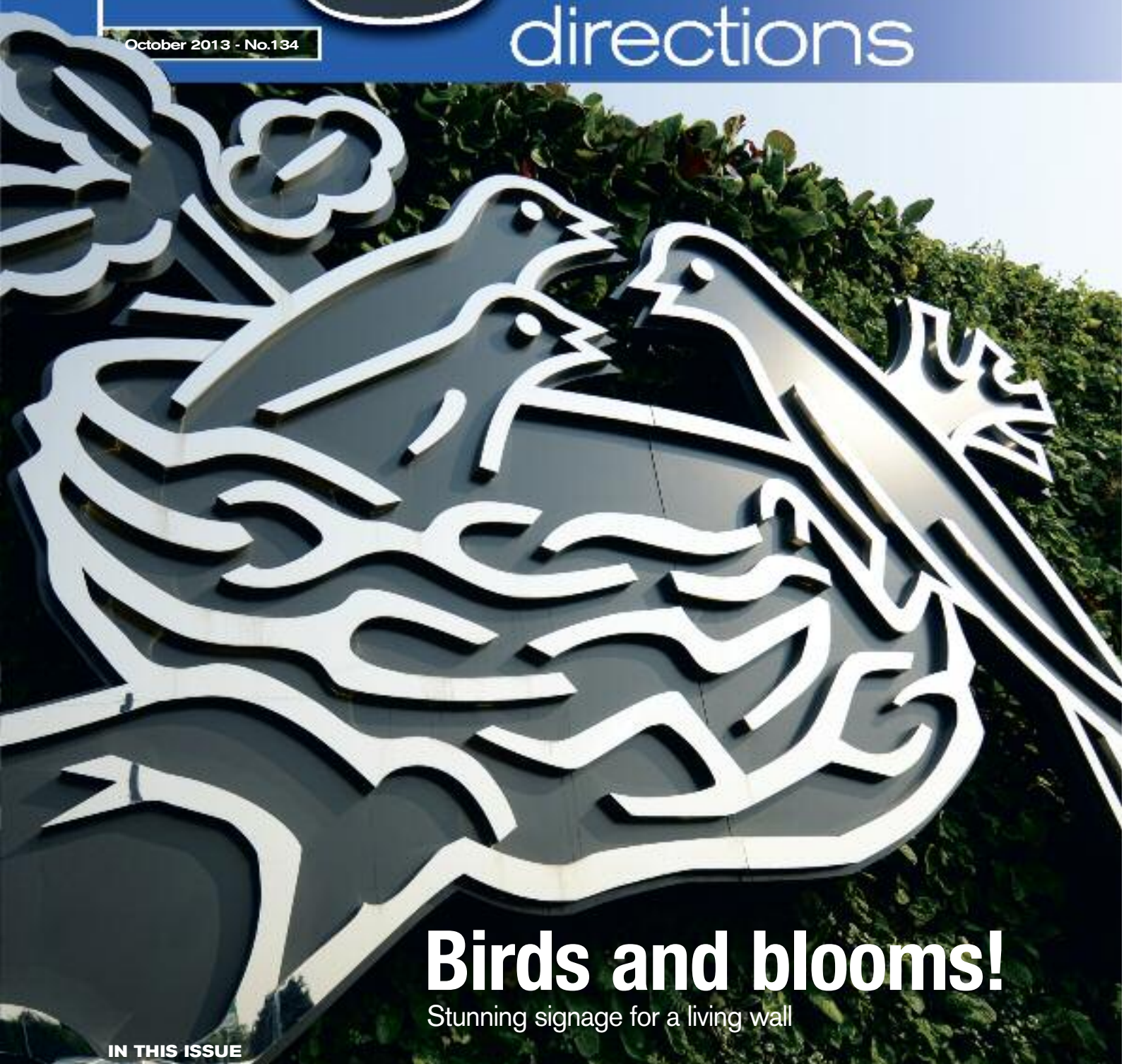


sign

October 2013 - No.134

directions



Birds and blooms!

Stunning signage for a living wall

IN THIS ISSUE

THE HIGH LIFE GETTING TO GRIPS WITH MEWPS

INSPIRATIONS GET WRAPPING

LEANING TOWARDS THE LIGHT CLOSE UP ON LEDS

www.signdirectionsonline.co.uk

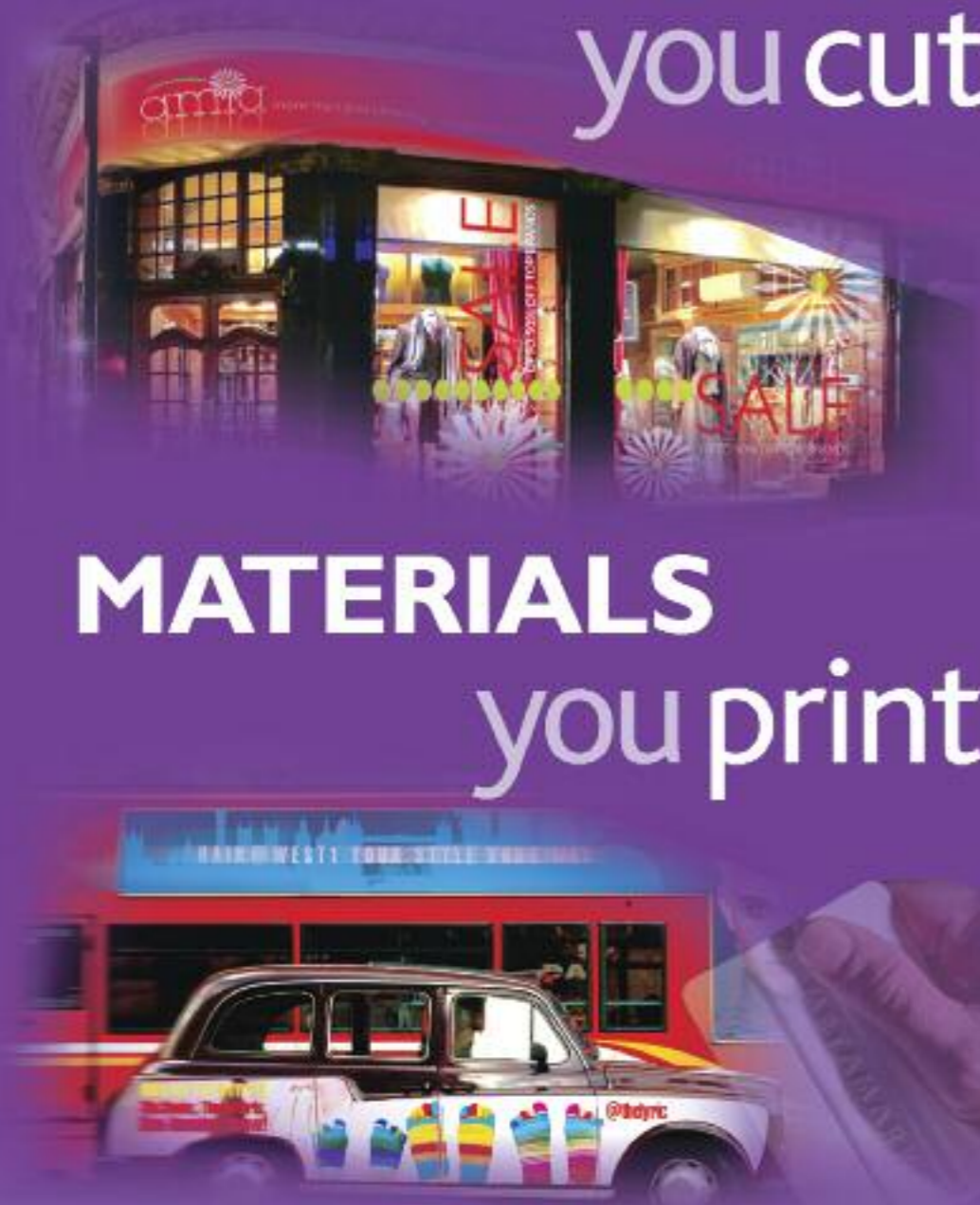


**BRITISH SIGN
& GRAPHICS
ASSOCIATION**

www.bsga.co.uk

MATERIALS you cut

MATERIALS you print



METAMARK
The Materials Company

0845 345 5645

Email sales@metamark.co.uk

www.metamark.co.uk

@metamarkuk

October 2013

signdirections

What's in this issue...



p10
Projects
- Applications in Action

p28
The High Life
- Getting to grips with MEWPs

p36
Leaning towards the Light
- Close up on LEDs

news

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

features

- 28** **The High Life** - Getting to grips with MEWPs
- 32** **Digital Directions**
Digital News - The latest digital offerings
- 36** **Inspiration** - Get wrapping!
- 40** **Special Feature - Lighting**
Leaning towards the light - Close up on LEDs

information

- 24** **Cutting, routing and engraving** - New developments
- 26** **Four easy pieces** - Vink's new digital signage programme
- 30** **Software** - The new releases
- 48** **Directory** - The Who's Who of the sign industry
- 50** **Last Word** - Everyone is someone's weirdo!

Sign Directions Hotline:

If you would like the contact details of any of the companies featured in this issue of Sign Directions, please ring **Tel: 01623 882398** for full company information, or alternatively, e-mail signdirections@btconnect.com for a response by return.

Coming Next:

The next issue of Sign Directions will be the November/December issue, which will include a feature on digital textile printing



Publisher/Managing Editor
Val Hirst Tel: 01623 882398
e-mail: signdirections@btconnect.com

Deputy Editor
Mike Connolly Tel: 01737 842410
e-mail: themc@btinternet.com

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

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

Contributors
Zinnia Cordell
Alicia Fairlie

Cover Photography
Courtesy of Harrisons Signs and Applelec

Head Office & Data Base Management
Trinity Creative Ltd.
Unit 1B Melrose Nurseries
Longland Lane, Farnsfield, Newark
Nottingham NG22 8HD

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

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

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

Introduction

BUILT UP • FLAT CUT • ILLUMINATED

LETTERS & LOGOS



Gdi

TRADE SIGNS

The Signmakers Signmaker

CALL
0800 146 008

EMAIL
sales@gdisigns.net

WEBSITE
www.gdisigns.net



setting the scene

If there's one topic that is guaranteed to provoke groans of universal dismay, it's the whole vexed issue of health and safety. Nowadays, it seems, that in our increasingly risk-averse world, just about everything, including such innocuous events as school sports days and WI cake sales, seem to fall foul of one health and safety stipulation or another.

Equally galling, is the fact that this H&S obsession has also led to the proliferation of Health & Safety practitioners, that posse of professional killjoys who seem hell bent on stifling any initiative, however piffling or innocent, with a welter of rules, regulations and red tape.

But despite widespread public antipathy to Health & Safety in general, there are many particular areas where the application of more stringent laws is entirely fair and just and sign manufacture and installation is one of them. In News Briefing on page 6, we report on a recent ruling at the Old Bailey, relating to the 2010 accident at Vauxhall, London, when a sign blew down and seriously injured a passer-by. In that case, both the sign company and its client were judged to be culpable, the latter because it hadn't maintained the sign properly and the former because it hadn't informed its client that the sign only had a limited lifespan.

