company manufactures.

Applelec will be supplying the range with SloanLED's industry-leading warranties, including a five-year warranty on most products.

Commenting on this development, Barry Blythe, SloanLED's Sales Director, said: "This agreement unites our design and manufacturing expertise with Applelec's marketing, distribution and servicing network within the UK."

Ian Drinkwater, Applelec's Managing Director, added: "We will be focusing on providing one-to-one support for customers working with the SloanLED range and, as we have been using SloanLED's systems for many years in the fabricated signage



(l to r) Ian Drinkwater, Managing Director of Applelec with Barry Blythe, SloanLED's Sales Director

and lettering we manufacture, we have a solid understanding of the products and how to get the best from them."

Applelec is currently recruiting two new members of staff to support its existing sales teams with the new distributorship and will shortly be offering training activities for customers looking to learn more about the SloanLED range, particularly the modules designed for the illumination of built-up letters. ■



## Antalis launches new workshops

As part of Antalis' ongoing commitment to provide a hub of information, live demonstrations and training to those seeking to expand their digital print offering, it has announced its 2017 programme of Digital Academy workshops.

The Academy now covers a total of 25 different workshops, providing training and the opportunity to upskill via a series of courses ranging from Vehicle Wrapping and Packaging Mock-ups, to Colour Management and Screen Print Film Separations.

Workshops in development for 2017 include textile printing, interior

decorations and wallpapers, all areas that offer huge B2B and B2C market opportunities for those companies in pursuit of diversification.

Also on the horizon are additional RIP software and colour management courses to assist those who are running large format printers and need to guarantee consistency and quality on every job they deliver.

However, the Digital Academy's most popular workshop continues to be Colour Management, followed by Signmaking and Vehicle Wrapping, all of which are based in Coalville. Since the Academy launched, there have been pop-up workshops across the UK



and Ireland, including those at Leeds, Livingstone, Norwich and Plymouth, as well as in Dublin. For 2017, there are plans to take the Academy to Belfast in April and host return visits to Bristol in February and Dartford in March, thus providing sign and print companies with greater access to the available training.

The Digital Academy team will also be presenting seminars on Colour Management at PrintWeekLive! And Sign & Digital UK, both of which take place during March. **For further workshop dates and availability, visit the Digital Academy website: [digital2 business.co.uk/digital-academy](http://digital2.business.co.uk/digital-academy)** ■

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## SloanLED Prism How many LED modules can we save you?

With a unique arrangement of micro prisms producing brilliant, uniform light at 124 lumens per module, rows can be spaced up to 375mm.

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Unique micro-prism  
lens technology

124 Lumens  
per module

Up to 375mm  
row spacing

**SloanLED**  
Leaders in LED Technology

Equipment & Material

# Cut LED costs with Chiplite

**Majert, the German supplier of technically advanced LED lighting solutions to the sign industry, has announced two important developments to its popular third-generation Chiplite X-Series.**

Using the CL- XOL system, it is now possible to include up to 100 individual modules soldered in a continuous chain without the need for additional power input, thus dramatically reducing installation costs. In a second and equally important development, the company has added two new LED systems to the X-Series (CL-EL3 and CL-EL4), which have been designed specifically for edge-lighting larger light box installations and bring the number of different systems in the series to 10.

Of special significance is that Majert has now announced that when using

just nine CL-XOH4 modules x square metre it is now possible to illuminate flexible-faced lightboxes up to a depth of 200mm.

Available as standard in white, warm white, red, green and yellow and with the option of special colours, the CL-XOL system is fitted with two 5050 SMD LEDs (including optic) and generates a luminous flux of 40 lumens. It has a compact size of 57 x 15.6mm and uses only 0.48W of power, making it suitable for virtually any size of lightbox or sign lettering requirement to a depth of 50mm.

Effectively illuminating the edges of both single- and double-sided light boxes, CL-EL3 and CL-EL4 have common as well as individual design characteristics. Measuring 100 x 26mm, CL-EL3 is fitted with three LED modules as well as a specially designed elliptical optic. It provides 240 lumens of luminous flux with a



2.8W power requirement and is wired to form a 20-unit chain. CL-EL4 is suitable for light box installations up to a size of three metres square, attributable to the generous luminous flux of 400 lumens generated by 4.5W of power. The system measures 63 x 53mm and is wired to form a 15-unit chain and has to be installed in groups of three modules. In common with all systems in the X-Series, CL-EL3 and CL-EL4 are backed with a five-year performance warranty.

The CL-X Series has been tested and approved for use in the most extreme

temperature conditions (typically -40 up to +85 degrees C). The systems also carry the CE seal of approval, are RoHS-certified and incorporate an IP65-rated transparent housing for optimum safety and reliability.

The Chiplite X-Series is now widely specified by sign manufacturers throughout Continental Europe and is backed by a large stockholding capability and 24-hour delivery. ■

# Signs for all seasons

**In recognition of the increasing demand for bespoke signage, Applelec is now supplying CoSign's modern Textile Frame display system, which offers users the facility to cut the frame's aluminium extrusions to required lengths, thus ensuring that it can be easily tailored to suit the specific demands of individual applications.**

Ideal for fascia signage, the frame can be created in sizes up to three metres in height with limitless width options, while the skin can be printed to display personalised branding and/or promotional graphics. Furthermore, as the system's frame is designed to accommodate perimeter lighting, it can be further enhanced with



the addition of SloanLED PosterBOX 3, premium quality, low profile LED modules that deliver bright, crisp and cost effective illumination of up to 6500K to heighten the impact of the sign's overall appearance.

Exclusively available through Applelec to companies operating within the sign and digital printing sectors, CoSign's Textile Frame is available in wall-mounted, freestanding and hanging options. ■

## Meet the variable valiant



**Following an extensive product development programme, Innotech has launched the Valiant Roller Banner.**

Billed as a premium economy roller banner, Valiant features a unique wave shaped design and glossy black end caps, together with a padded carry bag, clip top rail and telescopic pole.

It is the second in a series of new Roller Banner launches from Innotech, which also includes the Conquest Roller Banner, which was introduced at the end of last year. ■



## Extend the advertising space

**Transparent LED displays from Crystal Display Systems are designed to convert a shopfront or atrium into a digital advertising space, whilst also allowing natural sunlight to flood into the building.**

Using content delivered via a customised controller, the system also features a modular structure that enables it to be tailored to accommodate windows of all sizes and even atriums that span several floors.

The LED displays, which are available in several pixel pitches, enabling the viewing distance and content to be designed to suit the demands of individual locations and campaigns, are installed inside the store behind

the existing glass. The modular LED arrays are built into a custom sub frame made from high quality aluminium and there are a wide variety of different mounting options, including freestanding, ceiling mounted, floor to ceiling braces and modular digital poster units that are suitable for use in smaller installations.

Available in two brightness levels, 2500cd for use in indoor shopping malls and 6500cd for use with outdoor facing windows, the displays' brightness is automatically adjusted by an optional ambient light sensor, which provides the optimum visual clarity in any light conditions.

In addition, Crystal Display Systems



also offers a full outdoor version that can be externally mounted to enable an advertising campaign to span a building's windows, without blocking out the passage of natural

light for those working inside, while, the display's lightweight structure also makes both installation and structural reinforcement much easier too. ■

## Eurobond introduces a flexible friend

**Eurobond Adhesives has launched FlexiFix, a flexible two-part, structural adhesive.**

Part of a new generation of flexible adhesive technology, FlexiFix is ideally suited for use with metals, modern composites and plastic fabrication in signmaking applications.

It offers signmakers a controllable adhesive that doesn't leave 'pull through' marks when used with composite materials, such as Dibond, including the mirror finished Dibond variant, and can be used to bond virtually any material combination together.

Once cured, it accommodates any joint movement caused by vibration, thermal cycling, and differential expansion between two different materials, wind dynamics, shock, impact or mechanical forces.



FlexiFix has a working life of up to 19 minutes, thus providing the user with the opportunity to work on larger or more complicated items without partial curing taking place. Handling strength at room temperature can be achieved within approximately 25-35 minutes thereby enabling the item to be safely handled. Dependent on room temperature, full cure is achieved between 12-24 hours.

Eurobond FlexiFix is available in either 50ml or 490ml cartridges. ■

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Equipment &amp; Material

## A big salute for Ultra Matt Military Green

APA has now further extended its cast film range with the addition of Ultra Matt Military Green (CW/84.0-HX), a self-adhesive, 3D two-layer cast film for use in both wrapping applications and the decoration of flat and shaped surfaces.

The APA range of cast films offers a high degree of conformability and mechanical resistance during application and sufficient thickness to provide excellent covering power. Furthermore, the richness and depth of the colour remains uncompromised even when it is applied to dark surfaces. The range



also carries a Class B-S2-D0 fire certification.

In addition to its ultra-fashionable hue, the Ultra Matt Military Green film is extremely easy to apply,

thanks to APA's RepoTack-Air Free System, an innovative repositionable adhesive, which ensures that air is ejected through micro-channels in order to facilitate a smoother, bubble-free finish. Removal, even



after the film has been in place for some time, is quick, easy and clean.

The new Military Green hue further enhances the range of Ultra Matt effects, which also includes Blue and Black. APA plans to add further colour options to the range in the near future. ■

## NovaComp loses inches

The popular NovaComp system, which is exclusive to Bristol based Nova Aluminium, is now available in a new depth of 135mm.

The system, which incorporates the industry familiar SignComp black clip and is supplied with full LED illumination as standard, plus printed skins if required, is proving to be a great success with Nova's customers, with the company reporting that it

enjoyed record sales of flex boxes during 2016.

NovaComp can also be shaped to form the entrance boxes that grace the stores seen at retail parks, while circles, ovals and top curved fascia variants are also available too.

Customers can chose delivery, which is via Nova's own transport fleet, direct to their premises or straight to site. ■



## The cool option

Drytac Europe has introduced Polar Carpet film for use in interior floor graphic applications.

A four mil (100µ) printable matte white monomeric PVC film, it features a high tack, yet removable acrylic adhesive, backed by a siliconised bleached Kraft paper, and is ideal for short-term indoor floor graphic advertising.

Polar Carpet is recommended for use with Drytac's slip-certified laminating films, including Interlam Pro Emerytex and Protac ScuffGuard, in order to provide fully-approved slip resistance. It is compatible with (eco) solvent, UV and latex printers.

In common with Drytac's entire range of films and adhesives, it is exclusively distributed throughout the UK by Antalis. ■





# Looking for lower Large Format trade prices?



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Equipment & Material

## A new spectrum of possibilities



**Leading SloanLED supplier, Perspex Distribution has announced the addition of a full line up of colours and white temperatures to its Prism LED range.**

The SloanLED Prism combines a unique prism lens that facilitates an even spread of light and offers the brightest solution in its class, thus

providing signmakers with brighter signs with the use of fewer modules.