Both signmaker and client received hefty fines and will also have to pay significant court costs. Thus, this case and the subsequent ruling serves to

remind signmakers of the responsibility they have to ensure that their signs are installed safely in the first instance and continue to remain safe, by ensuring that the client understands that regular maintenance is vital.

As a matter of course, it's a responsibility that you would expect all signmakers to accept and embrace. However, judging by some of the responses that were forthcoming when David Catanach, Director of the BSGA, recently posted information relating to this case on a popular sign forum, it would appear that some signmakers at least regard any regulation as an affront to their capacity to make and sell signs for profit. Indeed, some of the comments were really troubling, with some respondents expressing anger at the BSGA for 'allowing such pettifogging regulations to get through without challenge', while others espoused the view that it wasn't 'their job' to tell a client if a structure a sign was being fitted to was unsound!

Frankly, this beggars belief. What's more, once again it also undermines all attempts to persuade sign buyers and their influencers that signmakers are committed professionals who can bring a whole lot more to the party than just their practical abilities and that it is worth investing proper money in an appropriately designed and constructed signage scheme. In my view, any signmaker who doesn't appreciate the necessity for signs to be safe beyond all else and who isn't prepared to do all within his power to ensure that they remain so, deserves everything the courts can throw at him!

And while we are on the subject of safety, few would dispute that it is an essential element when working at height. This is an issue that Nationwide Platforms deal with on a daily basis and the company kindly invited me to learn more about it too, which is why, in this issue, you'll see me, as you never have before - in a hard hat and workman's boots! I actually survived the experience quite well, although I'm not entirely sure that the same can be said of Nationwide Platforms! To see how I fared, turn to pages 28-29!

This month's cover features the stunning and unusual sign crafted by Harrison Signs, supported by Applelec, for installation on a living wall - read how it was done on page 10. On page 26, Vink explains how it is simplifying the complexities surrounding the use of digital signage networks with four easy pieces, while on pages 40 to 47, Leaning toward the light features a close up on LEDs. Inspiration is provided for wrappers on pages 36 to 38 and on page 51, Mark Godden explains why everyone is someone's weirdo! Elsewhere, you'll find all of our regular news pages.

Next month's issue, the last of the year, is set to be a bumper version, featuring as it does our annual round-up of the latest advances in digital textile printing - if you have a textile based project that you'd like to include within this feature, contact me on Tel: 01623 882398 or email: signdirections@btconnect.com

Right now though, I'm eager to try out my newly acquired skill as a MEWP operator. So in future, if you want say, a lightbulb changed, then I'm most definitely your girl!



Val Hirst - Editor
Email: signdirections@btconnect.com
Twitter: @Valthemaghag
Web: www.signdirectionsonline.co.uk

High Performance Adhesives & Adhesive Tapes For Signmakers




Eurobond

ADHESIVES LIMITED

www.eurobond-adhesives.co.uk
 sales@eurobond-adhesives.co.uk
T 01795 427888

Signmaker fined over Vauxhall accident

When a section of a huge wooden sign positioned more than three metres above the pavement in Vauxhall, London was blown down by a strong gust of wind, it fell onto the head of pedestrian causing a permanent brain injury.

The Health & Safety Executive prosecuted both the owner of the sign, St George South London, an agent for the site owner, St. George PLC and the signmaker, A E Tyler, then trading as Allsigns.

At the Old Bailey in September this year St George South London was fined £300,000 with £222,692 costs and A E Tyler was fined £60,000 with £22,855 costs.

The accident happened in March 2008 and, as a result, the pedestrian, Olivia Richardson, was hospitalised for five weeks and required significant brain surgery. A former primary school teacher, she is no longer able to work and still suffers permanent effects from her injury.

The Old Bailey was told that parts of the timber sign, measuring approximately 12m x 3m, had decayed to the point where it could be blown down by a strong gust of wind. The HSE investigation revealed that the sign had

a design life of two years but had been in position for over nine years and had never been checked for structural soundness.

Judge Rebecca Poulet QC said the sign was 'supremely hazardous' and more could have been done to ensure the system of maintenance, including structural checks, were in place, saying: "St George South London allowed this sign to go under their otherwise vigilant radar."

A E Tyler admitted its guilt at the first opportunity in 2011, but denied having a lasting duty to maintain the sign over the years that it stood on the site.

However, the judge ruled that A E Tyler was guilty of not informing St George South London of the temporary nature of the sign and of not warning of the dangers during subsequent visits to the site.

Following the court case David Catanach, Director of the British Signs and Graphics Association (BSGA) said that the accident in Vauxhall highlighted how crucial the correct maintenance of signs is and how devastating the consequences can be when things go wrong.

"It provides a salutary lesson for



everyone involved in either making or buying signs," he said. "It is a lesson learned by A E Tyler."

He said that the BSGA's Technical Committee, with help from staff at A E Tyler, was working on the drafting of an additional clause covering sign maintenance for BS 559, the British Standard that governs signmaking and installation. The BSI has accepted the new clause in principle.

Mike Freely, current Managing Director at A E Tyler, said: "In the five years since this incident, our entire health, safety, quality and training procedures have been carefully reviewed and we have taken significant steps to ensure that a similar situation does not arise in the future.

"The current management team is determined to do everything possible to ensure that such an incident never happens again as a result of the company's work.

"We also look forward to contributing further to the BSGA's on-going consideration of BS 559 and assisting its members in understanding the

consequences of not taking action."

David Catanach added that, as a result of this terrible accident, St George PLC, had also taken action by becoming a member of the BSGA and insisting that all its sign contractors are also members and adhere to the Association's Code of Practice.

"Businesses that fail to meet the requirements can be – and are – brought to book under Health and Safety, Planning and/or Building Regulations legislation and, as the recent case illustrates, both the owners and manufacturers can be held responsible and have a legal obligation to ensure the proper installation, inspection and continued maintenance of the sign.

"It is to be hoped that every sign business adheres to the correct procedures to make sure that we avoid a repeat of the dreadful incident at Vauxhall," he added.

For further information visit: www.bsga.co.uk and http://www.courtnewsuk.co.uk/?news_id=34424

Appointments



Colourgen has made three key appointments in its hardware and consumables

sales divisions.

Justin Steers has been appointed Internal Sales Manager overseeing the Internal Sales Team. Prior to joining Colourgen, Justin was with waste and recycling resource management company, SITA, where he gained valuable experience in sales support, administration, operational supply chain and financial support functions. In 2010 he was promoted to Back Office Transaction Manager, responsible for a team of 15, providing commercial support for revenue up to £4million a month.



Tom Owers has been promoted to the newly created position of Internal

Business Development Manager. Tom joined Colourgen in 2012 as maternity cover in the consumables sales team and was subsequently offered a full time position as Consumables Sales Executive. His new role will see him taking on responsibility for hardware and software, as well as consumables.



Most recently, **Lucy Ibbott** has joined Colourgen as an Internal Sales & Support Executive.

Having graduated from Portsmouth University with a BA in marketing. Lucy has a recent

background in business development of IBM software products, license renewals and the supporting administration.



In addition, Colourgen has also recently promoted **Piotr Tumilowicz**

to the role of Senior Field Service Engineer.

Prior to joining Colourgen in 2007, Piotr's technical career includes time with Canon, where he worked on small bubblejet and laser printers, and HP and Xerox, where he gained experience on production and large format printers. Since 2007, he has been part of Colourgen's team of Field Service Engineers, working largely on OEM Mutoh and Seiko II wide format printers and associated software. In his new role, Piotr will be responsible for ensuring that service procedures and standards are consistently reviewed and improved.

Applelec has recently strengthened its sales and transport departments, with three new members of staff joining the company in recent months.

Justyna Szabuniewicz, who will concentrate on sales for Applelec's LED Light Sheet, is a CAD designer who is also speaks fluent Polish, Russian, Spanish and German. She joins a growing team specialising in sales for this patented product, which is manufactured in-house at Applelec's Bradford factory.

Chris Foster recently joined Applelec's production and transport department, where he is responsible for coordinating the delivery of all items manufactured within Applelec's two factories.



From l to r: Chris Foster, Debbie Duggan, Justyna Szabuniewicz, and MD Ian Drinkwater

Chris joins Applelec following operational roles with N.Power and the Bradford Telegraph and Argus newspaper.

Debbie Duggan, a former high-level teaching assistant, has now taken on a sales-based role, which sees her providing signage sales support to the Bradford based team.



FM Brooks, organiser of **InPrint**, the Industrial Print Show, has promoted

Stefanie Thiele to the position of Exhibition Manager in light of her contribution to the successful development of the show

Stefanie joined FM Brooks in January 2012 after achieving an MA, with distinction, in Event Management from the University of Westminster and also has experience within the German exhibition industry, having spent time at Messe Munich working on the Productronica Show



The InPrint team has been further strengthened with the appointment

of **Marie van Boekel** to the role of Exhibition Executive.

EFI has made two significant additions to its leadership team with the appointment of **Steve Green** as Vice President of Sales in the Asia Pacific region, and **Sam Gulve** as Vice President of engineering for the EFI India Development Center.

Steve Green, who brings 25 years of sales and marketing expertise to his new role, was previously APAC Regional Managing Director and Vice President at Kodak with P&L, with responsibility for a \$1 billion technology business in the Asia Pacific region. He has also held senior positions in sales, marketing, service and general management with Kodak, Creo, Océ and Ricoh.

Samir (Sam) Gulve will be responsible for driving all aspects of local engineering discipline, as well as operational management of the EFI India Development Center. During his 27-plus years of diverse global technology experience, Sam has held various senior management positions at world-renowned companies, has also managed highly successful startups, and was co-founder and CEO of the start-up Shakti. ■

ICON signs Glasgow 2014

Glasgow 2014 has revealed that ICON is the official provider of Look, Wayfinding and Signage Services for next summer's Commonwealth Games.

ICON, who become a sponsor of the Games, will be responsible for dressing all Games venues, the

Host City and venues outside of Glasgow and beyond with a distinctive Glasgow 2014 design.

ICON has previously provided branding, production and installation solutions to some of the world's highest profile sporting events including the London 2012 Olympic & Paralympic Games,

UEFA Champions League, UEFA Euro 2012, ECB international and domestic cricket fixtures, Ryder Cup 2010, Wimbledon and the past two FIFA World Cups.

For Glasgow 2014, ICON will be embedded within the Organising Committee's Glasgow headquarters as part of the Look

and Wayfinding team in order to scope, produce and install every single piece of Look and Wayfinding across venues to meet the immovable deadline next summer.

For further information visit: www.icon-world.com

Sign & Digital UK's 2014 website goes live!



The Sign & Digital UK 2014 website has now gone live and provides direct links through to the latest show news and features, plus the exhibitor list, which includes more than 70 companies, all of which have already booked space at the show.

Taking place at the NEC, Birmingham from 29th April – 1st May, the Sign & Digital UK exhibition is one of the annual highlights of the sign, display and digital print sectors, and delivers high value for both exhibitors and visitors. The show, which regularly attracts thousands of buyers with real purchasing authority, has developed to become the industry's premier business event and, in addition to an exhibitor list that includes all of the industry's leading players, it also provides visitors with the opportunity to keep up with all

of the latest trends, product launches and business intelligence, via a wide variety of seminars and ancillary features.