The new colour spectrum of modules in Red, Blue, Green and Orange are now in stock and are available for next day delivery. Additional SloanLED Prism white colour temperatures now include 3000K, 4000K, 5000K, and 7100K, which further complement the trail

blazing 6500K at 124 lumens per module, to create the perfect light spectrum for any sign, ranging from a warm glow to a bright, cool beam for applications with high-output needs.

Ryan Mann, LED Product Manager at Perspex Distribution, commented: "The technical experts at SloanLED

have swiftly reacted to market demand to ensure that the family of modules contained within this extended range cover almost every conceivable signage application and we urge signmakers to contact their local Perspex Distribution branch to find out more!"

Perspex Distribution has been the leading UK distributor of SloanLED modules for over five years and offers installation layout drawings, LED training and a five year warranty on modules and power supplies. ■

## PowerPax introduces compact driver range

**UK power conversion specialist PowerPax has recently extended its LED Driver offering with the addition of a range of Ultra Slim constant voltage LED drivers.**

The range features drivers of 12V and 24V with output powers of 30W, 60W and 100W as standard. All models feature an input voltage range of 200–240V AC, 50Hz and provide active power factor correction with a power factor  $\geq 0.9$ .

In order to protect both the driver and the load, the outputs on this series feature four-protection systems, which include open

circuit, short circuit, overload and over-temperature protection. These drivers, which have an input to output efficiency  $> 85\%$  and feature a no load power dissipation of  $< 0.5W$ , work over a wide temperature range with full operation at ambient temperatures ( $T_a$ ) up to  $45^\circ C$  and a maximum case temperature ( $T_c$ ) of typically  $80^\circ C$ .

The series is safety approved to EN61347-1, EN61347-2-13 and features EMI to EN55015, EN61000-3-2 and EN61547.

Featuring an ultra slim housing, with dimensions of  $251 \times 30 \times 166mm$  for the 30W models,  $304.6 \times 30 \times 16.7mm$  for

the 60W models and  $320.6 \times 30 \times 18.2mm$  for the 100W series, the drivers have a polycarbonate case with screw terminals for both the input and output connections, and are double insulated with SELV outputs.

They are designed for long life operation with an MTBF of 30K hr's and come complete with a three-year warranty, while their slim nature makes them particularly suitable for use in a wide range of applications, including light boxes, signage, trough and rail and retail

applications. They are also well suited to applications where the driver may need to be installed through a small aperture, such as the hole where a ceiling rose was previously fitted, or in a coffer where the width is limited.

The Ultra Slim constant voltage LED drivers form part of the comprehensive range of LED drivers stocked by PowerPax. ■





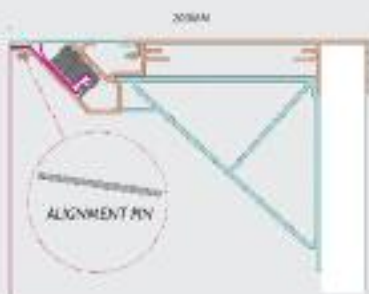
# FLEX FACE SIGN BOX SOLUTIONS

From the Nation's Leading Aluminium Sign Systems Supplier



## NOVAFLEX

A robust single sided, full perimeter tensioning system which comfortably produces large flex face light boxes. The system uses a rod and pulley method and can be rapidly tensioned from the front using power tools creating wrinkle free images every time.



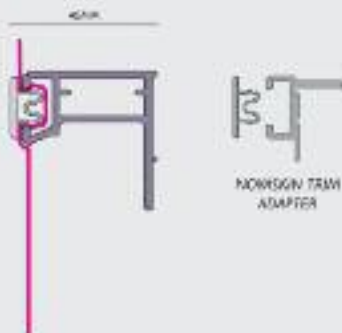
## NOVACOMP

Incorporating the popular black clip tensioning system NovaComp is available at both 135mm and 200mm depths. Light boxes are competitively produced in all shapes and sizes and can be delivered to site or your premises.



## SIGNCOMP FRAME

Non-illuminated framing system for flex face signage which utilises the industry familiar black clip tensioning procedure. Perfect for low cost flex face signage and for use with the NovaTube overhead lighting system.



## NOVASKIN

An innovative framing system which brings flex face competitively to the High Street. The system also incorporates a bead adaptor for use with standard light boxes.



## Iberian sees the light



**As a recognised UK sign and print business, Iberian Digital is a company that has a second string to its bow, as it is also one of Europe's leading manufacturers of bespoke industrial lighting.**

And in order to properly service the varying needs of two distinct industry sectors, the company, which is based in St. Leonards, has invested in production equipment that offers the flexibility to handle the requirements of both.

This is especially the case with the DYSS X5 digital cutter that it recently purchased from AG CAD. Prior to the machine's arrival last September, Iberian Digital was either cutting its specialised fabric, card, paper and vinyl materials by hand, or with a guillotine, while more complex designs were outsourced.

But whilst the DYSS has certainly helped slash both subcontracting costs and lead times since its installation, Managing Director Les Allitt explained that it was a big new commission that precipitated the decision to invest in a digital cutter.

He said: "We had just won a two-year contract from a hotel chain for over

20,000 light shades that comprised over 10 different variants and realised that we simply couldn't fulfill the order if we relied on our previous printers and hand cutting methods. Accordingly, in order to solve the problem of the print bottleneck, we invested in a new wide format Mutoh printer that is six times faster than our old machines, while the acquisition of the DYSS X5 eliminated the need for third party cutting arrangements. Now we can turnaround bespoke print and lighting projects in seven to 10 days, instead of the two to three weeks it would have previously taken, while also remaining in complete control of the production process!"

At present, Iberian Digital, which boasts a staff of 24, estimates that the DYSS X5 is cutting through more than 2,000 metres of material every month, including a diverse range of new substrates.

Les Allitt continued: "Originally we used it to cut fabric and card, but we've moved on to all sorts of other materials too and have already added wallpaper design and production to our portfolio of services. We had the design expertise in-house, but it's the ability of the X5's K-Cut vision system to cut



with impeccable precision that is permitting us to manufacture our own lines of wallpaper. This new diversification is also challenging our design team to develop new concepts and to provide new revenue streams for our business – for example, thanks to our coastal location we are now producing more vinyl graphics for application to boats, as well as cars and vans.

He concluded: "In addition, we are looking to capitalise on the potential offered by the POS sector, as we can use the Kasemake Software suite, also supplied by AG CAD, to create sample cartons and boxes for new customers. In fact, the DYSS X5 and the KASEMAKE CAD suite are the tools that are enabling our designers to transform on-screen designs into physical samples." ■



# Not only, but also!



**When you've been in business for three decades and have a reputation for taking all forms of print from its design to its deployment across an incredible range of applications, creative need in the market seems to find you.**

Responding positively to customers' appetite for output that achieves true standout in an increasingly crowded print space requires that you have the means to get things done. And it was with that need in mind that Pushpan Bala of east London based printer, SEL Trade, made the journey to the Sign & Digital UK exhibition last year.

Pushpan was looking for routing technology to expand his company's production capability and the show provided him with the opportunity to compare routers from major industry players. However, one machine stood out – the 2017 Protek Unico TT Production Router and Digital Cutter from Complete CNC Solutions, which also changed Pushpan's perspective on what he was actually looking for. His desire to provide his blue-chip clientele with top quality routed output remained,

but he realised that with the Protek Unico TT, he could have a system that included digital cutting and print finishing in one machine and, thus Pushpan placed his order.

Installation of SEL Trade's Protek Unico TT went like clockwork thanks to detailed planning and pre-installation site surveys and the machine now sits amongst the company's considerable stable of wide-format print hardware, where it is already earning its keep.

The system is used to produce routed output from all kinds of plastics, timbers and metals, and, in addition, it also turns its hand to a considerable volume of print finishing operations that add great value to SEL's trade printed output. To have a single system that is capable of doing two distinctly different jobs, and of doing each well, is proving the value of its investment.

SEL Trade exceeded in the mission to provide its customers with top quality routed output and now looks forward to a future where it can offer much more besides. No machinable material is now beyond its



capabilities and the quality it can offer is exemplary. And when creatives come looking for new

applications others are writing off as impossible, SEL Trade has a more positive answer. ■

# Summa aims higher

**Nowadays, more and more signmakers are investing in high-performance flatbed finishing systems and many are discovering that, following the addition of the new High Frequency (HF) Router, Summa's F Series of flatbed cutters offer the ideal finishing solution for a wide variety of materials.**

Designed for use with rigid substrates and equipped with a high-frequency spindle (up to 60,000 rpm) and a more balanced milling motor to provide a smoother

finishing of rigid substrates and less rapid wear of the bits, the new HF Router also boasts greater power output (1kW) in order to facilitate higher processing speeds.

It can be successfully used in conjunction with most solid boards, plus wood, MDF, ACP and acrylics.

Thanks to the system's pneumatic collet, which clamps the bit, no wrenches are required and the optional Automated Depth Control (ADC) ensures that bits are easily replaced, thus eliminating operator error.



When used in conjunction with Summa's F 1330 flatbed cutter, plus the ADC, the HF Router further expands the scope of the system

and enables users to process virtually any commonly used sign and display substrate. ■

## Major upgrade for CNCRouterShop

**As a leading provider of CNC routing, engraving and cutting solutions under the AXYZ and Pacer power brands, AXYZ International has completed a major upgrade of its online 24/7 CNCRouterShop division.**

The new design of the site facilitates improved product presentations, an increased storage capacity for a wider selection of tools, spare parts and consumables and better and easier navigation and filtering for customers when sourcing products. The fully responsive design also means that the site works on all desktop and mobile devices regardless of screen size.

A further new feature is regular special offers and 'feature of the month' promotions. AXYZ International Vice President of Market Development, Robert Marshall commented: "The upgraded website is the front end of our customer support facilities and represents an easy-to-navigate system by which

customers can place orders. Equally important, is the organisation behind the site that ensures a massive choice of quality parts and accessories at very competitive prices. These are constantly upgraded and available on same- or next-day delivery."

Selection of the correct tooling for any CNC router is as important as selecting the right machine and the two are totally interdependent and critical to the performance of the router. The AXYZ CNCRouterShop division supplies a vast range of tools, spare parts and consumables for owners of not only AXYZ and Pacer machines, but also virtually any other make of machine, regardless of type or country of origin. Sourcing of the best products from leading European suppliers continuously expands the range of products available, to the extent that the division can now offer a total support facility for all machine owners.