Companies that have already confirmed their participation at the 2014 event, include AG/CAD, Applelec, Atech, XYZ, Clarity Software, Colourgen, DPI/Digital Print Innovations, DoroTape, Epson, Esko, Graftyp, Graphtec, Hewlett-Packard, Hybrid Services/Mimaki, I-sub, OneDigital, Oshino LED Lighting, Printmax, QPS, Rolute DTG, Roland DG, Signmaster Systems, Signwaves, SloanLED, and Stanford Marsh Group (SMGG).

For further information visit: www.signanddigitaluk.com

To follow the show on Twitter: @signanddigitaluk or #SDUK

showtime

DIARY DATES FOR 2014

SGL Dubai 2014

7th-9th January
Dubai World Trade Centre
International Expo Consults
Tel: +971 4 3435958
E-mail: bazil@lec.ae
www.signmiddleeast.com

Trophex 2014

19th-20th January
The NEC Pavilion, Birmingham
Organiser: Hill Media
Tel: 01442 826826
E-mail: colingallimore@aol.com
www.trophex.com

IPEX

24th-29th March 2014
ExCel, London
Organiser: Informa
Tel: 0207 017 7818
www.ipex.org

InPrint

8th-10th April 2014
Hannover Messe, Germany
Organiser: Mack Brooks
Tel: 01370854
E-mail: marcus.timson@mackbrooks.com
www.inprintlive.com

Sign & Digital UK 2014

29th April-1st May 2014
NEC, Birmingham
Organiser: Faversham House
Tel: 01342 332000
E-mail: signanddigitaluk@fav-house.com
www.signuk.com

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



DYSS X7 Digital Cutter

DYSS X7 Digital Cutter - the perfect machine for your sign making needs

Driven by:

K-CUT Vision



OPEN DAYS
SEE THE DYSS IN ACTION THIS AUTUMN
CALL US TO BOOK YOUR DEMO NOW!
01606 863344

- Wide range of sizes
- Static or conveyor
- High speed knife
- Precision router
- Designed to cut all signage and display materials
- Autofeed options

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

Nestle | Henry Holland | M&S | The View from the Shard | LG

new projects



▲ As part of a £150 million investment at its Tutbury factory, **Nestle** created a living wall, which attractively screens the site with thousands of growing plants, while also providing the perfect backdrop for the impressive floating sign constructed by **Harrisons Signs**, with advice and support from **Applelec**.

Comprising built-up letters and Nestle's instantly recognisable bird's nest logo in mirror-polished stainless steel, the sign was the simplest element in the project's delivery. Despite being just over 1.75M in height and with fully fabricated back-trays, it had to 'float', on a wall built with plants, without any visible fixings. Furthermore, since the basic wall structure, which



resembles a giant Connect-Four grid, was already in construction when planning for the signage began, the support system for the letters had to be designed around what was already in place.

Harrisons Signs devised an H-section frame system, placing it directly behind the wall's grid, which was itself designed to

accommodate hundreds of 400mm square foliate planters. 32 letter-fixing arms, which provide 100mm clearance from the living wall, in order to facilitate plant maintenance, were then added. Each arm is screwed into the H-section framework with a threaded rod welded to one end, while a fixing flange on the opposite

end attaches to the letters' back tray, to provide suitably solid support.

The final result is stunning, yet logic-defying, signage that gently reclines on a leafy green background.

For further information visit: www.applelec.co.uk ■



▲ Avant garde fashion designer, **Henry Holland** worked with **Canon** and London-based print company **Displayways** to produce graphics printed on an Océ Arizona UV flatbed printer, which were teamed with a giant angled mirror, to provide a backdrop for his recent London Fashion Week catwalk show that created the interesting illusion that the models were walking on clouds.

To set the scene for the show, the catwalk was created in a multi-storey car park, which was deemed to provide the appropriately gritty,



urban environment required to show off Holland's sophisticated, yet hard-edged, collection to best advantage.

Displayways which has also used its Arizona XT printer to create wide-format graphics for other high profile exhibitions and shows, including the Barbican commissioned Dalston House exhibition in Hackney, printed 180sq.m of vinyl for Henry Holland's show.

For further information visit: www.canon.co.uk and www.canon.ie ■



▲ **Sign 2000** has completed the exterior signage for the **M&S** anchor store at the newly redesigned **Whiteley Village Shopping Centre** near Fareham, Hampshire.

The exterior signage, which comprises six sets of high-level LED-illuminated brand mark letters, is fitted to various glass, architectural timber and brickwork facades on the M&S

unit and is designed to complement the overall design and layout of the shopping centre, which uses natural materials and incorporates extensive energy efficient and sustainable features.

For further information visit: www.sign2000.co.uk ■

► Specialist fit out contractor **Benchworks** and leading design group **Event Communications** appointed **BAF Graphics**, to support **'The View from the Shard'**, which is located at the top of the iconic building on floors 68, 69 and 72, and is almost twice the height of any other viewing platform in London.

BAF Graphics developed a wide range of visual elements to welcome visitors and guide them along their journey at this unique attraction. At the entrance, 50 light box graphic panels, printed by **BAF Graphics** directly onto opal acrylic, initiate the visitors' experience, while other light boxes surround them on various floors and provide wayfinding directions in the shape of cut brushed effect vinyl

On level 33, where visitors take the second of two high-speed lifts to the building's summit, **BAF Graphics** has created panels that are connected seamlessly to the floor and feature a quirky street map of London. However, the company's piece de resistance is achieved at levels 68 and 69, where the reception for the lookout point and the viewing platform itself are situated.



Here, cloudscape graphics, printed to optical clear film, encircle visitors on level 68, while 40 panels produced on a translucent based display material, flow around them on level 69, where the view of London is revealed in a 360 degree perspective, which extends for up to an astonishing 40miles on a clear day.

For further information visit: www.baf.co.uk ■

► **LG**, the Official Garment Care Supplier to London Fashion Week Spring/Summer 2014, joined forces with celebrated British fashion designer **Holly Fulton** to launch a 'Holly Fulton for LG' limited edition washing machine.

Following on from a similar project last year, when **LG** collaborated with **Giles Deacon**, **Allen Signs** was commissioned by **Magnet Harlequin**, the graphic production agency that supplied the original artwork, to provide the bespoke wraps for the **Holly Fulton** washing machine, which features a striking monochrome fashion print. Purchasers can further customise their machines by selecting from 16 different colour



combinations, all selected by **Holly** herself, to suit their own interior style.

There are 50 Limited Edition LG by Holly Fulton 11kg washing machines available to buy exclusively via online reseller ao.com. For further information visit: www.lg.com/uk/hollyfultonforlg

For further information on Allen Signs, visit: www.allen-signs.co.uk ■



Supplier News

Go for Pro!

Avery Dennison has launched the **GoForPro Contest 2013**, a digital graphics web-based competition where sign and print companies can share examples of their unique, well installed and/or high impact digital print applications.

Co-sponsored by HP, Epson and Mimaki, the contest invites print professionals to enter their best projects in the contest, which could include everything from promotional displays, through to premium 3D car and fleet wraps. They can also vote on which entries should go forward to the panel of expert Avery Dennison judges. Winning entries will be awarded trips to the sponsors' training centres in Barcelona, Dusseldorf, Milan or Istanbul. The competition will run until 15th December 2013.



For further information on **GoForPro Contest 2013**, the prizes, how to submit entries and how to

vote for winning entries, visit: goforpro.eu.

For further information on Avery Dennison products visit: www.graphics.averydennison.eu. ■

Hybrid and Xpres get together

Textile transfer and sublimation specialists **Xpres** has unveiled plans to radically extend its product offer with the addition of hardware and supplies specifically designed for the sign industry.

Commenting on the significant changes that the company has made to its existing ranges over the last 18 months, Luke Clayton, Xpres's Executive Director explained: "Whilst our core market has been in digital textile transfers and sublimation gifts, our aim is to become a one-stop supplier serving the whole of the visual communications market. The sign industry is therefore a natural progression for us and we are

currently building a comprehensive range of hardware and supplies that will enable us to make our expansion plans a reality".

The first phase of the expansion is already complete, following the announcement of a strategic alliance with Hybrid Services, the exclusive Mimaki distributor for the UK, which will enable Xpres to sell a comprehensive range of Mimaki printers and cutters.

Visitors to Xpres can now gain experience on all of the Mimaki printers in the new Xpres demonstration facility, the 'Inspiration Suite'. The company also expects to reveal further details about its new



Hybrid's John de la Roche (left) and Luke Clayton of Xpres

range of products for the sign market over the coming weeks.

For further information visit: www.hybridservices.co.uk and www.xpres.co.uk. ■

EFI enjoys double-digit growth

EFI has announced its third quarter results, which reveal that the company enjoyed record third quarter revenue of **\$178.8 million**, up 16 percent when compared to third quarter 2012 revenue of **\$154.1 million**

Further, for the nine months ended September 30, 2013, the company

reported revenue of \$530.5 million, up 11 percent year-over-year compared to \$478.0 million for the same period in 2012.

Commenting on these favourable figures, Guy Gecht, CEO of EFI, said: "We have experienced a very strong third quarter with record revenue and a terrific increase in profitability

and, with new breakthrough products across our portfolio, we expect the demand to continue as our innovation helps customers around the globe win new business and boost productivity."

For further information visit: www.efi.com. ■

Good results for Colourgen

For its financial year ending June 2013, **Colourgen** reported a **12.5 percent increase in sales revenues**, thanks largely to the rising popularity of the **Mutoh ValueJet range of printers**. Sales of other products, including **Seiko Infotech ColorPainters, Caldera**



RIPs and Kala laminators have also increased.

Commenting on the results, Jeff Biggs, Colourgen's Managing Director, said: "There are plenty of reasons to be positive about the coming year. Both the Mutoh and Seiko II printers have shown very solid growth and there are some

promising prospects for Seiko II around the new ColorPainter M-645 series, which was launched at FESPA. These increased printer sales have also boosted associated products, such as Caldera RIPs and Kala laminators. Caldera RIP sales have also increased because we have been able to demonstrate the benefits of the performance of the RIP to end users who are looking to streamline workflows, improve productivity and save costs by

reducing waste."

A highlight of the last financial year for Colourgen was the Mutoh ValueJet printer range, which combines reliability with a very competitive price point. Running costs can also be very low thanks to the recent introduction of Mutoh's Universal Mild Solvent inks.

For further information visit: www.colourgen.com. ■

THE WORLD'S MOST POPULAR FLEX SYSTEM...
AVAILABLE TO YOUR EXACT REQUIREMENTS FROM THE SIGN BOX EXPERTS NOVA

The Ecorflex system is now easily recognized for allowing the new industry limited 'back clip' lamination system. It design enables ease of both manufacture and maintenance with no pocketing, springs or swelling, and available in a depth of 19mm, it is ideally suited for both fluorescent and LED lighting solutions.

It comes as a light weight system that has the versatility of being able to create most shapes and has no size restrictions. Also available as a double sided option with a depth of just 20mm.

Also available as the ultra slim non-laminated fascia frame. With a depth of just 30mm and a glass cover of 3mm, it is ideal for non-laminated signs of any size.

As with our other systems, the Sign Comp systems can be delivered to solve almost any problem, and signs can be pre-cut blank or fully decorated if required.