The CNCRouterShop site is clearly



segmented to cover a wide choice of routing, engraving and cutting tools, spare parts, accessories, consumables and software. Tooling covers the highest quality router bits, collets and cones to accommodate various spindle types, oscillating and tangential knife blades for multiple processing requirements and special-purpose tooling.

Supplementing all of these is a range of technical support facilities that includes breakdown

cover and standard or bespoke operator training courses conducted either at the customer's own facility or the AXYZ International Training Centre. Completing the CNCRouterShop offering are continuously updated information downloads and access to a team of technical engineers capable of providing tailored routing, engraving and cutting solutions to meet individual customer requirements. ■



# VersaUV

## LEF-300

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Items shown in the above image are purely for illustrative purposes.  
\*Primer may be needed for certain applications.



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# The full package

Perhaps one of the most surprising pre-Christmas announcements was the news that Astley, a leading provider of signs, imaging and maintenance has formed a partnership with the multi-award winning, Kettering-based signmaker, Signs of the Times. Val Hirst investigates.



You would have thought that after producing the kind of eye-catching high calibre work that scoops awards by the sack load, in addition to providing the full gamut of signs, displays and vehicle graphics for clients nationwide, Darren Roughton, the founder and Managing Director of Signs of the Times, would have reached the acme of his ambition and aspiration.

But, you'd be wrong! As with most creative people, Darren is always itching to tackle the next big challenge, and to equal or even surpass past triumphs, which include

scooping The Sign of the Year Award at the BSGA British Sign Awards in 2014 for the Heinz 57 feature wall in 2014, and the stunning Timeless installation that enlivens the atrium at Senator House in London, in 2015. For last year's awards, Signs of the Times submitted a plethora of entries, including such custom display pieces as the murmuration of paper planes currently gracing Dublin Airport's brand new terminal and the stunning double wall feature that is providing such a talking point at Pokerstar's head office on the Isle of Man, both of which were achieved in collaboration with design agency

Acrylicize, plus the incredibly detailed brass map installed at Legal & General's Birmingham offices. Unsurprisingly, all were duly honoured.

"We've still got a long way to go," he says firmly, a journey that will now be significantly eased following Signs of the Times' new partnership arrangement with Astley.

This may be a development that elicited surprise in the wider industry, but it's something that a pragmatic Darren has been considering for some time. He realised that despite

the strong relationships Signs of the Times enjoys with clients such as Nationwide, Barclays Bank, Carlsberg, together with its equally enduring collaborations with top design consultancies, such as Acrylicize, the company needed to step up a gear or two, if it was to be in the running when the larger and more prestigious projects were being commissioned.

Darren admits: "We had reached the stage where we needed to think about finding an investor in order to fund further growth and expansion, but I knew it would be difficult to find one that properly understood both



the vagaries of the sign and display sector and the need to be realistic as to the level of profitability they could reasonably expect."

He goes on to concede that, in common with many owners of small to medium sized businesses, he was also starting to be troubled by the S-word – succession, saying: "As time passes, you begin to think about the company's future after you've gone. I've seen lots of really good sign companies just shut up shop when the owner decides to retire and I was determined that wasn't going to be our fate, especially as so many of our staff have worked so hard and for so long too – we have a really good retention rate."

Happily though, whilst Darren was still puzzling over these tricky conundrums, a chance meeting at an industry event led to his ultimately fruitful discussions with Astley Signs.

Established over 90 years ago and based in Gateshead, Astley is one of the UK's premier sign companies and provides signs, imaging and maintenance solutions for clients throughout the UK and mainland Europe. With a turnover of £13 million and a staff of 130, it is well equipped to deliver the large-scale signage programmes required by clients, such as Sainsburys, Waitrose, Jet Conocco, Sky, Hilton Hotels and Barclays. But although it also boasts satellite offices and warehousing facilities in Milton Keynes, Leeds and Glasgow, it was eager to establish a proper southern manufacturing base too.

Darren continues: "During our talks it very quickly became clear what we each had to gain from a partnership with the other, as we offer complementary services. For example, whereas we are ideally placed to service customers in the south and have cultivated useful contacts within London's design community, Astley has the credentials and capacity that larger customers demand. And while we have specialised in providing a lot of internal signage, displays and graphics, as well as the sort of projects that double as art installations, Astley



has concentrated on external signage and mega roll-outs, so between us, we can offer the full package!"

He adds that perhaps even more importantly, both companies also share the same ethos, which could be interpreted as a desire to push the boundaries of signmaking excellence, to out deliver customer expectations and to provide their respective workforces with a level of stability that will extend far into the future.

In order to underline this, Darren confirms that Astley and Signs of the Times will continue to run autonomously and manage their own clients as previously, but with each company using the other's facilities and specialist skill sets, as and when individual projects demand. He explains: "We have a good set-up here as far as digital printing and cutting equipment are concerned, and in fact, have just invested in a new Zund G.3 cutter, but Astley outstrips us by far with a stable of really productive grand format machines and has even got a water-jet cutter!"

Furthermore, Darren will be able to make use of Astley's superior financial, administrative and HR facilities, a convenience that will enable him to spend more time on doing what he does best – devising the innovative solutions that enable

his clients to achieve the realisation of their creative concepts, no matter how weird and wacky they may initially appear.

Currently, Signs of the Times is rearranging its premises and restructuring its production processes to mirror the regime in place at Astley. Darren enthuses: "When we've finished each project will have its own project management team working together in the same office, which will really help us to further streamline the whole production process."

So far, everything about the new partnership sounds very positive and encouraging, but good or bad, change always provokes strong feelings. How has the Sign of the Times workforce reacted?

Darren observes that there was, quite naturally, some anxiety when the tie up with Astley was first announced, but it seems that everyone is now fully on board.

He muses: "I think everyone now appreciates the advantages that come



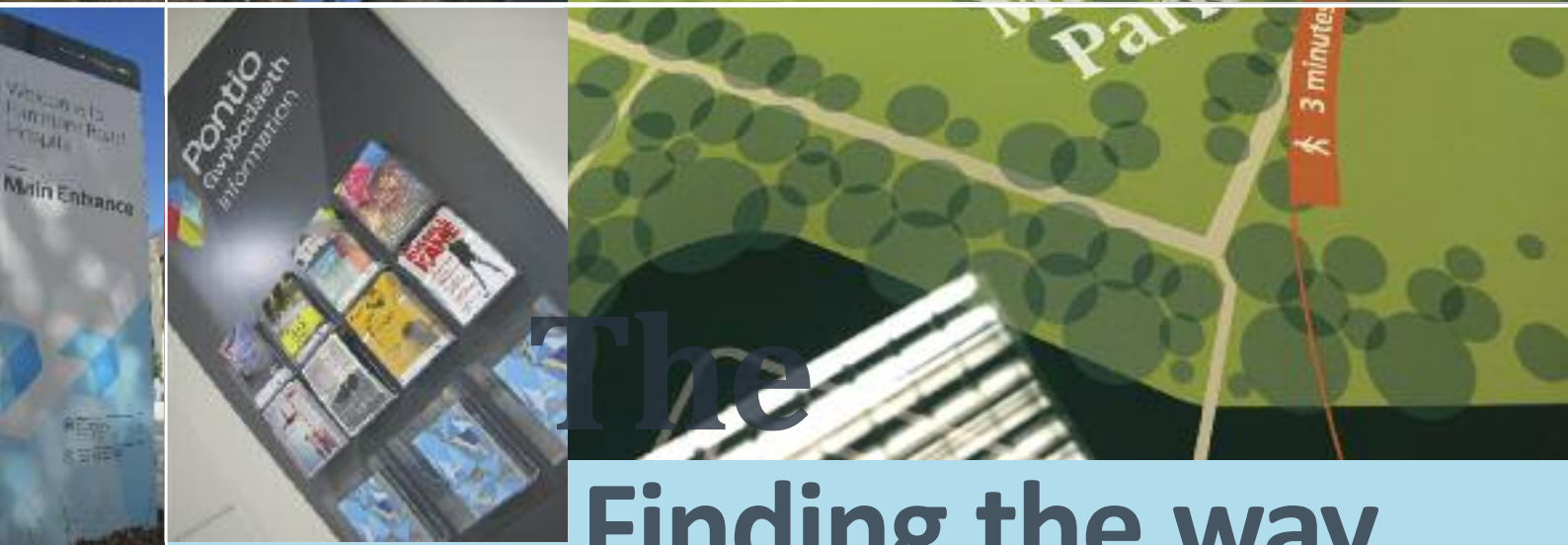
with being part of bigger company. For a start there's a greater degree of security, plus a lot more opportunity for everyone to achieve their own personal goals. Right now, everyone is very excited and keen to push ahead!"

At the time of my visit, Darren had just returned from France where he had met with Enersys, the manufacturer of batteries for use in the automotive, aerospace and defence sectors, which is planning to re-sign its European sites. In anticipation of this and other new work that is coming his way, Darren has increased the Signs of the Times team to 35, having recently recruited seven new staff members, four of which are time-served signmakers who were formerly employed by Hawes Signs – "It's an ill-wind!" he comments cheerfully.

And as I take my leave, Darren is quickly back in the thick of things, happily planning his next creative coup, secure in the knowledge that Signs of the Times has an even brighter future! ■



all change!



# The Finding the way with DMA

For over 35 years, DMA Signs has provided high-quality architectural signage solutions for many of the most prestigious projects in the UK and, during that period, it has also garnered a raft of major accreditations, internationally recognised standard certifications and government endorsements in recognition of the excellence of the work it has completed. Last June, the company underwent a management buy-out, initiated jointly by Paul Lovelock and Nicola Matravers, to secure its long-term future and sustainability. Mike Connolly visited its main facility in Leatherhead, Surrey to find out more.

The successful conclusion of the management buy-out can be attributed to the foresight, provident care and years of experience in the signage industry of Managing Director (Commercial) Paul Lovelock and to the huge and equally important input provided by Managing Director (Operational) Nicola Matravers.

Paul, who is responsible primarily for sales and business development, has been a driving force behind DMA Signs' transformation into one of the UK's leading signage specialists. He has worked extensively in three of the key areas of signage, namely design, manufacturing and marketing and holds a number of qualifications that reflect his professional status.

These qualifications include a BTEC Diploma in Design, which is recognised as one of the best of its

kind in the UK, and a BA (Honours) Degree in Marketing. He is also an active member of the Sign Design Society and his pioneering approach and passion for sustainability have made him a popular spokesperson for this sector of the industry.