- ✓ The world's most popular flex system
- ✓ Manufactured to the highest standard
- ✓ Delivered on our own transport by our own drivers to your door
- ✓ Illumination by LED or standard fluorescents
- ✓ Strictly trade only supplier
- ✓ Decorated signs available

Tel: 0117 955 6463 Fax: 0117 955 6472

sales@nova-aluminium.com www.nova-aluminium.com

QUOTATIONS BY RETURN / SAME DELIVERY TIMES

WE DELIVER ON OUR PULSE / EXPERT ADVICE

ALSO AVAILABLE FROM NOVA: NOWACASE, NOWALIN, NOWATRIM, NOVAFLEX, NOVAERIN, POLE & PLANK, NOVATEX, NOVABEAN, NOWATUBE, NOWHOOD AND SIGN TRAYS

Supplier News

Distributors wanted for new banner system

Ad-Cassette has launched **Galebreaker**, a new system for displaying advertising banners at high level on both external and internal walls, which can be changed quickly and easily at ground level, by one person, in just a few minutes, thus eliminating the need for costly access equipment and specially trained operatives.



Further, Galebreaker's built in self-tensioning system also ensures a professional looking and flawless display every time.

Made exclusively in the UK by a well-established manufacturer of related products, the system, which is currently only sold via the Ad-Cassette dealer network, enables users to supply their own banners in order to fully maximise the available profit potential, especially since it is anticipated that Ad-Cassette will help to generate regular income for

dealers, as its ease of use encourages customers to regularly update their promotional messages. Dealers can expect to make gross margins of up to 53 percent on RRP and will receive ongoing comprehensive support from the manufacturer.

Ad-Cassette is available in standard billboard poster sizes from 16 sheet to 96 sheet, or can be made-to-measure for bespoke installations. The system comes complete with a secure key operated 220 Vac electric drive and carries a 12 month guarantee.

Ad-Cassette's website provides both dealers and their potential customers with detailed information on the



system, including a movie that illustrates how it works, plus a gallery of existing installations. Brochures are also available and can be customised to suit the needs of individual dealers.

Ad-Cassette is interested in further expanding its network of Galebreaker dealers in the sign and display sectors and thus companies wishing to explore the opportunities available should contact Penny Crawford on Tel: 01531 637916 or via e-mail pcrawford@galebreaker.com for an initial chat.

For further information visit: www.adcassette.com



XYZ hosts Open Day

Building on the success of previous events, XYZ International will be holding a further Open Day on 28th November at the RAF Museum in North London.

The event, which is designed to provide potential customers with an opportunity to discover what is on offer and how their businesses might benefit in terms of increased productivity and higher profitability, will also see XYZ unveiling a raft of new developments, including a high-performance IP camera-based vision registration system, the XYZ Smart Console hand-held machine

interface, the latest helical rack and pinion drive system for optimum accuracy and repeatability and a next generation A2MC control system for smoother motion control and improved performance.

Visitors will, of course, also be able to see examples from the XYZ International range of XYZ and Pacer routers and gather information on the company's CNC Routershop tooling and accessories division.

To view the range of products available visit www.xyz.com



How do you improve the world's best selling printer?

Welcome the **NEW** VersaCAMM VS-i



Find out why the VersaCAMM is still the world's best-selling printer*

WATCH THE VIDEO
www.rolanddg.co.uk/vsi

It's everything you love in a VersaCAMM and more

We've taken everything users love in their Roland VersaCAMM, then packed in more of what you wanted.

Faster-drying ECO-SOL MAX2 ink in CMYKLcLm, White, Metallic and new Light Black, the latest print head technology, PANTONE® colour matching, front loading cartridges, and so much more.

The result ... your new favourite printer/cutter.

*Source: InfoTrends wide format data 2009- 2013, Solvent ink and durable aqueous ink technology category

Now more affordable than ever before.

30", 54" & 64" models from only **£10,499**

Find out more at
www.rolanddg.co.uk/VSi
call 0845 230 90 60

Imagine. **Roland**

Supplier News

Iford pushes onwards

The management of ILFORD Imaging Switzerland GmbH has formulated a plan that will take the company forward following its recent financial difficulties.

The Management Team, namely Paul Willems, Chief Executive Officer and Jean-Marc Metrailler, Chief Financial Officer, has acquired the ILFORD Imaging and ILFORD Property companies, thus enabling a significant part of the land owned by ILFORD Property to be sold and the proceeds

to be invested into the ILFORD Imaging business. This investment will provide the Management with the necessary funding to execute the strategic business plan.

In addition, JetGraph has committed to enter into the share capital of the company in partnership with the Management Team. JetGraph has been a strong distribution partner in the Japanese and Chinese markets for many years and thus brings extensive market knowledge and customer

access in key growth areas.

Despite the reduction of its workforce by 40 percent worldwide ILFORD Imaging Switzerland GmbH has continued to trade through its financial difficulties and does not anticipate any issues in the supply of its core products, including both GALERIE and OMNIJET to the marketplace. There are also plans to introduce new products into both brands, including NanoSolvent and AquaBlock into the OMNIJET range.

In a separate development, the company has also announced that it has secured a technology partnership with Lintec Sign Systems that will result in the latest coating technologies offered by ILFORD being applied to a range of bases manufactured by Lintec, with the products being made available on a global basis under the Lintec brand.

For further information visit: www.ilford.com

3M Competition

Be a Film Star in Los Angeles!



chance to mingle trackside with the 3M-sponsored NASCAR racing team and other celebrities. Adding a final magical touch to the whole NASCAR experience will be the provision by 3M of a state-of-the-art filming and editing kit to enable the winning company to promote its own stars and future business success.



The 3M/NASCAR competition is open to all purchasers of 3M qualifying products supplied in the UK from either of 3M's primary distributors William Smith or Spandex. Entries will be accepted and acknowledged up to 2nd March 2014. To enter, simply:

- 1) Buy any roll of a 3M qualifying product listed below
- 2) Visit the 3M facebook page at www.facebook.com/3MgraphicsUK
- 3) Visit the 'Film Star' tab and enter a unique code as directed (Note: every code entered provides another chance to win the ultimate prize).

Qualifying 3M vehicle wrapping products are:

- 3M Scotchcal Graphic Film IJ170Cv3
- 3M Controltac Graphic Film IJ180Cv3
- 3M Controltac Graphic Film IJ380

- 3M Envision Print Wrap Film 480Cv3
- 3M Wrap Film Series 1080
- 3M Scotchlite Flexible Reflective Graphic Film IJ680-10

Qualifying 3M signage products are:

- 3M Scotchcal Opaque Graphic Film Series 80
- 3M Scotchcal Opaque Graphic Film Series 100
- 3M Scotchcal Clear View Graphic Film 8150
- 3M Scotchcal Graphic Film for Textured Surfaces IJ8624
- 3M Envision Translucent Film Series 3730, Translucent Films IJ3730-50, IJ3730-60 and Diffuser Films 3735-50/60

For full terms and conditions, visit: www.facebook.com/3MgraphicsUK

3M Commercial Graphics is offering purchasers of its signage and vehicle wrapping films the chance to win an all expenses-paid trip to the 2014 NASCAR (National Association for Stock Car Auto Racing) motor sports event in Los Angeles.

This will be a high-octane trip of a lifetime to the home of the stars, with the experience and thrill of seeing one of the world's most viewed sporting events in VIP style.

The main prize includes return flights from London to Los Angeles, including travel insurance, five nights accommodation at a four-star hotel in LA, courtesy car for the duration of the visit, VIP tickets for the NASCAR event and £250 spending money. Other attractions provided by 3M will be a 55-minute helicopter flight over Hollywood and the

Win a high octane trip of a lifetime to LA, home to the stars, and experience the thrill of NASCAR in VIP style

Plus take home your very own filming and editing kit to showcase the "Film Stars" of your business

That's a wrap!

facebook.com/3MGraphicsUK



UK, CI and IOM, 18+. Purchase required. Closes 02.03.14. Full Terms & Conditions at facebook.com/3MGraphicsUK

Equipment & Material Roll-ups with longevity

Roll up banners are very popular with signmakers and their customers, thanks in part to the economical pricing of the hardware, but unfortunately, since the materials used have to endure repeated mechanical rolling, they often don't achieve the same level of longevity.

This is a problem that Metamark seeks to redress with its new MD-RU500 Roll Up Banner Material, which in common with other materials from Metamark's MD-Class portfolio of digital media, displays very high standards of resolution and a gamut wide enough to

support the larger-than-life colours advertisers demand.

The material is highly compatible with modern inks and, in particular, eco-solvent ink, delivering an attractive satin-like texture that works well in any lighting conditions and really excels under directional LED lighting. What's more, since it eliminates the need for lamination, the construction is less likely to come apart when subjected to mechanical stresses and thus is more able to survive being repeatedly flexed.

MD-RU500 is on the cool side of

white and, according to Metamark, remains that way long after laminated constructions have become yellowed.

To suit the needs of available hardware, the material is supplied in 914mm rolls and is compatible with broadly available Roll-Up units including Metamark's own. Once deployed, the material resists any tendency to curl toward its centre, even when it's left extended for prolonged periods in changeable conditions. No special post-print processes are required, although Metamark advises that once printed,



the material needs to cure for at least twenty four hours prior to use.

For FREE samples and information on special introductory pricing on a bundle including a number of quality stands e-mail Metamark at sales@metamark.co.uk or visit: www.metamark.co.uk.

The sustainable substrate solution

Amari Plastics has expanded its range of Green Cast acrylic products manufactured by Madreperla Spa in Milan, Italy, to offer a more sustainable sign and display substrate solution.

Green Cast, which has the distinct advantage of being as crystal clear as standard acrylic, is manufactured from 100 percent recycled acrylic materials at the Madreperla plant in Italy from scrap acrylic that is collected from Northern Italy and Southern Germany by licensed recycling companies and transported efficiently and economically in 20 Tonne loads to the Madreperla plant. Once there it is cleaned and sorted before being put through a unique and patented process to break the product back down to its constituent components to make fresh acrylic sheets.

It can be heated, polished, formed and printed in exactly the same way as virgin sheet, but because it can also be recycled at the end of its useful life it is a closed loop product.

Originally manufactured in a clear version from 3mm to 25mm thick sheets, the range now includes opal and white opaque sheets, plus a full selection of more than 50 colours (although some are subject to minimum order quantities) in both opaque and translucent colours. But perhaps the most exciting development is the fact that the Green Cast range has been further extended to mirror the Madreperla Satinglas range of frosted acrylic sheets, which is regularly used in the retail environment for POP/POS applications.



Satinglas acrylic sheets feature a frosted finish on either one or both sides, thus offering a greater level of scratch resistance and minimising the effect of dirt and grease for added durability. Satinglas is available in clear, opal, white and opaque and transparent colours and now Green Cast's own frosted range also combines these benefits with the sustainability benefits of the



Green Cast sheet and is offered at a realistic price to encourage its use.

For further information visit: www.amariplastics.com.

Amari

PLASTICS PLC

presents

Greencast 100% recycled acrylic sheet



Protecting your future

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

greencast

The responsible choice for the environment www.amariplastics.com

Brought to you by
Amari
PLASTICS PLC

Equipment & Material

Brighter, faster, safer

In collaboration with American business partner Jessup Manufacturing, INNOVA Solutions has introduced a new and improved safety way guidance system based on advanced photo-luminescence technology.

As with Glo Brite 7535, the PSPA Class B product launched earlier in the year, Glo Brite 7555 is PSPA Class C rated and, together, they replace the existing 7520 and 7550 products.

Significantly, Glo Brite 7555 delivers a much higher level of photo-luminescent brightness, using the same technology that enables the storage of energy from ambient light sources and then re-emits this energy via signage that glows brightly in the dark. Similarly, the film requires no power source and therefore incurs no running costs. It is also totally reliable and ultra-efficient in application and will provide essential directional signage, even under conditions of total

blackout or a smoke-filled environment.

Like 7535, the new 7555 film incorporates the same cutting-edge development in HD surface technology using the latest and most innovative photo-luminescent pigments to produce a brighter afterglow in blackout conditions, as well as charging faster in ambient light.

Although these thin film constructions are 'greener' environmentally, they are much paler in colour and provide a better contrast to the print to improve legibility. They also provide greater flexibility in application, delivering sharper edge-definition and colour density and compatibility with virtually any printing process, as well as faster drying times to improve production efficiency.

Both products are available in a satin/matt finish and in a choice of self-adhesive rolls and sheets, rigid sheets



and printed tapes. Conforming to all relevant international quality and performance standards, principally those that relate to product durability, flame, smoke and toxicity accreditations, the films are especially

relevant to the transportation industry and marine and offshore environments.

Embodying all of the known benefits of Glo Brite photo-luminescent technology but now incorporating major new performance enhancements, the film is offered as a no additional cost option to existing customers.

For further information, contact Michael Thompson on Tel: 01282 867390 or e-mail Michael@innovasolutions.co.uk

LOWEST EVER PRICES

DESIGNERS AND MANUFACTURERS OF QUALITY POINT OF SALE PRODUCTS



POINT OF SALE

WALLMOUNTS



CABLE SYSTEMS



POSTER POCKETS



ROD SYSTEMS



Make a style statement

APA's Galaxy Steel Chrome vinyl, part of its Chrome Wrapping film range, proved to be a showstopper at the recent Viscom Italia exhibition held in Milan.



A high quality vinyl, which is extremely conformable and which has specifically been designed for use on both flat and undulating surfaces, its efficacy was demonstrated when it was used to wrap a Lamborghini Gallardo Coupé, a process captured on video and available for viewing on YouTube.

aesthetically pleasing result. In addition the film can also be digitally printed with solvent, eco-solvent and UK ink technologies.

To view the story of the Lamborghini wrap, visit: <http://www.youtube.com/watch?v=5Rw2pky4VoE>.

For further information visit: www.apaspa.com



Equipment & Material

Brilliant colour-change effects

To enable the creation of dazzling special effects, at a fraction of the cost of authentic dichroic glass or coloured acrylic panels, 3M has launched its Dichroic Film range of colour shift products, which it formally introduced at the recent 100% Design Exhibition in London.

The products follow the increasing use by designers and architects of dichroic glass, due to its ability to shroud interior spaces with multi-coloured graphic manifestations. The main characteristic of the glass is its ability to provide both transmitted colour and a completely different reflective colour that shifts and shimmers dependent on the angle from which it is viewed. Use of dichroic glass can inspire freedom of expression and creativity, but it can also add a significant cost to any project. Now, however, the same effects can be achieved easily and at a fraction of the cost using 3M's range of high-quality Dichroic colour-shift films.

Dichroic Film from 3M is available in Chill and Blaze colours for application to glass, plastic or acrylic surfaces as a visual opaque or decorative graphic. The Chill version shifts colours from the transmitted cool tones of blue, magenta and yellow to the reflective colours of gold and blue, while the Blaze version shifts colours from the warm tones

of cyan, blue and magenta to red and gold. The colours seen by the viewer from either side of the glass surface are influenced by the environment, lighting, angle of viewing and mounting surface colour.

Depending on the required application, users of the film can opt for the DF-Chill and DF-Blaze film only version or the DF-A Chill and



DF-A Blaze version that can also be printed in order to incorporate logos and special effects. Whereas these two products are recommended for use only on plastic or acrylic surfaces, the third product in the range (DF-PA Chill and DF-PA Blaze) can be used on any smooth glass surface. This film is not printable and incorporates a pressure-sensitive adhesive.

All of the products in the 3M Dichroic Film range are easy to apply and clean using a mild detergent solution. They provide a wrinkle- and bubble-free finish and can be purposely removed as required with no damage to the substrate.

For further information visit: www.3M.co.uk/innovativefinishes

Quality moves centre stage

Today's print hardware is capable of producing incredible results but equally capable of disappointing if the wrong print substrate is used. This is painfully apparent where event banner materials are concerned, and low pricing is usually a reliable indication as to what to expect. However, a new development from Metamark is set to change this.

Metamark's re-formulated MD-FL400 event banner material ticks all the boxes in terms of weight, durability and base colour, but, Metamark claims, outperforms similarly priced products, offering a print quality that justifies its use in both interior and exterior applications where

resolution and colour fidelity dictate the specification of a quality product, at a cost much lower than might be expected.

In terms of its construction, the material is scrim supported and on the cool side of white, thus producing sparkling, high contrast highlights and very punchy, deeply saturated colours. The material is subject to Metamark's quality digital conversion regime and is thus compatible with any modern wide format digital printer and popular ink technologies, all of which dry readily.

Metamark MD-FL440 works well with all banner-finishing techniques and yields finished results that offer the end user enduring quality in



practically any application arena.

www.metamark.co.uk for same day despatch.

For a free sample contact Metamark at sales@metmark

For further information visit: www.metamark.co.uk

MORE QUALITY OUTPUT, LESS OUTLAY

HIGH PRODUCTIVITY

- Over 22m²/hr in banner mode
- 9.9m²/hr in quality production mode
- 7.2m²/hr in photo quality mode
- Quick dry ink

INCLUDES

- A full set of ink cartridges 700ml x 4 colours
- Substrate support system up to 40kg

QUALITY AND PRECISION

Micro Piezo[®] TFP advanced printhead, up to 1440x1440dpi resolution.

AUTOMATIC TENSION CONTROL

New improved auto tension control system for more accurate media feeding.

OVER
29
m²/hr

VERSATILE, AFFORDABLE, LOW TOTAL COST OF OWNERSHIP OUTDOOR 64" SIGNAGE PRINTING WITH THE SURECOLOR™ SC-S30600

The SC-S30600 offers customers a low total cost of ownership, reliable and high-value proposition with superior quality.

UltraChrome GS2 ink is non-hazardous, odourless, nickel-free and needs no special ventilation, so the SC-S30600 can also be used in any office environment.

Get more for less with Epson. To find out more about the SC-S30600 and the exclusive Perfect Colours SureColor Super Bundle call 0845 680 9000.

Perfect Colours
large format print solutions

Tel: 0845 680 9000
www.perfectcolours.com



EPSON
EXCEED YOUR VISION

AXYZ expands CNCRoutershop

AXYZ International has made further important additions to its CNCRoutershop division. Significantly, these include a range of high-quality and well-maintained used machines that are available at very attractive prices to appeal to companies at present unable to commit to the purchase of new machinery.

The division is also now supplying a comprehensive range of spare parts for all AXYZ and Pacer routers.

The stock of CNC routing, cutting and engraving tools held by the division and available on next-day delivery is one of the largest and most competitively

priced available, based on wider sourcing of quality branded products from leading UK and continental Europe suppliers. It is now possible to meet the requirements not only of AXYZ and Pacer machine owners, but also those of other machines, regardless of make or source of supply. The range of tools and accessories includes routing cutters, special purpose and engraving tools, collets and cones, knives and service parts.

Supporting the expanded division is a raft of other facilities, including breakdown cover, product training and online technical information downloads. The AXYZ International team of specialist engineers lends



further support by providing tailored solutions to keep machines running continuously and efficiently in order to avoid costly and potentially damaging breakdowns. Standard or bespoke training courses that are conducted

either at a customer's own facility or the AXYZ International Training Centre are also available.

For further information visit: www.cncroutershop.com

An elevation of business

One of the UK's newest signage companies, J H Signage, has just installed the very latest Tekcel VSR 1540mm x 2540mm routing system, supplied by Complete CNC Solutions, to complement its recent investment in a Mimaki inkjet printer.

Based in the heart of London and operating alongside the very successful J H Elevators, the new company now offers a huge range of high quality commercial sign and display products. With experience of design, manufacture and installations in the elevator and escalator sector for over 20 years, it will use its skills and experience to provide its customers with a 'Turn Key' solution for premium products and services at extremely competitive prices.

According to Jason Harvey, the owner of JH Elevators and also a partner in J H Signage, the company has to keep reinvesting in people and the latest technology in order to achieve the high standards it sets itself. He said: "Our customers are constantly looking for bigger, better or more affordable ways to get their messages across and we see it as part of our role to

provide innovative solutions by using advanced production technology, such as the Tekcel VSR router and Mimaki printer."

With former CNC router operators already on-board and able to advise, J H Signage knew exactly what to look for in a new machine and, having thoroughly researched the market, found it in the ever popular Tekcel VSR 1540mm x 2540mm model from Complete CNC Solutions. Knowing how important the drive technology of a router is to the overall accuracy and performance of the system, J H Signage was impressed to learn that all Tekcel routers feature class leading, ballscrew digital servo drive systems on every axis, providing unrivalled accuracy and repeatability.

The VSR also features a neatly placed multi tool change system that offers a choice of up to six tools with a powerful 8Kw spindle motor. This versatility is further maximised when combined with the high quality solid carbide router tooling, also supplied by



Complete CNC Solutions, enabling J H Signage to produce fast, efficient and superior edge finished routed products, straight from the machine, without the need for any additional edge cleaning processes.

Julian Sage, Managing Director of Complete CNC Solutions commented: "We work hard to provide a comprehensive CNC router solution for our customers, whatever their individual system requirements may be. The delivery, installation and full commissioning of the Tekcel VSR router was completed in just one day, thanks in part to the careful preparation of essential services, such as power that were installed by J H Signage. With the router up and running so quickly, the J H Signage production team was able

to use the subsequent two days of onsite training we provided to maximum effect and, by the end of the second training day, were running live jobs, thus echoing the views of other customers who maintain that Tekcel routers continue to be the most productive CNC routers in the sign and display industry today."

Thanks to the potent combination of production technology and experience it has to offer, the services of J H Signage are already in high demand, and the company is eager to further broaden its product and service repertoire in the future.

For further information visit: www.jhsignage.co.uk and www.completecnc.co.uk

The popular choice

The print wear and promotional products market continues to offer sign and graphics producers vital new revenue streams, enabling production equipment installed for core manufacturing activities to be used to maximise the opportunities that exist for new business in this potentially lucrative sector.

Sign cutters supplied by Graphtec GB via a network of authorised resellers are an excellent example of how this can be achieved, with only a nominal investment in additional equipment required to add significantly to a company's turnover and profitability.

Graphtec GB's latest CE6000-60 sign cutter is being used by Mid-Glamorgan-based CC Sports for cutting a wide range of materials, principally textile transfer films and papers from Xpres and MagiCut

media from TheMagicTouch, a leading Graphtec GB reseller and the company that supplied the machine. CC Sports is a major supplier of bespoke school uniforms, sports, workplace and leisure wear, as well as offering embroidery, gift, trophy and glass engraving facilities. Customised banners have now been added to the company's portfolio that is based on an extensive Print Studio that includes sublimation printing, engraving and cutting using the Graphtec CE6000 solution.