Paul attributes much of his acknowledged design and marketing skills to the years spent at Focal Signs, a south London-based specialist manufacturer of architectural wayfinding signage. His mentor at Focal Signs, prior to its acquisition by Stockport-based Signs & Labels, was the company's founder and former Managing Director, Mark Padberg. In a separate but connected interview, Mark was effusive in his praise of Paul's design and marketing skills, the high work ethic he always demonstrated and the huge contribution that he made to the company's success in the wayfinding

signage sector, which has augured well for his ongoing involvement with DMA Signs and to the success of the business partnership with Nicola Matravers.

Responsible for DMA Signs' day-to-day functions, standards compliance and operational efficiency, Managing Director (Operational) Nicola Matravers established a partnership with Paul Lovelock following a career in financial management. She has made an equally vital contribution to the company's growth prospects and profitability, being described by Paul Lovelock as "having helped develop an enviable portfolio of high-profile clients and events and spearheaded DMA Signs' corporate responsibility and environmental and community engagement programmes".

He added: "Nicola's 'out of the box' thinking and creative mind has given



her the experience and extensive product knowledge to undertake any challenge by demonstrating a great attention to detail and forward planning. She is at the centre of all client consultations, production requirements and installation procedures."

Whilst DMA Signs can undertake virtually any signage requirement, it is in the sphere of architectural signage that it has become a major and much sought after provider. In its formative







years, the company's capabilities were particularly evident in the healthcare sector, which, in turn, opened up new business opportunities within other important end-user sectors. Typical of these was the education sector, underpinned by DMA Signs' pre-qualification for inclusion in the North Eastern University Purchasing Consortium (NEUPC). The company is also a Category A-recognised supplier to Willmott Dixon, one of the UK's largest construction companies, as well as a preferred supplier and installer of health and safety signage to the UK Environment Agency, having recently tendered for and secured a major nationwide contract.

DMA Signs also holds ISO 9001 (Quality), ISO 14001 (Environmental), ISO 18001 (Health & Safety) and the relatively new ISO 7010 (safety signs and symbols) standards accreditations. According to Paul Lovelock a particular endorsement that distinguishes DMA Signs from other manufacturers of wayfinding signage is that it holds all three of the National Signage Frameworks, comprising the already mentioned NEUPC (covering all internal and external signage requirements, including standard health & safety, street and way-finding) plus ESPO (a comprehensive procurement facility that ensures better value for customers) and YPO (covering a wide range of stock signs used in buildings and public places and including an online product procurement catalogue).

These are supplemented by DMA Signs' own-brand V-Lock wayfinding monolith, a cost-effective standard signage solution which is extremely durable and fitted with anti-tamper fixings and which can be easily extended and updated to meet changing requirements. A typical use of this product can be seen in application at the East Surrey College campus for which DMA Signs manufactured and installed a total signage revamp that was both

functional and in keeping with the building's modern design.

In addition to these accreditations, DMA Signs is a member of a number of important organisations and trade associations. These include membership of SSSTS (Site Supervisors Safety Training Scheme), IOSH (Institute of Occupational Safety and Health), IPAF (International Powered Access Federation), CHAS (the Contractors Health and Safety Assessment Scheme), CSCS (the Construction Skills Certification Scheme) and PASMA (the leading trade association for the mobile tower access industry and the safe use of a mobile or scaffold tower).

Paul Lovelock added: "In addition to these affiliations, we provide a range of Value Engineering (VE) options. These follow a structural thought process to evaluate these options and improve the 'value' of goods, products and services in order to arrive at the most cost-effective solution for clients. With every signage project, we engage fully with all relevant specifying bodies, including design consultants, architects, site planning agents, building contractors and health and safety and environmental organisations."

Notable wayfinding signage projects currently in progress or completed by DMA Signs include that for Ealing Council. This involved the manufacture and installation of over 400 signs throughout the council's extensive parks and open spaces. Another recently completed wayfinding project was undertaken for the University of Hertfordshire for which the company manufactured and installed internal and external signage across two campuses. The contract was secured by delivering what the University of Hertfordshire considered to be "the most economically advantageous tender".

A government-initiated project completed by DMA Signs was for the Lee Valley Regional Park Authority. The company worked closely with LVRPA, an authority that manages award-winning open spaces and sports venues throughout a 10,000-acre, 26 mile-long park, to create a new range of signs that were both functional and colourful and which included a variety of notice-boards and directional signs.

For the healthcare sector, DMA Signs worked closely with the Guys & St Thomas NHS foundation trust at the new REMEO Respiratory Centre, in collaboration with the architects and construction companies involved in the project, to develop a range of internal and external signs. These included pictorial door signs, brushed stainless steel letters and DMA Signs' own-brand V-Lock Monolith sign.

In the educational sector, DMA Signs supplied a full range of internal signs, including large vinyl-based floor numbers, door identification signs and various wall art manifestations incorporating words and phrases, to the newly developed Gildrege House School. This particular contract was secured as a result of the company's long-standing successful partnership with Willmott Dixon.

One of the biggest companies in the world, Microsoft commissioned DMA Signs to create and install a range of contemporary internally-illuminated signs. In a further project for the corporate sector, the company provided a customised LED colour-changing logo to be installed at the Basingstoke facility of Shire Pharmaceuticals. The built-up

aluminium-based logo was set at a height of 11 metres and was erected over a canopy. As specialist fixings needed to be implanted through toughened glass panels incorporating internally-illuminated LEDs, DMA Signs worked closely with the contractor to ensure the feasibility of this project.

Looking to the future, Nicola Maravars commented: "We will continue designing, manufacturing and installing, via our own installation teams, internal and external wayfinding signage solutions to the highest quality and level of innovation to meet the demands of an expanding customer base. We also intend to make further additions to our workforce. At the time of the management buy-out, we had a total of six employees. Currently, this has now risen in a comparatively short time to 25, including two new fully-trained signage installers for the existing national sign installation crews, plus the appointment of a General Manager."

As to the current trading conditions at DMA Signs, Nicola Matravers concluded: "Last year was our best so far, with a record turnover and commensurate profitability. Our growth plan is to increase the current turnover of £3 million to at least £4 million over the next two years."

All things considered, the future of DMA Signs is set fair to enable further growth and demonstrate to new customers the best way to achieve the most innovative and cost-effective wayfinding signage solutions available. ■

# Get a Kebab!

**Mimaki is making its popular Kebab option available for use on the new UJF-3042MkII and UJF-6042MkII printers, its latest generation of UV flatbed machines.**

Using rotary rollers, the Kebab option facilitates printing directly onto a wide range of cylindrical objects and is also available for use on the UJF-7151plus printer. The UJF-3042MkII is compatible with the Kebab MkII model, while the MkII L model is suitable for use with the UJF-6042MkII and the UJF-7151plus printers.

The innovative device enables high quality printing on cylindrical products with diameters from 10mm to 110mm, including wine and water bottles, seals, candles, cosmetics bottles and more, thus making it possible and affordable to produce on-demand original products in short or even individual runs.

The Kebab option has historically enabled Mimaki users to maximise their creativity, while also opening up new business and revenue streams in sectors such as the cosmetics industry, where regulatory requirements differ between countries. It also makes one-off, direct-print labelling affordable for promotional products or gifts.

Mimaki particularly highlights the wine bottle sector as a growth area with commemorative and celebratory personalised prints proving especially popular.

The new UJF-3042MkII and UJF-6042MkII printers feature print speeds that are 20 percent faster than their predecessors and, in common with most Mimaki printers, can be used in conjunction with different ink types, thus supporting a very wide range of applications. In addition to the durable inks that adhere well to glass and other substrates taking advantage of the Kebab option, LUS-120 inks can also be used for printing onto soft material surfaces, such as membrane switches or wallet smartphone cases, since they can stretch up to 170 percent without cracking when pressed or folded.

Moreover, the LH-100 rigid inks are perfect for use with accessories or



stationery products that have to withstand high levels of abrasion. These inks, when used on conjunction with Mimaki's PR-200 inkjet primer, are also an excellent choice for printing onto glass, metal and resins, which has traditionally been difficult for UV-curable inks. With Mimaki Clear Control (MCC), the clear varnish can be used to highlight areas with spot or flood coating, as well as to deliver embossing with multiple passes.

To support increased productivity and profitability for sampling, retail and printing business, the new UJF-3042MkII and UJF-6042MkII printers have the ability to print on objects up to 153 mm thick at higher speeds. The new range has advanced mechanical



functionality, featuring a print table that moves during printing to reduce vibration, deliver precise dot placement and output high quality printing onto a wide range of objects and materials.

Mimaki printers are exclusively distributed within the UK and Ireland by Hybrid Services. ■

## Jeti Ceres offers UV LED option

**Agfa Graphics has launched the Jeti Ceres RTR 3200 LED system, a dedicated roll-to-roll printer with UV LED curing, which delivers extremely rapid results and high image quality on a wide variety of flexible media.**

In addition, the engine's optional white printing features and primer capability can be combined to produce a new level of image vivacity, dimension and durability.

As a dedicated 3.2m roll-to-roll printer, the Jeti Ceres prioritises fast, delivery of high quality media combined with the robustness required for high-throughput printing initiatives. Intended for use with mid- to high-

end applications, it is capable of printing on a diverse range of single and dual roll media, at speeds of up to 186 m<sup>2</sup>/hr, while its sturdy design guarantees low-maintenance functionality in the long-term and its UV LED curing lamps reduce costs, increase eco-friendliness and eliminate lamp-based downtime.

Due to the use of UV LED curing technology and Agfa Graphics' UV LED-cured inks, the Jeti Ceres can print onto heat-sensitive media, such as self-adhesive sheets and PVC, without warping or wrinkling them.

Equipped with white ink circulation that extends along the entire ink line, the Jeti Ceres uses white to further



enhance images, especially those for use in backlit and dual-sided applications.

The printer also adds a primer option for extra durability when printing on unusual or difficult roll-based media. The engine pre-prints a fine layer of primer automatically before depositing ink, thus preparing the top layer for ideal surface tension and better ink reception. As this facility avoids the need for downtime and reprints, it dramatically enhances the productivity of the system and guarantees the image quality with

minimal impact on cost per square metre.