Graphic Designer and principal user of the cutter at CC Sports, Gareth Evans commented: "The CE6000 is very fast yet remarkably quiet in operation and offers, in conjunction with the supporting software, some clever and even unique performance capabilities."

The CE6000-60 is one of a family of three high-performance plotter/cutters supplied by Graphtec



GB. They are described by Jim Nicol, principal at the TheMagicTouch, as 'best in class', offering high speed at 900mm/sec and optimum precise cutting via Graphtec's latest ARMS 5.0 (Advanced Registration Mark Sensing) system. This uses four-point rather than traditional three-point registration to deliver unparalleled media plotting and cutting accuracy. Other key machine enhancements include an automatic panelling facility for longer-length tracking and cutting, a choice of operating modes

to complement the user's skill level and a range of different tool settings. Collectively, these enable much shorter cutting times that result in increased profitability for all CE6000 owners.

The cutters are supplied with a free Graphtec Studio design and production software package.

For further information visit www.graphtecgb.co.uk and/or www.themagictouch.co.uk

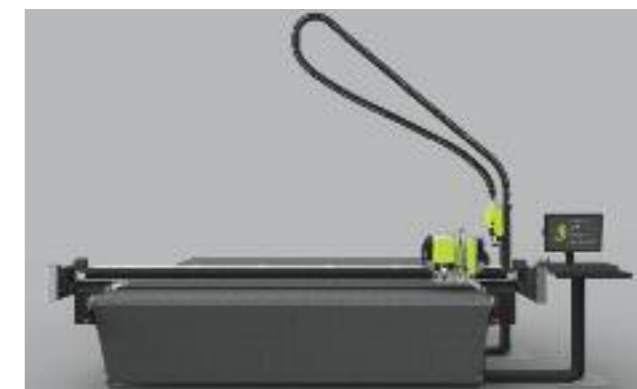
Kongsberg goes super-wide

In acknowledgement of the fact that the wide format digital printing sector is now using an ever-increasing variety of materials and strives to enhance productivity, Esko has introduced a new Kongsberg digital finishing system, the Kongsberg C, the first model of which, the Kongsberg C64 was introduced at the recent 2013 SGIA Expo in Orlando, Florida.

Kongsberg C systems are the first fully-featured super-wide digital finishing systems and C64 has been completely re-engineered so that it is suitable for 24/7 production and use in semi-industrial

environments. Along with substantial flexibility, the new, wider format has been designed to work in tandem with modern 3.2-metre wide format printers outputting onto wide rolls and wide sheets.

The Kongsberg C64 model works with 3.210 mm by 3.200 mm long materials, while the Kongsberg C60 model accommodates materials 3.210 mm x 1.600 mm. Covering more than 10 feet across the table, a unique, extremely rigid, carbon-composite traverse beam ensures excellent precision and supports high speed, fast acceleration, high quality creasing and exclusive, powerful 3KW



milling capabilities. Thus, the Kongsberg C always produces high quality finishing results, with no left/right/middle variances due to traverse bending. Unlike other super-wide finishers, the Kongsberg C does not decelerate with demanding materials, handling the most complex jobs without sacrificing quality

or throughput. Orders are currently being taken for delivery during the first quarter of 2014.

For further information visit: www.esko.com

Four easy pieces

Entering the digital signage network arena for the first time can be a daunting prospect for many sign companies, which is why Vink is aiming to simplify the whole process from start to finish. Val Hirst talks to Vink's Dave Foreman about the company's newly introduced digital signage programme

With its strong track record of specifying and supplying LED lighting for sign and display applications, it is no surprise that Vink has now entered the digital signage marketplace, a move that it sees as a logical progression, if it is to keep pace with the continuously evolving signage sector and which is well supported by its manufacturing partners, with whom it enjoys close technical collaboration.

Vink's new range of high quality digital signage products has been assembled to enable the company to develop easy to apply, pre-integrated solutions, thus enabling signmakers to enter the digital arena without the risks normally associated when embracing a new technology.

Explaining the company's digital signage philosophy, Dave Foreman says: "We are very privileged to work with leading global manufacturing businesses, such as Osram, Philips and LG, as well as dynamic SMEs, including Peerless AV and Vuenti who are pioneering new innovations in digital signage. We see our role as providing the 'mortar between the bricks' in each solution we provide, thus combining the most appropriate components from our manufacturing partners, into cohesive systems that our customers can use with confidence."

Vink's digital signage product range covers internal and external applications, embracing everything from stand-alone displays, to networked multi-site programmes and from standard monitors and displays, to large format LED panels and video walls.

Monitors and Displays

Recognising that the most important component in any visual system is the part that can be seen, Vink has invested significant time and resources into understanding the differences in quality of the different displays and monitors available and how each performs in a given application.

Attention has also been focused on providing products to suit a variety of different budgets. A key consideration in the specification of monitors is the duration of operation required. For example, monitors offering 24 hour, seven day a week visibility may not be required in some applications. In these cases, by specifying a monitor with a less demanding rating, significant savings can be made.

Operating temperature range is another factor to be considered. A monitor placed in a shop window may be subject to very high temperatures and may suffer 'black spots' where the image is lost. Vink offers the products and expertise to ensure that this kind of issue is avoided.

Where large displays are required, Vink has a number of solutions to suit different locations. For internal applications, the company offers LED monitors up to 72" screen size, as well as the latest video wall systems, using monitors with ultra-thin bezels for uninterrupted images across multiple screens. For very large external applications, Vink can provide solutions featuring Osram's Traxon LED walls, which can be made up of multiple modular units, in different sizes and configurations,

to provide the very large displays that are suitable for viewing from hundreds of metres away.

Media Players

Vink will also be offering a range of media players so the most appropriate unit can be specified for each application. A range of media PCs will be available, pre-installed with Vuenti's Wallflower software, which can be used to network and control any number of screens from one central location.

Another Vink option for single screen solutions, Philip's android-based Upp! Software, can be used as a 'plug and play' option that can be easily set up to display the customer's requirements.

Software

Software is the driver behind any on-screen image or presentation, so it's crucial to the success of any digital signage or display solution. Vink is offering Vuenti's well-established Wallflower software, which is used worldwide to deliver digital signage in a range of applications. Dave Foreman observes: "We chose the Wallflower software for its very clear and intuitive user interface. Getting into digital signage may initially present quite a steep learning curve for many of our customers, so we wanted software that enables easy 'drag and drop' style programming and menu-driven commands that would feel familiar to anyone who's used a PC."

Vink claims that Wallflower software is equally suitable for use with single-screen installations or networks with thousands of displays

and is cost-effective and reliable whatever the scale of the application.

Mounting solutions

To facilitate this aspect of digital signage, Vink has formed a partnership with Peerless AV, an industry-leading manufacturer of mounting solutions for displays and video walls. Founded in 1941, Peerless developed its first ever line of TV mounts in 1964 and has continued to lead the way in innovation in this sector ever since. Working closely with Peerless, Vink will be able to offer high quality mounts for a wide range of LCD screens for many different application types, from single indoor displays, to large format outdoor rated enclosures and bespoke video wall solutions.

Summing up Vink's Digital Signage programme, Dave Foreman concludes: "We've chosen carefully to offer a digital signage range that will meet different needs in terms of budget and functionality, without compromising quality. Above all, we believe that the time we've invested in understanding the technology will pay dividends in the level of application and specification support we can provide."

Vink can advise on all aspects of digital signage and can provide detailed technical proposals outlining initial capital investment and projected running costs.

For further information about Vink Digital Signage, contact Vink Lighting Solutions on Tel: 01902 409205 or visit: www.vinkdigitalsignage.com

NEW FROM THE
TECHNICAL SIGNAGE
SPECIALISTS

Digital signage just got simpler.



Trust Vink to provide packaged, pre-integrated solutions!

- Solutions that bring together world-leading technologies from brands you know and trust
- Dynamic, eye-catching high definition moving images
- Update single or multiple signs – regularly & remotely!
- Eliminate reprint and re-install costs
- Internal & external solutions for viewing distances up to 100s of metres
- Expert support from the UK's leading supplier of technical sign solutions



PHILIPS
SignageSolutions



traxon:ecue
AN OSRAM BUSINESS

peerless-AV

Wallflower

01902 409205

www.vinkdigitalsignage.com

SOLUTIONS FOR SIGNMAKERS FROM

VINK
Digital Signage



The high life!

Earlier this year at FESPA, John Tominay, Nationwide Platforms' Business Development Manager for the Signage Division, challenged me to take an IPAF operator's course at the company's Leicester-based depot. Caught off-guard, I was foolhardy enough to agree. What happened next? Read on and find out!



Before we begin, I have to mention that I'm not very good with heights, so it was with a great deal of trepidation, that I set off to visit Nationwide Platforms' Leicestershire HQ on a sunny September afternoon, first of all to learn more about Nationwide Platforms generally and MEWPs – or Mobile Elevating Work Platforms to the uninitiated – specifically, prior to taking the IPAF course the following day.

After being greeted by the perennially cheerful John Tominay, himself a former MEWP operator, who now spends much of his time ensuring that signmakers get the equipment they need, I was treated to a whistle-stop tour of the company's extensive administration facility, with John breezily assuring me all of the while that I would be fine!

Nationwide Platforms is the UK's largest access platform hire company, offering a fleet of more than 11,300 access platforms from a

comprehensive national depot network, with John asserting: "Practically everyone lives within 40 miles of one of our depots, all of which have at least 350 units on site, which is why we can pretty much guarantee that, when it comes to access equipment, our customers can have whatever they need, whenever they need it!"

He adds that since the company is also part of the Lavendon Group plc, the world's largest specialist access business, it also has access to a total fleet of 23,000 units worldwide.

In addition to supplying the equipment, Nationwide Platforms also provides a wide range of working at height training courses too, which include accredited International Powered Access Federation (IPAF) training courses, PASMA courses and advanced safety training. These are all arranged through the company's external training division, headed up by Charlie Ellis and his team, who not only work tirelessly to place people

on the appropriate courses – at a rate of 1,400 every month – but also to ensure that once trained, operators keep their accreditations fully up-to-date. The company also has an internal training division too, which is responsible for training its own employees.

Charlie explains that for Nationwide Platforms, safety is a primary consideration and provides me with some horrifying statistics of the accidents that have happened when working at height. For example, in 2010-11 there were a total of 115,550 accidents, 171 of them fatal, although only 72 accidents occurred when people were using MEWPs.

John attests that in the very rare instances that accidents occur when customers are using Nationwide Platforms equipment, they are reported and fully investigated as a matter of course. He explains: "We make a conscious decision to be very open about any accidents that involve our equipment, as we think

that advice can be given as to the most appropriate choice of equipment.

From there, we go to a meeting with Kevin Warne, non Construction Sales Director and John Tominay's manager.