The Jeti Ceres comes complete with Agfa Graphics' Asanti printing workflow software, which manages the processes in prepress, production and finishing. It is also compatible with Agfa Graphics' cloud-based PrintSphere, which standardises the flow of information between customers, colleagues, freelancers, departments and other Agfa printing solutions, thus streamlining file sharing and ensuring data security in the automated workflow. ■



# See the great all-rounder

**Mimaki's multi-award winning CJV150 Series printer/cutters continue to set the standard for sign and print professionals, and with solutions on display at a number of key exhibitions this spring, the company's exclusive UK and Irish distributor, Hybrid Services is set to show off its breadth of capabilities to a variety of markets.**

Available in four sizes from 75cm up to 1.6m, the CJV150 range ships with a number of 'no cost options' thus making it the ideal choice for new entrants to wide format inkjet printing. These include over 3.5 litres of Mimaki's low solvent SS21 ink, a powered take-up unit, optional bulk feed system and a two-year, fully comprehensive gold warranty.

A further feature of the range is its ease of use and minimal maintenance requirement, combined with automated functions that save both time and money.

Hybrid is exhibiting at the Printwear & Promotion Live exhibition at the end of February where visitors will see the CJV150's fully integrated print and cut functionality being used to provide vibrant, long lasting transfers for garment decoration. Equally attractive is its ability to cut coloured vinyl, or even transfer paper, which is especially useful when the printer is used in conjunction with dye sublimation inks.

The Mimaki CJV150 will also feature on I-Sub Digital's stand at March's Packaging Innovations exhibition, also at the NEC, where its ability to run

metallic and white inks will be used to create bespoke carton decoration, short run labels and high end packaging.

The final destination for the CJV150 this spring, is Sign & Digital UK 2017, where it will appear on a number of stands around the show, which takes place on 28th-30th March 2017 at the NEC. ■



## Roland DG offers free VersaWorks Upgrade

**Roland DG Corporation has launched a programme enabling customers to upgrade their existing eligible devices to its Roland VersaWorks Dual RIP software, free of charge.**

Roland VersaWorks Dual builds upon the intuitive, easy-to-use capabilities of VersaWorks to provide high-quality printing while adding enhanced processing and editing functions to further increase the efficiency and ease of production. It enables users to work not only with PostScript files, but also facilitates native processing of PDF files to ensure transparency effects are processed accurately. This saves time by avoiding the need for additional editing processes, such as flattening.

White or clear ink data, which is ideal for use when producing transparent window graphics, stickers and personalised accessories with special effects, can be generated easily in the RIP. In addition, the position and size



of special colour data can also be adjusted for perfect registration and features such as rotation and mirroring of data can also be configured, without the need to return to graphic design software.

For LEF users, the Maintain Clipped Position function facilitates the

output of designated images only. This feature is particularly useful when extra processes, such as clear effects, are required for printing specific items.

Roland VersaWorks Dual is now available for use with the Soljet Pro 4 XR-640, the VersaCMM VS-

640i/540i/300i, the SP540i/300i, the VersaStudio BN-20, the VersaEXPRESS RF-640, the VersaUV LEJ-640/LEJ-640FT, LEC-540/330, LEF-20/LEF-12, and the Texart RT-640.

For customers who are already using VersaWorks Dual, a free upgrade to the latest version is also available. ■

# Worthwhile Investments

## Companies explain why they chose the equipment they use

First established 15 years ago as a sign and grand format print business, Carrickfergus-based **Signscript** knew that the new **Mimaki UJV55-320 LED UV** roll-fed printer would give it the long term quality it needed to boost its production capacity for clients operating within the retail and exhibition sectors.

The company's Managing Director, Brendan Nugent explained: "We invested in the new 3.2m UV Mimaki printer because we knew it would help us to enhance our quality, performance and reliability and, since we have always used Mimaki printers, we knew that it was a machine that we could trust.

Signscript's company motto is 'Launching your ideas to new heights' and it has even produced a marriage proposal to hang off the back of a plane along with a whole host of signage, banners and other digitally printed output along the way. Now its investment in the Mimaki UJV55-320 will serve to further underline that promise.

Brendan Nugent continued: "Having the capacity to print up to 3.2m wide is essential when competing for bigger contracts in the retail PoS and exhibition sectors, while the machine's UV inks deliver vibrant colours and high blockout, which is perfect for customers looking for backlit signage. In addition, the



UVJ55 is very economical to run, thanks to LED UV curing lamps and the cost-effective UV inks."

The Mimaki UJV55-320, which was released last April, has since won favour with sign and print companies that appreciate its keen price point and unique features. These include the provision of an inline, post-print LED lightbox that enables the print quality of backlit signage to be checked during the production run, as it simulates the appearance of the

graphic when it is installed, thus reducing waste and time. The UJV55-320 also features a twin roll printing capability, facilitating printing on two separate rolls of the same media and enabling two jobs to be output at the same time.

Signscript made the investment through specialist Mimaki reseller **GPMI Reprocentre**, which has installed several UJV55 printers throughout Ireland. ■

When Lloyd Yates of **Axiya Signs** attended last year's Sign & Digital UK exhibition, as he had done every year for over a decade, he never imagined that just a few short weeks later he would be installing a brand new Roland print and cut machine at his manufacturing base in Berkshire!

Whilst browsing the **Roland DG** stand, Lloyd decided to enter the company's 'Scratch & Win' competition, which was offering one of the newly launched **TrueVIS VG Series** print and cut devices as a prize, although without any great hope of winning. Imagine his surprise then, when he received a phone call shortly after the show to tell him that the machine was his!

Remembering that moment, a thrilled Lloyd confided: "I was in complete shock!"

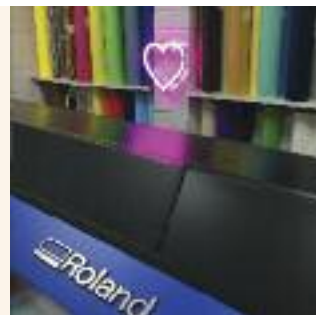
Lloyd selected the TrueVIS VG-540 as the model that would best suit Axiya Signs' business needs, but admits that it was a far shrewder choice than he initially realised. He explained: "At first I thought the saving on the cost of the machine was the biggest benefit, but



having used it for six months now, it's the on-going cost savings that have proved most impressive. Its ink usage is so economical that at first, I thought the ink level reading was broken!"

The introduction of the VG-540 has enabled Axiya Signs, which was first established 35 years ago, to bring production in-house, thus eliminating outsourcing and dramatically cutting its overhead.

Lloyd continued: "Having not used a printer/cutter before, I didn't know quite what to expect when we started using the VG-540, but its performance has gone above and beyond anything I could have expected. The quality of the output is second-to-none and even when we run it in draft print mode to



maximise efficiency, the finish is far superior to anything I've seen before."

This consistent high-quality output has meant that Axiya Signs has been able to expand its usual customer offering to include high-end signage and it has already secured new business opportunities, including the production of signage for leading fragrance and alcohol brands.

"We are now working with clients that we wouldn't have dreamed of working with as recently as earlier this year," confirmed Lloyd, adding: "Now that we are able to print prototypes in-house our creativity has gone through the roof, as we have the freedom to take risks at virtually no cost, which is key to remaining competitive."



To ensure that he gained the skills to get the best out of his new acquisition, Lloyd attended a Roland DG Academy Course, which offers businesses and individuals an engaging learning environment combined with the latest Roland DG technology, in order to fully alert them as to the wide range of versatile applications that are possible.

Having been won over by the flexibility, quality and efficiency of his prize, Lloyd is already exploring the possibility of investing in a second Roland DG machine. He concluded: "Although we've only had the VG-540 for a short time, I can't imagine my business without it and now I'm intrigued to discover what other new and exciting applications are possible with the support of Roland DG!" ■



An investment in a new **EFI H1625 LED printer**, which was inspired by a White Ink Workshop hosted by wide format print specialists **CMYUK**, has proved a tremendous success for sign and graphics company **Cowen Signs**.

According to the company's Digital Design Technician, James Clarke, the printer's white ink capability was a crucial factor in the investment's success. He said: "While the workshop demonstrated some exciting opportunities and got us thinking about how to apply white ink, we were still unsure if we would actually use it very much once the printer was installed. However, we couldn't have been more wrong!"

"We now use the white ink facility every day, mainly for the production of back lit displays and window graphics and we especially love the

three layer white ink function, which enables us to produce impressive day/night acrylic prints with ease."

The printer was installed by CMYUK at Cowen Signs' Birkenhead manufacturing facility at the end of 2015 and James reveals that it has significantly improved the company's production efficiency while also boosting sales. He said: "Our customers have definitely noticed the higher print quality and vibrant colours and the H1625 has also slashed our turnaround times too, all of which has helped us to win new business."

He added "We get involved in a lot of conceptual design work and proofing, and print onto a wide array of industry standard and sustainable materials. The H1625 is mostly used to produce wall graphics, large format signs, backlit displays, textiles



and banners and is actually productive enough to tackle some of the work that was previously screenprinted."

James Clarke concluded: "The outlook is really promising. Our

turnover is up, our capacity and throughput have increased massively and we are still growing – all in all, the H1625 has proved to be a very wise investment indeed!" ■



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# Material Matters

With vehicle wrapping, interior decoration and digital textile printing increasingly becoming mainstays of the signmakers remit, the choice of materials currently available to those operating within the sign and print sectors continues to multiply expediently. Mike Connolly reviews some of the latest material innovations and well as the established favourites that have become part of the modern signmaker's armoury.

## Wrapping it up

**Having earlier added the full range of signage, graphics and vehicle wrapping materials from Avery Dennison to its already extensive product portfolio, leading trade-only supplier William Smith has now introduced the latest Avery Dennison Supreme Wrapping Films 800 Premium Cast and 900 Super Cast.**

Considered to be one of the best vehicle wrapping solutions currently available, Avery Dennison Supreme 800 Premium Cast and 900 Super Cast films incorporate a protective layer for enhanced durability and are available in over 90 different colours plus a choice of finish that includes matt, gloss, pearlescent, chrome, satin, metallic and diamond formats. The films offer outstanding conformability and durability and are supplied

either as full or cut-to-size part rolls.

In addition to Avery Dennison Supreme, William Smith is also distributing Avery Dennison 800PC and 900SC 50-micron vehicle wrapping films. Available in 85 standard colours and in a choice of high-gloss, matt and metallic finishes, 800PC is a premium cast film offering outstanding conformability. It is ideal for application to flat and irregular surfaces, including those with rivets and gentle corrugations.

Available in 80 standard colours and a similar choice of finish, 900SC is a super-cast film that provides enhanced conformability, making it ideal for application to surfaces with extreme corrugations and/or difficult convex and concave curves. The film is particularly suited to large commercial vehicle fleet



wrapping applications as well as brand identity projects on buildings.

William Smith has also recently added the latest window films from 3M for which it is a Master Distributor. Called 3M Thinsulate Window Film Climate Control CC75, it provides added value due to the significant energy cost savings it can create when applied to glass building facades.