Kevin, who is relatively new to the word of access equipment, having initially pursued an army career, followed by several years in various areas of the construction sector, tells me that although 65-70 percent of Nationwide Platforms' equipment is used by construction related clients, other customer groups include telecoms, media, utilities, facilities management, pest control and sign sectors. He observes that signmakers have very particular needs, which Nationwide Platforms tries hard to address. He says: "Other clients tend to use our equipment for longer periods, whereas, with the sign industry, the need is much more specific and time sensitive. For example, if the installation team is booked to erect a sign on a Thursday morning, it's a huge problem if the equipment doesn't arrive until late afternoon. Knowing this, we try to tailor our service to dovetail with signmakers' particular time constraints and also the budgetary restrictions involved with installation, which is, after all, just one part of the overall project."

Our tour continues with a quick stopover at the Premier Hire Department, which is where key accounts are handled. Since these customers' access requirements often span sites at many different locations, both at home and abroad, site surveys are often carried out to determine any special hazards, so

depots, with the machines being automatically replaced after seven years. Referring to my forthcoming training, he kindly assures me that since he has successfully completed the course himself, he's sure that I'll "sail through!", then spoils it by adding, slightly less confidently: "Just do your best!"

Thus, after a sleepless night, Friday morning finally dawns and, after a run of fine weather, I'm perturbed to see that it is both extremely windy and raining heavily! With my head still swirling with the advice I received the previous day, I present myself, fetchingly attired, at Nationwide Platforms' Leicester Depot, where I am welcomed with coffee by instructor Steve. In response to my confession that not only am I afraid of heights, it also took me the best part of twenty years and at least seven attempts to pass my driving test, Steve asks me how good I am with a joystick. Upon seeing my expression and in order to avoid an unfortunate misunderstanding, he quickly adds: "Do you play video games?" and once again I have to admit my total deficiency in this regard too.

We adjourn to a meeting room and at this point, I am introduced to my companions on today's course. Nick, Mick and Rick (yes, really!), are all skilled operatives, who are simply renewing their IPAF accreditations. We start with a written test to discover how much we know about MEWPs and their operation, so that Steve can assess which areas he needs to cover. Amazingly, I don't do too badly at this, actually achieving enough right answers to escape a pass

his explanations with a series of short videos and slides, many of which illustrate in horrific detail, the terrible risks that people take when working at height and some of the dreadful accidents that have taken place as a result. Steve maintains that complacency is the biggest enemy of a MEWP operator, saying: "It's when you take your eye off the ball that the trouble starts!" and truly, I begin to see that there is a lot more to this than first meets the eye. Not only does a MEWP operator have to be constantly aware of the surrounding hazards, he also has to keep a close eye on the terrain immediately ahead too, as any bumps, slopes or uneven ground can seriously de-stabilise the MEWP, leading to potential disaster.

After a buffet lunch, comes the part of the day that I've been most dreading – the practical training begins! Happily though, as the weather outside is still foul, this takes place in the comparative comfort of the warehouse and I also note, with a great deal of relief that the ceiling height will preclude any really high elevation – phew!

We start with a scissor lift (which, I'm pleased to see, only extends to a modest height) and, after a thorough inspection of the machine to check that all of its working parts are in order, I pass the initial hurdle of accessing the platform, while also learning what the hard hat is for! At Steve's behest, I'm joined by the lovely Nick, who monitors my progress with the joystick, and with his gentle prompts such as: "I don't think you want to do that, do you?" or "A bit more to the left" and, with

mark – although, as theory, rather than practice, is my strong point, perhaps this isn't too surprising.

Steve then takes us through our answers one by one, illustrating

more urgency: "No! The other way!" we move slowly and somewhat jerkily down the warehouse.

The inspection process is then repeated with a boom lift, with Nick, Mick and Rick conspiring to help me fluff my way through the check list, before Nick and I once again mount the platform and, once I've acclimatised myself with the slightly different controls, Steve suggests that I try to weave the machine between the cones he has set up.

This is really tricky!

Not only does the extended boom ascend far up into the roof space, it also severely tests my limited ability to differentiate left from right! Fortunately, the level of concentration required to steer it slowly between the cones, without knocking either them, or any person or thing foolhardy enough to get in my way, flying, prevents me from experiencing the severe vertigo that elevation to such a height would normally invoke. With Nick's help, I manage to complete the exercise without mishap and then, whilst I sip a restorative cup of coffee, he, Mick and Rick demonstrate how it should be done, by each in turn using the boom to weave dextrously and speedily around a set of much more closely spaced cones, putting my feeble efforts to shame!

Finally, we all retake the written test, using the extra knowledge that we have gleaned during the day to attain full marks, whereupon Steve, after first seeking my assurances that I don't see my future career path taking me on a detour to the sign installation sector, confirms that I am now IPAF accredited for category 3a and 3b MEWPs! And, although it's a qualification that probably ranks right up there with my CSE Grade 4 Needlework in terms of practical usefulness, I'm absolutely thrilled!

For further information on Nationwide Platforms' equipment, depots, and/or training courses, visit: www.nationwideplatforms.co.uk

Non-Conformance on your MIS...



Paul Deane, Joint Managing Director at Shuttleworth Business Systems explains how customer service can be improved by monitoring non-conformance using a Management Information System (MIS).

Mistakes do happen, and when they do, it is best to acknowledge the problem, investigate the cause, resolve the issue quickly, and put procedures in place to stop the same thing happening again.

How can an MIS help?

Most people regard MIS as an estimating tool, but in actual fact, it is far more than that. Most MIS systems incorporate a full Customer Relationship Management package that can be fully customised to manage everything, from proofing, to extra charges, customer service calls to non-conformance.

Why use your CRM for non-conformance

A CRM package can make a difference

to the service a company provides by logging and monitoring non-conformance issues. Most systems are flexible enough for the cause of any problems to be categorised and to add appropriate fields for reporting purposes. Having all the information in one place means that anyone in a business can easily access it whenever necessary.

A recommended checklist

These are some of the things to think about when setting up non-conformance:

- **What analysis is needed?** The first rule is don't make it too complicated. It is worth sitting down to work out precisely what is required, for example:

- Types of non-conformance i.e. material, printing ink etc.

- Non-conformance by department

- Nonconformance by representative and/or CSR's.

- Non-conformance by customer
- Comparisons by month and year.
- How quickly issues were resolved.

- **Cost of Non-Conformance Issues** - Ultimately non-conformance affects profit, so careful records should be kept and analysis made to discover how much non-conformance is costing a business.

- **Non-Conformance Progress Reports** - It might be a good idea to produce a Progress Report that is signed off when a non-conformance issue is resolved.

- **Continuous Monitoring** - It is important to ensure that the tools are available to create the reports needed to analyse non-conformance. MIS systems come with standard reports and dashboards that can be customised to meet specific requirements.

- **Make it a team effort** - Non conformance affects everyone

working within a business so it pays to get everyone involved and to make the information available to the whole business. By operating a policy of openness and continuously monitoring issues, a business can react quickly to emerging patterns and take evasive action to stop the issue occurring again.

- **Incentives** - Many businesses offer incentives to reduce non-conformance and it pays to be creative and to make it as worthwhile as possible for employees to do everything they can to support the systems in place.

'Non-conformance is something that is often monitored on a standalone basis, but by incorporating it into a MIS, it brings it into the essential customer relationship management process and thus helps to determine the future profitability of a business.'

For further information on Shuttleworth Business Systems, visit: www.shuttleworth-uk.co.uk

Hybrid Software launches Cloudflow

Signalling a major shift in philosophy and product mix, Hybrid Software has positioned itself firmly as 'The Alternative' software vendor for the worldwide graphic arts market. The change is being announced alongside the global launch of Cloudflow, which introduces a totally new 'workspace' concept to the web-enabled production environment.

Cloudflow is a web-based portal solution that has been built from the ground up, with core architecture that facilitates precise control of all production elements of the file, while the modular design enables Hybrid Software to tailor solutions to fulfill the exact needs of a customer. This could include automating functions, such as step and repeat and trapping, or incorporating the company's Proofscope Live for browser-based

editing. Like all Hybrid products, Cloudflow has been built using state-of-the-art HTML5 technology for compatibility with major browsers, tablets and smartphones.

Commenting on this new release, Hybrid Software' Chairman, Guido Van der Schueren said: "With the consolidation that continues to occur in all graphic arts segments, many companies are now global suppliers

with multiple locations and a completely accessible cloud-based workflow system is exactly what they need. Cloudflow has already been proven in the labels and packaging market by companies such as Xeikon and Oki Data. We are extremely excited to be launching it generally to the wider graphics market."

For further information visit: www.hybridsoftware.com



Delfiah: Automated leather return shaper



Samsorc: Laser welding machine



Helo: Illuminated letters



Standard built-up metal letters

With 15 years experience as a sign trade supplier, our knowledge and expertise is always just a phone call away.

Along with essential sign components, Applelec manufacture fascia signs, light boxes, lettering systems, hanging, projecting and totem signs or any other fabricated signage you can imagine. Did that sound like a challenge?



Fascia signs



Images: Harisons Sign (Leeds), AM UK Ltd (Chesterfield College) and Fast Signs Manchester (Red Apple)

Let's see how we can help with your next project.

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

celebrating 15 successful years





See the magic with Roland

Roland DG has launched the VersaUV LEF-20, the latest addition to its popular line of desktop flatbed UV printers, which offers greater productivity and excellent print quality to providers of customised promotional products, souvenirs, giftware, awards, signage, and consumer items, as well as industrial parts and packaging prototypes.



and, for jobs involving transparent or dark coloured materials, it uses advanced ECO-UV high-density white ink. Clear ECO-UV ink can also be layered into interesting patterns and textures on both gloss and matte finishes.

The printer includes Roland VersaWorks RIP print management software, which features variable data printing, thus making it easy to personalise printed objects with individualised serial numbers, logos, graphics and names.

To coincide with the launch of the VersaUV LEF-20, Roland is offering a free half-day Better Business Boot Camp designed to illustrate the full extent of the machine's versatility.

For further information visit:
www.rolanddg.co.uk/seethemagic

The new VersaUV LEF-20, which prints directly onto items measuring up to 508mm wide, 330mm long and 100mm deep, further opens up the range of creative possibilities, while the UV-LED lamp cures ink instantly, thus enabling users to print onto a wider range of substrates, such as PET, ABS, polycarbonate TPU, leather and fabric, as well as a wide variety of products including USB sticks, phone covers, photo frames, golf balls, coasters, to name but a few, while the larger print area facilitates the printing of bigger objects and multiple smaller items.

The LEF-20 uses Roland ECO-UV ink in CMYK, white and clear formulations for bright, high-opacity images and text



Enjoy an introduction to digital print

Roland DG has further extended the scope of its Roland Academy courses, with the 'Introduction to Digital Print', a new one-day course, which will be run at the Roland Academy at Walsall College and in Roland's Creative Centre at its Clevedon headquarters.



as well as technical assistance and tuition on Roland's equipment and software, so they can quickly maximise opportunities, profitability and the return on their investment. ■

The course aims to provide newcomers to both wide format printing and Roland's technology with a comprehensive overview of the market they are entering,



PrintMAX follows tradition!

Having already sold the first Roland VersaUV LEF-20 desktop UV printer within the first hour of

its release, Authorised Roland dealer PrintMAX then went on to make it double, by clocking up the

first worldwide sale of Roland's newly launched VersaCMM VS-i, also on the first day of its debut!