When installed either on single-

pane or double-glazed glass sheets, the film will dramatically and correspondingly increase the level of heat insulation during cold weather whilst reflecting solar heat during warm weather. Furthermore, once applied the film is barely visible to view and therefore does not change the aesthetics of a building. This is a special consideration when the film is used in historical buildings where conservation requirements make it necessary not to change the outward appearance. ■



# Mirror, mirror on the wall!

**Doro Tape has recently introduced Aslan SE 75, a new self-adhesive film that is being described as 'a game changer'.**

Aslan SE75 is a brand new mirror effect film that offers a highly reflective finish, one that is so convincing that when it is applied to a smooth surface, it could quite

genuinely be mistaken for an actual mirror!

Better still, the mirror effect, which is scratch resistant, also extends to both sides of the film. It can be plotter cut to any shape required and used for a wide range of exciting applications. ■



# A film for all seasons



**Grafityp UK offers a vast collection of self-adhesive vinyl and print media in the form of its Grafitack, Graficast, Colibri, Grafiprint and GrafWrap ranges.**

It's fair to claim that Grafityp signmaking offers something for everyone, with its extensive offering including everything from films for use in short term applications, to highly durable cast vinyls with a 10 year lifespan, which can be successfully used in the most challenging of environments.

Available in a wide variety of colours

and widths, the range incorporates the Colibri series of ecological PVC free films that are ideal for applications that require an environmentally friendly option. There is also a range of etched films that can be used to decorate windows or glass partitioning.

The extensive collection of GrafWrap Automotive and Decorative films, offer superb effects and finishes that simulate brushed metal, leather and carbon fibre, together with a sophisticated selection of colour change films in a choice of gloss and matt finishes.

Ideal for use in vehicle wrapping applications, they are equally suited for use in premium signage applications or for wrapping furniture, shop fittings, doors, cupboards and a broad gamut of promotional products.

As the division between signmaking and digital printing continues to narrow, many signmakers are now using the Grafiprint and GrafWrap collection of print media, which once again offers a plethora of options and includes a variety of widths, qualities and lifespans to suit the needs of individual applications. One of the latest additions to the range is the budget-friendly M Series, which offers excellent value. To ensure maximum longevity, Grafityp also offers the Grafiprint range of laminating films that can be used to protect and enhance the printed output.

Other films available from Grafityp



include the R-Tape VinylEfx range of printable metallic/special effect films, chalk and whiteboard films, photoluminescent film, reflective films, warning or information signs and printable magnetic films. The company also supplies a choice of application tapes including those sourced from TransfeRite, R-Tape and Nekoosa (formerly Main Tape).

A catalogue detailing the full Grafityp range is available upon request. ■

## The sheet that shines

**Perspex G-Lux is a newly developed cast acrylic sheet that features diffusion technology, thus facilitating the production of edge illuminated light guide panels that eliminate the need to engrave or print.**

Available now from Perspex Distribution, Perspex G-Lux, which has a clear gloss surface similar to that of Perspex clear acrylic, offers a number of benefits for sign and display companies that are looking to simplify fabrication of their illuminated displays, whilst also optimising the level of illumination.

With the edge lit illumination provided by LEDs, the panels

combine excellent light output with even illumination, without the need for etching or engraving, thereby removing a further fabrication process and reducing costs. The built-in technology also facilitates the use of thinner sheets, which results in the production of slimmer lighting units.

Perspex G-Lux has been produced in four standard grades, with each grade optimised to maximise light output at differing panel dimensions (extra small to large) and in thicknesses ranging from 4mm to 8mm.

Its introduction further enhances the range of LED optimised acrylics available in the Perspex range that



includes Perspex S-Lux, which uses patented illumination technology with a textured surface for light guide panels, Perspex Spectrum LED, which provides colourful signage with no LED hotspots, plus a new range of Perspex Light diffusing and edge lighting panels for commercial and industrial lighting applications.

Perspex G-Lux has been developed

and manufactured at the Perspex acrylic factory in Lancashire and offers all the quality assurances of Perspex cast acrylic sheets, including superior fabrication performance, a 10 year guarantee against yellowing and 100 percent recyclability.

Samples of Perspex G-Lux are available from Perspex Distribution upon request. ■

## Advertising with impact

**See-through graphics are the ideal way to create visual impact for short-term campaigns, such as the application of advertising and promotional graphics on windows or glass doors and now a new product from Contra Vision makes this option much more cost effective and convenient.**

The latest addition to the Contra Vision range of perforated window films, Contra Vision Campaign has been developed specifically for use in shorter-term campaigns. It offers an economically priced perforated window film with the high performance characteristics associated with Contra Vision. With durability of up to a year and

clean and easy removal, this product is ideal for use in the production of window posters. Designed for external application, it can easily be applied by staff, thus dispensing with installation costs and will thus particularly appeal to customers operating within the retail sector.

Technically, Campaign features a high specification clean-remove adhesive, while the REACH-compliant face film construction ensures the best possible level of printability, application and removal characteristics.

Campaign also features the Contra Vision Grayliner, the company's patented improvement to perforated window films, which makes it



even easier to produce outstanding see-through graphics. By matching the 70 percent monochromatic grey tone, which is typically visible through the perforations on a window, it creates the perfect background to view trial prints and assists users with colour matching and quality assurance during production.

Suitable for use with all print technologies, Campaign

is available in 20, 30, 40 and 50 percent transparencies, which enables users to select the image strength and see-through capabilities they prefer.

For all longer-term or large-scale applications, such as complete window coverage, building wraps or vehicle applications, Contra Vision recommends its Performance perforated window film, which features a polymeric facefilm. ■



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## Designed for the discerning

**Backed by forty years of experience, APA continues to offer self-adhesive vinyl solutions that are designed to meet the increasingly discerning requirements of the visual communications market place.**

The company's range of digital printing vinyls now includes three calendered films that combine excellent covering-power with ease of application. Known as AP/909-FS, AP/910-FC and AP/510-FC they can be used in tandem with gloss, matt or satin laminates to offer excellent mechanical protection, colour retention and print definition.

In addition, APA's series of wrapping films has been further boosted with the addition of AP/990-FX, an exceptionally glossy white vinyl that can be used in conjunction with solvent, eco-solvent, UV and latex inks to deliver long lasting digital printed output.



Featuring the repositionable RepoTack Air Free System adhesive, APA's WrapFilm range has been further enhanced with a variety of new colours and textures, including the seductive Jaguar and the velvet-touch Ultra Matt Military Green.

APA has also extended the range of colour options for its Extreme Fast series, a range of top-quality self-adhesive flexible cast films that can be successfully used on both curved and riveted surfaces thanks to the company's channelled Air Free FTX adhesive system.

The new Interior Design film range, which comprises four new series in the form of Cover Wrap, Creative Wrap, Wall & Floor and Window has been specifically designed for use on

furniture, appliances, walls, partitions, floors, glass and windows.

Cover Wrap encompasses ultra-stabilised Hard Coat Vinyl films that offer the excellent covering power and high superficial resistance that is ideal for surfaces where there is heavy wear and tear.

Creative Wrap includes highly conformable cast films with a soft surface, which are suitable for the full decoration of flat and shaped surfaces and wrapping applications, while Wall & Floor includes films with superior adhesion and a selection of textures that simulate matt smooth plaster and brushed or rough surfaces. These films are suitable for large-format prints that are applied on uneven and porous



walls. Thanks to their excellent printability and covering power, Wall & Floor films ensure that colours remain dense and vivid even when they are applied to dark backgrounds. Finally, Window is a range of transparent, coloured, frosted and sandblasted films, which are easy to cut and apply on glass and reflective surfaces.

The Interior Design range also includes Solar, a tinted film that filters sunlight and the ultra-transparent Safety films that render glass shatterproof in the case of an accidental breakage. ■

## High performance at competitive prices



**Based in Cornwall, Kernow Coatings has launched KernowJet Supreme, a range of HP Latex-certified, high-performance, roll-up and pop-up**

**films, which are manufactured, stocked and certificated in Europe.**

Benefits include an excellent price-performance ratio, ease of use, faster drying times, perfect lay-flat characteristics and good scratch-resistance, even without lamination. In addition, the films are anti-static, and feature an anti-slip backing and a low-reflection surface.

Although originally designed primarily for use as roll-ups and pop-ups, KernowJet is also suitable for use



in a wide range of other sign and graphic applications, such as

hanging banners, interior and exterior signage and much else besides.

The range is HP Latex certified for use with third-generation HP Latex printers, including the HP 310, 330, 360, 370, 560 and 570.

Available in three thicknesses, Supreme 225, Supreme 300 and Supreme 500, KernowJet also offers a choice of different widths ranging from 914mm to 1524mm.

Samples are available on request. ■



# Acrylic with appeal



PPB is now a UK stockist of 3A Composite's Polycasa acrylic sheets, which include the Akrylon, Crylon XT and CryluxCast acrylic ranges.

Akrylon and Crylon XT acrylics are ranges of cost effective extruded acrylic sheets that are manufactured to very tight tolerances and show no variation in thickness.

Crylux Cast acrylic is a range of high quality cast acrylic sheet, which is available in both the traditional clear option, together with a full range of colours, tints and clear blocks, and in thicknesses ranging from 40mm to 100mm. In addition, a bespoke colour matching service is also available. Cast acrylic, unlike extruded acrylic, offers greater

thermal stability and a high resistance when exposed to solvents.

The ranges are suitable for use in a wide variety of indoor and outdoor applications and are easy to handle, thermoform and fabricate into stylish and attractive designs for all retail, POS, furniture, shopfitting and display use.

It is anticipated that further colour options will be added to the Crylux range during 2017. ■

# Staples with style

As material technologies and technical textiles continue to develop, there is an ever-increasing number of specialised digitally printable materials available and it's easy to forget that there is a still a very real requirement for staple sign and graphics products. However, Soyang Europe understands that it is important to offer signmakers the widest possible range of products.



internal and external signage, badges, window and retail graphics. Window film and protective overlaminates are also available to complement the core graphics products.

Thus, its self-adhesive portfolio comprises high quality and competitively priced products that are manufactured in Europe. For example, the company is a UK distributor for Intercoat, which offers ideal solutions for every day signmaking applications.

Intercoat is printable on any wide format latex, eco solvent, solvent or UV printer, and its premium quality ensures a consistent result, so customers can trust it to deliver.

Soyang also distributes the DECAL self-adhesive range. DECAL is the first manufacturer to combine a revolutionary AC Resin UV Adhesive Technology from BASF with high grade PVC film to produce a series of excellent value printing films.

This coating method creates many advantages for the final product, such as a higher tack system, reduced shrinkage and an exceptionally glossy finish. It also



offers excellent durability and a high resistance to both temperature and water, thus ensuring excellent adhesion when it is applied under humid conditions or on moist surfaces.

attractively priced media kits, enabling the customisation of orders to incorporate matched products. This makes it very easy for customers to buy film and laminate together and to receive them on a next day delivery basis. ■

Soyang Europe is currently offering

## Textile printing without tears

**SENFA, the Technical Textiles division of the French Chargeurs Group, is offering a range of Decoprint textile solutions for sign and display applications that can be used in conjunction with standard UV, latex and solvent printers to create stunning textile-based graphics.**

SENFA Decoprint offers a full range of textiles for use with UV and latex machines, which can be used to produce everything from retail graphics to backlits and wall-coverings to interior decoration.

The company's flagship product,



Decoprint Pearl is a premium fabric for backlit applications installed in lightboxes in retail outlets, shopping



malls and airports all over the world. The smooth finish and the excellent white point combined with all of the necessary fire certifications has already made it the number one choice for many international brands.

In addition, for those businesses that have invested in textile-specific hardware, SENFA has now developed its AQUA range for use in conjunction with dye-sublimation technology using both transfer and direct to textile printing methods. ■

## Streetwise

**As part of a wide range of sign, graphics and digital printing material solutions, Amari Digital Supplies (ADS) offers a choice of highly innovative floor and window graphics and special-effect films, sourced from leading global manufacturer MACtac for which ADS is a major stockist and distributor in the UK.**

The 85-micron matt white PVC StreetRap film is ideal for outdoor advertising and special promotions and offers a high degree of conformability with substrates as diverse as brick, cement and bitumen. The film is recommended for use with either the MACtac StreetLAM or the latest PermaFlex FloorGrip protective laminates, both of which provide a high resistance to abrasion and the propagation of fire.

StreetLAM is a textured 385-micron clear satin polymeric vinyl laminate that has R12 (slip-resistance test) approval and a fire rating to BS: 7976.

PermaFlex FloorGrip is a 150-micron PVC laminate that is R11-approved to DIN 51130. When used, as recommended, with the StreetRap floor graphics film, performance warranties of six and three months respectively are provided.

For indoor floor graphics applications, ADS offers the seven-year, 70-micron gloss white MACtac IMAGin JT5929P film. It is recommended for use in combination with the Permaflex FloorGrip protective laminate.

Part of the MACtac window graphic films range, the 80-micron translucent MACal Glass Décor 700 film is available in four different formulations (coloured, dusted, frosted and icy), two matt finishes (frosted and dusted) and five matt colours (Offshore Blue, Refreshing Mint, Sparkling Yellow, Romantic Rose and Luxurious Gold). It is complemented by the three-year MACcrystal 8400 transparent coloured vinyl film that is available in 17 colours. The film has been



designed for use in illuminated acrylic-based signs and for window and glass decoration and is guaranteed to deliver uniform colour reproduction.

For interior and exterior special effects, ADS also offers the MACtac Permafun range of laminate films that can be applied to flat or gently curved surfaces. The films are available in a choice of six variants, comprising Crystal Gloss, Brushed Metal, Coarse Grain Wood, Fine Grain Wood, Peach Skin and



simulated Leather.

Complementing the Permafun range and for use in interior wall-covering and décor applications are the self-adhesive textured DecoMural, Deco-Silky and the latest Deco-Fresco materials. They provide interior designers with unlimited scope for innovation ■



# Eye-catching colours, finishes and effects

**Xpres offers an impressive collection of sign vinyl and digital print media, including a spectacular collection of colours, finishes and effects for a variety of eye-catching applications.**

One of the latest additions to the range is the highly durable three to five year Poli-Cut 6000 series from Poli-Tape, which is available in both a gloss and matt finish. A high quality monomeric calendared 70-micron vinyl, it is coated with an environmentally friendly acrylic semi-permanent adhesive and has been



specially designed for use in vehicle lettering, window decorations and signage. It offers excellent plotting, weeding and application characteristics and is suitable for short



to mid-term indoor and outdoor advertising applications.

Another firm favourite with signmakers is Poli-Tape's monomeric white digital vinyl, which is particularly suitable for use mid to

long term indoor and outdoor advertising and for application on flat, curved and slightly corrugated surfaces. It can be used in conjunction with eco-solvent, solvent, and UV inks when it delivers rich and vivid colours. ■

## Taking up the challenge



**ASLAN now offers four versions of its digital printing film with extra strong adhesion. ASLAN**

**UltraTack, designed specifically for long-term applications on challenging surfaces, is now available in both glossy and matt finishes and with either grey or transparent adhesive.**

The UltraTack films offer users many advantages. They exert a secure hold on hard-to-stick substrates, including low surface energy materials, such as plastic dustbins, as well as rough, uneven or cold surfaces and can even be applied at low temperatures down to 5°C (41°F).

The two new variants, ASLAN DFP 07G and ASLAN DFP 08G, which are

ideal for use on coloured or high-contrast surfaces, guarantee high coverage thanks to the use of a grey adhesive, ensuring that even brightly coloured and patterned substrates do not show through the film.

Moreover, by adding matt versions to the range, ASLAN now offers a perfect solution for applications requiring minimum reflection. The result is a universal product that can even be used on trade show stands or raw interior walls.

The polymeric soft film, with an outdoor durability of seven years is fitted with a silicone cardboard liner that is PE-coated on both sides,



guaranteeing a high level of stability against humidity and heat, as well as excellent print results. It can be digitally printed with solvent, eco-solvent, latex or UV-curing inks. ■

## The Oracal offer

**In response to the increasing demand for product wrapping, Antalis has introduced the Oracal 970 range, a portfolio of premium wrapping materials from Orafol**



A multi-layered, 100-micron high performance cast PVC film, which offers a four-year durability, Oracal 970 has been specifically developed for use in wrapping

applications, particularly those involving vehicles. Engineered to the highest technological standards and also featuring a built-in protective clear coat layer,

it's highly durable and delivers good dimensional stability, while also offering excellent gloss retention without the need for over lamination.

Oracal 970 is available in 30 popular colours and in a choice of gloss, matt and metallic finishes. In addition, there is a super matt black option and the range also includes multi-layered shift effect cast vinyls that can be used to provide a mesmerising array of colour effects.

Suitable for use on uneven and corrugated surfaces, as well as over rivets and corrugations, Oracal 970 also features Orafol's RapidAir Technology for ease of application and the elimination of air bubbles, while a grey solvent-based, repositionable, permanent adhesive ensures that it can be easily removed without leaving any unsightly residue. ■

printwear & promotion LIVE! preview



# The drive to diversification

The must-attend event for companies involved in the product and garment decoration industry, Printwear & Promotion LIVE! will take place in Hall 20 at the NEC, Birmingham on 26th-28th February.



Having smashed its 5,000 visitor target two years in a row, the 28th edition of the UK's only dedicated exhibition for the UK garment and promotional product decoration sector looks set to be the biggest and best yet and, in addition to the 150 stands displaying printers, embroidery machines and the full gamut of promotional products awaiting decoration, visitors will also be able to enjoy a wide range of special show features. These will include a new line-up of speakers and topics in the Seminar Suite, a

Screen Print Workshop, a Bag and Headwear Decoration Advice stand and thrice daily fashion shows sponsored by Regatta.

Visitors will also be able to catch up with some familiar sign industry manufacturers and suppliers who are using the event to highlight how their products can be used to open up new revenue streams in the garment decoration, printed sportswear and promotional product areas. ■







**GrafiTyp UK**, which will be showing on **Stands K10 and L10**, will be using the event to promote its extensive range of CAD/CUT and printable garment films from Siser, while also offering many application examples and samples for visitors to inspect.

Also on display will be a selection of heat transfer presses from Siser and Stahls, as well as cutting plotters from GCC and Roland, which are ideal for CAD cutting garment vinyls.

In addition, visitors will be able to see print and cut machines from Roland, including the VersaSTUDIO BN-20 and the latest TrueVIS



Showing on **Stand B60, The Kustom Kit Print Works powered by Epson**, will show the new Kustom Kit Fashion Fit T-shirts being printed on Epson's DTG and sublimation printers. Designed with a superior print surface that has been specifically developed to show off designs to perfection, the T-shirts can be used in conjunction with dye-sublimation, DTG, transfer films, screen or laser transfer technologies.

Visitors to the stand will receive a free Fashion Fit T-shirt so that they can feel the quality for themselves!

Other stand features will include Kustom Kit's new styles for 2017, which encompass 20 on-trend new styles, all of which are manufactured

SG and VG models, which are perfect for both printing and contour cutting garment transfers, as well as producing signs, labels and more besides.

A further attraction will be GCC's LaserPro engraving and cutting machines, plus demonstrations of both the equipment and garment film applications, which will take place throughout the show. ■



from superior fabrics and yarns in a contemporary colour palette. ■

**Hybrid Services**, Mimaki's exclusive UK and Ireland distributor, will be returning to the show on **Stand J32**, where its new Mimaki UJF MKII LED UV small format flatbed printer will enjoy its first UK outing.

Also on display will be the UJF MKII series, Mimaki's latest wide format and direct to object printing technology, which is ideal for producing promotional products, personalised gifts and high quality bespoke items. Released late last year, the UJF MKII has already attracted a lot of interest from sign and print companies that are keen to make use of its increased productivity and photo quality prints and a plethora of useful new features.

A further stand highlight will be the Mimaki CJV150 series of wide format printer/cutters, which are suitable for use in garment marking, banner printing, canvas prints and vehicle graphics, as well as for cutting stickers and coloured vinyl.



Visitors to the stand will also be able to see examples of output from Mimaki's highly regarded dye-sub solutions for applications including sportswear and fashion.

As well as showcasing the latest digital printing and cutting technology from Mimaki, Hybrid will be supporting several of its specialist textile and dye sublimation resellers who are also exhibiting at the event and will be showcasing a range of products from across Mimaki's portfolio. ■

**Listawood Trade Supplies**, one of Europe's leading suppliers of blank products, printing equipment and consumables for use with dye sublimation printing, will be showing on **Stand J70**.

The company, which produces over 13 million mugs a year in its UK factory and holds over one million mugs in stock, will be showing its patent protected Duraglaze PhotoMugs, which are 100 percent dishwasher proof. Visitors will also be able to learn more about the

company's free of charge training and technical support sessions, which are held in its fully equipped training and

demonstration facility, and are specially tailored to suit individual needs. ■



**Doro Tape** will be showing products from its extensive range of heat pressable textile transfer films, plotter cutters, heat presses and digital printers on **Stand J74**.

The company will focus on showing a selection of films from its speciality range, together with its portfolio of PU based textile films from the German manufacturer Poli-Tape. In addition to its Image Flex digital print films, visitors will also have the

opportunity to see Poli-Tape's coloured and decorative ranges.

Doro, an authorised dealer for Stahls' heat presses, Roland cutters, plus the Roland BN20 digital printer-cutter, which enables businesses to expand into completely new market areas, will be demonstrating the versatility of the latter when producing personalised graphics for use on garments and gifts. ■

## printwear & promotion LIVE! preview



**Nova Chrome UK**, a supplier of dye sublimation printing equipment, consumables and printable products, will be showing its wide range of sublimation products on **Stand E54**.

Products on display will include the full Unisub offering, aluminium sheet



and pre-cut blanks, fabric based items, glass, acrylic photo panels, slate and much more besides.

Nova Chrome also supplies an extensive range of sublimation equipment. For those with smaller requirements, simple A4/A3 based

solutions are available, while those in need of production or photo quality machinery have the option of the Sawgrass Virtuoso VJ-628, a 24.8in unit that features a choice of either dual CMYK, eight-colour, or the new fluorescent HD inksets. ■

**TheMagicTouch**, which specialises in the supply of innovative and affordable image transfer solutions that offer new sales and marketing opportunities, will be introducing new transfer papers that incorporate the new white toner technology on **Stand G60**.

These include the award winning RST paper for use on rough surfaces

and the new T.One and T.Foil products for the creation of outstanding effects on garments, bags and all textile applications.

As an acknowledged platinum partner of Sawgrass technologies, The MagicTouch will also be showing products from the DyeSubMagic brand, together with its existing range of MagiCut flex,



flock and garment vinyls that offer over 200 different colour and style combinations. ■

## The path to personalisation

In recognition of the rise of the growing demand for greater personalisation **Roland DG's** VersaUV LEF series is specifically designed to produce high quality personalised products. Now, following the introduction of the VersaUV LEF-200 desktop printer, the latest upgrade to Roland's UV-LED flatbed inkjet line-up, even smaller businesses will be able to take advantage of the customisation trend.

The versatile LEF-200 can print directly onto virtually any 3D object up to 100mm in height, plus a diverse range of media including acrylic,

wood, board, metal, glass, and plastic. To accommodate an ever-expanding range of profitable applications, it features a new on-board ECO-UV primer ink option for use with previously difficult objects and substrates quickly and conveniently.

Using Roland DG's ECO-UV inks, including white and gloss, and the superior VersaUV technology, the LEF-200 can easily personalise popular promotional and printwear products both one at a time or in a short batch production run on a multitude of substrates without the costly and time-consuming set up other methods may require.

In addition, the larger VersaUV LEF-300 now also comes complete with the new ECO-UV Primer, thus enabling users to achieve even greater levels of productivity with personalised printwear and promotional products. The new on-board primer ink option is compatible with Roland DG's other advanced ECO-UV inks, thus enabling users to layer Gloss or White ink to create a variety of finishes on even transparent substrates, resulting in a unique,



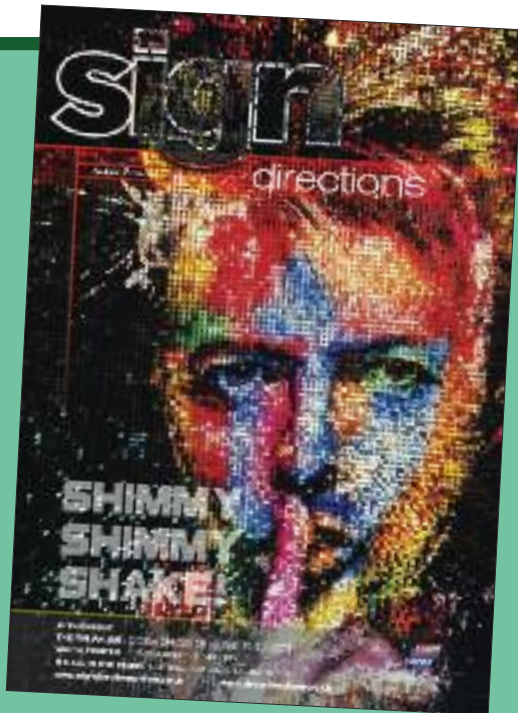
luxury effect.

In addition to all the one-board technology, the LEF-200 and LEF-300 both come equipped with Roland DG's latest RIP software; Roland VersaWorks Dual. With many features designed to enhance production speed and improve overall print quality, the RIP software provides an even easier workflow with VersaUV technology. ■









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This month, **Mark Godden** explains why he loves his Kindle



# The world of virtual words

I was reading my Kindle on the 'plane to the UK the other day and for some reason, I was moved to check out its contents beyond the stuff that claimed my immediate interest.

It ran to something like ten novels and about twice that number of reference works. I've tried to use the Kindle as a repository for clipped content I've found on the Internet, but I've failed there - it's something I need to work on, getting it playing nicely with Instapaper.

I wouldn't stand a chance of boarding a plane with physical content representing all the virtual stuff on the Kindle of course, and the flip side is, I wouldn't need to - I can't consume that much content at a sitting. Why the Kindle then, or why even mention it? Well, I've always been a fan, but I think it's gone further than that. I'm now utterly seduced by it. It pains me to admit this, but I no longer buy proper books - they all come to me via the Kindle.

It may surprise you to know that you, me or anyone else for that matter, can publish content to the Kindle platform. You can write a novel, and through Amazon and probably others, pump it out to a potential audience with Kindles and get paid for your efforts. That's a big change to the way you'd traditionally have got a literary work to market.

Some very good works have started life this way. I know of a novel that began its life as an e-book being sold for cents a copy. It was a good novel. Spotting the potential for it beyond the scope of the e-book audience, a conventional publisher picked it up, turned it into print and went out and promoted it. I saw it advertised on a poster campaign and bought it for the Kindle. I then made a beeline for the film when it was made. It's called *The Martian* - a kind of *Apollo 13* meets *Robinson Crusoe* story. A really good yarn and some plausible science earned it the reputation it's gathered.

Without the intervention of an editor though, some appalling tripe also finds its way into the public domain these days, thanks to the accessibility of publishing. Not everything is *The Martian* in waiting. Something that you wouldn't risk putting into print, can be turned into bits and bytes for next to nothing and is then there to be found by anyone with the means to read it.

I get my news online now. Something as perishable as news seems to be miscast these days when it's committed to a physical medium that's as enduring as newsprint. I've not reached the stage of hanging on every ping that announces a tweet and I wouldn't describe myself as addicted to the extent I know some are, but my content consumption has definitely changed. I like the immediacy of the digital medium, I like the way it's so very portable and convenient and I'm a big fan of the ease with which all the information that ever was can be searched and found.

For all its upsides though, all the news and digital information in the world needs a bit of intelligent intervention between its creators and its consumers if everyone is to get value out of the exercise. Google is a bloody smart thing, but it's a machine. It may be able to scrape inferred meaning from content and parse searches that it can then hook up with that content - but words are the currency of language and communication and they can be subtle to an extent no machine can quite fathom.

You like a particular author for reasons Google probably can't quite understand and, in the same way, you'll get value and entertainment from information on a basis Google can't quite compute either. It's spooky sometimes just how in-tune Google

may appear to be with you in your moment, but smart though it is, you'll still find yourself gravitating to sources of information and entertainment for the reasons you choose, rather than for the reasons that Google computes.

The notion of being 'in print' is a different one these days. Once upon a recent time, words carried weight and credibility if they'd been immortalised in ink on paper. Today though, words take their import from those who curate and offer perspective to them. These days, anyone who can string a sentence together can command an audience thanks to the accessible nature of the digital medium. If you want those words to be presented in a quality context and adjacent to other content that's likely to find, influence and retain an audience, then some long established rules still apply - you have to look to quality to find quality content.

Quality content has a duty to discharge. Attention spans are shorter now, so concision is important. Given the over-supply of content, that which aspires to percolate to the higher fractions of what's available has to engage, entertain and inform. If it does, it's easy to share and to share again and then its influence spreads. Quality content doesn't respect geographical constraints. It no longer has to land on someone's doorstep to get read. It gets found in so many different ways.

Information is in oversupply now. Today, there are many portals that take information into a context that lends it value. The very best of these sources have something in common and it's the intervention somewhere of a human influence that imposes quality standards upon the information conveyed. This is a very potent and immediate formula. Rather than diminishing the value of the written



word, it amplifies it. That human or editorial intervention adds perspective and value to what otherwise might be a stream of words that somehow manages to avoid the concept of meaning.

I've always enjoyed putting one word after another and seeing what the act accomplishes. I consider myself very fortunate in having a page in a title that gets those words in front of the audience that gravitates to it because it does more than simply repeat what others write. This title has personality and a respected voice. It reflects value in a collective sense and speaks for an industry.

I need to get around to deleting some of the stuff I'm carrying around on my Kindle. It doesn't make the device any lighter or smaller but it's an oddly satisfying feeling when I know that it's all in order and not encumbered with content I've no use for. The Kindle has made me a more committed reader, but I've also become a more discerning one too. It's another way of consuming the content I like. Just because it has opened the door to a world of content I couldn't consume any other way, it hasn't made me any the less particular about where I go for it.

**Mark Godden**  
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28-30 March 2017, Halls 17-18, NEC, Birmingham

# sign&digital UK<sup>®</sup>

30  
YEARS

Showcasing  
**Signmaking**  
**Display solutions**  
**Digital printing**



**DISCOVER  
THE LATEST  
APPLICATIONS,  
IDEAS & ADVICE**

## Show highlights include:

- Meet with **180+** leading manufacturers and suppliers
- Thousands of **cutting edge products, technologies and services**
- **NEW! Sign Trade Services Pavilion** featuring sign making tools, fixings & fittings
- **Live demonstrations** of skills and equipment
- Exclusive **product launches** and **show offers**
- **Free seminars** in the Business Theatre and the NEW! Creative Theatre
- **Free software training** from Adobe, Corel and SignLab
- Networking opportunities to **make new business contacts**

90%



of visitors in 2016 agreed that Sign & Digital UK is a great place to meet potential new suppliers

91%



of visitors in 2016 agreed that Sign & Digital UK is the place to learn about new technology and product launches

87%



of visitors in 2016 agreed that Sign & Digital UK is the place to meet relevant experts

Source: Independent visitor research by Zing Insights, May 2016

**Pre-register now for free entry at [www.signanddigitaluk.com](http://www.signanddigitaluk.com)**



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