The first purchaser of the LEF-20, the eagerly anticipated successor to the VersaUV LEF-12 desktop UV solution, was PrintMAX customer and Roland user, Digitalblanks.com, which specialises in the supply of blank merchandise, but also creates custom-made precision jigs, that can be used on a variety of printers, including the Roland VersaUV range.

Creative Signs and

Graphics, another existing PrintMAX customer and Roland user, which had previously been using a Roland SP-540i, was keen to upgrade to the VersaCMM VS-I as it offers a white ink option that will provide it with greater versatility when producing window graphics.

Having historically sold Roland machines since 2007, PrintMAX sold the first Roland VS printer in Europe, and also went on to sell and install more VS printers than any other Roland dealer, an accolade that has helped it to become Roland's most successful authorised dealer for three consecutive years

For further information visit:
www.printMAX.co.uk and
www.digitalblanks.com

Dive deeper into digital

With eight months still to go before the exhibition opens, FESPA reports that FESPA Digital 2014, which will be using the theme 'Dive Deeper into Digital', is already almost five percent bigger than 2012's Digital event in Barcelona, with 23 percent of contracted exhibitors participating in the show for the first time

In addition, nearly a third of exhibitors are also set to significantly increase the size of their stands, compared to FESPA Digital 2012, with many choosing it as the key international platform to showcase their wide format innovations next year.

Further information on the show, including a full exhibitor list, floorplan and overview of the many ancillary features can be found on

the dedicated show website, where visitors will also find a registration form.

In addition, the website will also carry news and information on FESPA Fabric and European Sign Expo, both of which will once again form part of the wider FESPA event and respectively address the specific interests of garment printers and signmakers.



For further information and to pre-register for FESPA Digital 2014 visit:
www.fespadigital.com



Rent a Roland!

Roland DG UK is launching a wide format machine rental programme that has been specifically designed to enable SMEs, and start-ups to take advantage of the opportunities offered in the wide format sector by renting a Roland printer or printer/cutter for a one, two or three year period, without the need for up-front investment or financing.



The rental scheme includes some of Roland's most popular machines, including the market-leading VersaCAMM SP-i and new VS-i series of printer/cutters, plus a the VersaART RE-640 printer and the recently launched VersaUV LEF-20.

network of Authorised Dealers. However, if a customer is struggling to secure finance or is not yet ready to commit to purchasing a device, the rental scheme provides an alternative option.

machine for their business needs, sign up for a one, two or three year rental contract and pay a three month deposit up front. The Roland Rental package includes everything a company needs to get started immediately, including a full set of 220ml Roland inks, delivery and installation, a RolandCare Silver warranty for the life of the rental,

VersaWorks RIP software with free updates and a place on a digital print course at the Roland DG Academy. A Roland DG Authorised Dealer will be recommended for the ongoing purchase of inks and media.

For further information visit: www.rolanddg.co.uk/rolandrental

In the first instance, Roland DG advises that customers investigate purchasing or leasing a printer from one of their

Joining the Roland Rental programme is straightforward. All participants need to do is select the right Roland

Trade in and trade up with Mimaki

Sign and graphics companies who are considering upgrading their digital printing equipment this autumn, are being invited to trade in their old solvent printer when they invest in a Mimaki CJV30 or JV33 and in return receive a unique three year fully comprehensive warranty and a total of £1,800 worth of Mimaki ink capable of producing over 700m² of print.

With 1.3m and 1.6m models to choose from, the Mimaki JV33 offers sector-defining print and build quality, a proven track record in graphics production and a choice of eco-solvent or Mimaki's SS21 low solvent inks, while the two largest CJV30 Series models, the 1.3m CVJ30-130 and 1.6m CJV30-160,

provide integrated print and cut functionality with the same print quality and inksets as the JV33.

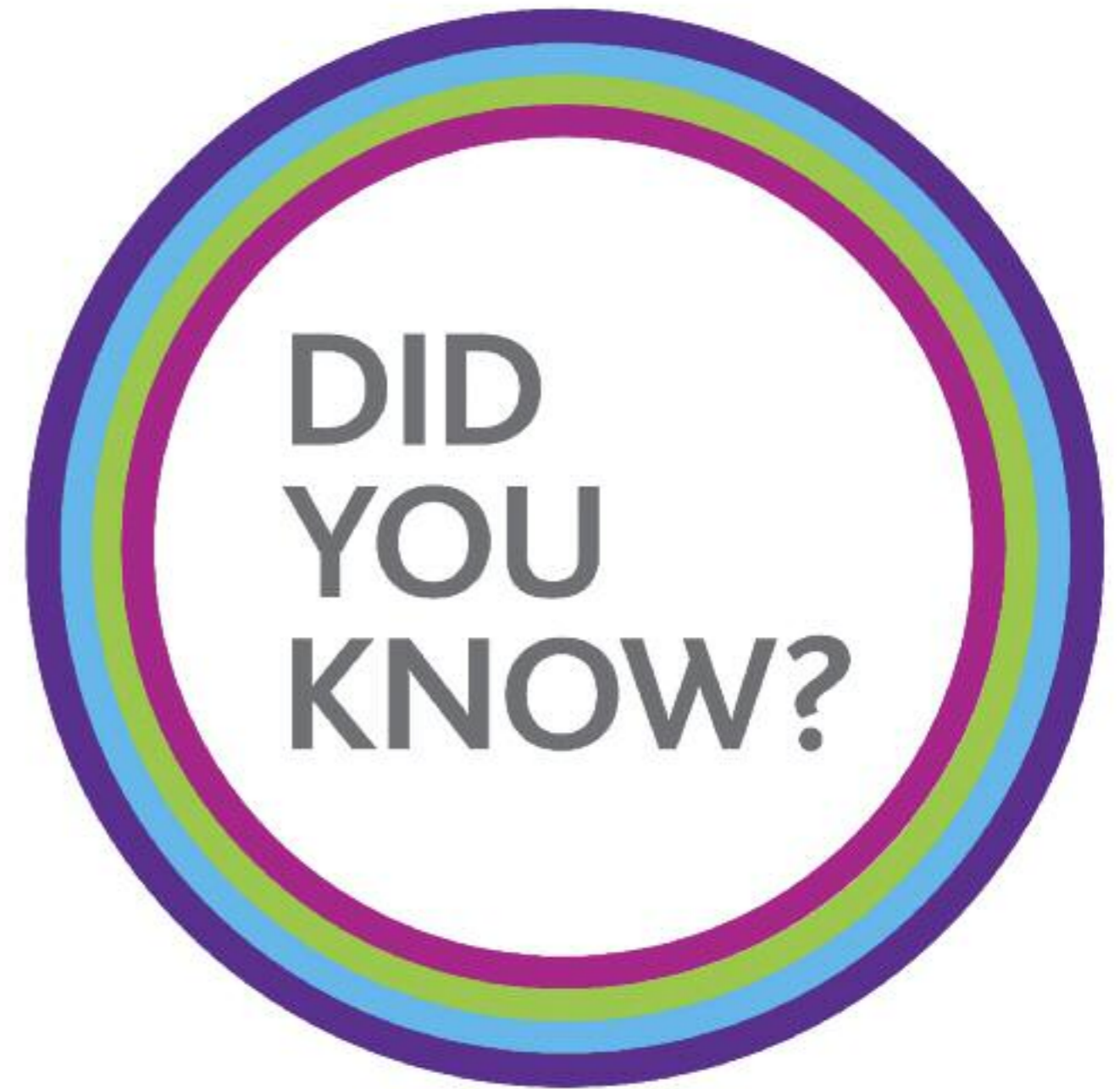
In addition, the accompanying warranty is three times longer than the typical industry standard and the bumper pack of ink facilitates the generation of significant revenue from the outset.

Prospective customers seeking to take advantage of the offer have until the end of December to place their order with one of Hybrid's authorised resellers. Hybrid



will recycle their traded-in solvent printer and ship the additional inks to the customer.

For further information visit: www.hybridservices.co.uk



We're one of the largest material suppliers in the UK, we provide you with access to thousands of ranges.

We also specialise in the trade manufacture of signs and graphics, making us much more than just a material distributor.

We can also act as a partner for overflow work with years of experience in meeting tight deadlines, and we are the original supplier of the ROLLEROLLER® applicator.

We do much more than you think, take a look....

www.williamsmith.co.uk/didyouknow

WE DO

SIGNAGE

WINDOW GRAPHICS

DISPLAY GRAPHICS

VEHICLE GRAPHICS

the sign company's company
materials supply | signs & display | hardware

William Smith
established 1832

Carry on wrapping!

This latest crop of vehicle graphics and wraps includes everything from a bus to boats!

Richard Keasey, Managing Director of **Staffordshire Signs and Graphics**, who has been off-road racing for many years, chose **3M's IJ380 graphic film** to wrap his Warrior Indy SSG racecar for its entry into this year's British Cross Country Championship, despite initially believing that the vehicle's complex design and punishing race schedule would prove too great a challenge.



However, when offered the opportunity to work in partnership with 3M to promote its www.wrapyourcurves.co.uk campaign on a national basis, he decided to give it a try.

colour 3M IJ380, with complementary clear laminate, and Anthracite carbon fibre grey, all supplied by William Smith. Even the alloy wheels were wrapped to provide maximum effect and, much to Richard's great delight, he was able to report that not only was the wrap a lot easier to apply than he had expected, it is also coping surprisingly well with the rigours of rallying!



Accordingly, the team at Staffordshire Signs & Graphics purchased full colour artwork from American specialist website www.auroragraphics.net and opted for a combination of full

For further information visit www.vehiclewrapfilms.co.uk

In line with its assertion that 'where's there's a surface, there's **APA**', the Italian-based vinyl manufacturer reports that many sign companies, having already discovered the efficacy of its materials when producing eye-catching liveries and wraps for motor vehicles, have discovered that it works equally well when used in a maritime context to enhance water-based craft too.



As illustrated here, APA's products have been used to personalise all manner of sailboats, motorboats and yachts, with the resulting external graphics valiantly withstanding everything the sea throws at them. However, APA films can also be seen in the more benign environment of the boats' interiors, where they can be creatively used to

simulate wood and leather effects, to ensure that even the most humble craft sports a beguilingly luxurious finish.

For further information visit: www.apaspa.com



Surrey Volkswagen retailer, **Drift Bridge** collaborated with vehicle wrapping experts **Creative FX**, and vinyl suppliers, **3M**, to transform the award-winning Mk7 Volkswagen Golf into a ground-breaking chrome wrapped version of the hot hatchback, attracting more than 32,000 YouTube hits in little over a month.

Founded in 1936, Drift Bridge Group has been a Volkswagen retailer since the early 70s and, following the launch of the Volkswagen Golf, the latest evolution of a modern classic and winner of World Car of the Year 2013, it undertook an exciting project to mark the occasion.

"The Mk7 is a game changer," explains Paul Baker, Sales Manager at Drift Bridge Volkswagen. "We knew we had to do something remarkable to celebrate its launch this year, so we teamed up with Creative FX, a company that we've worked closely with on previous wrapping projects and decided to create an exciting chrome wrapped version of the Golf, and film the entire thing."

As the finished video shows, the intricate process involved heating and stretching the specially manufactured chrome over the curves of the Volkswagen to create a flawless finish.

Sean Davis, Managing Director at Creative FX takes up the story, adding: "People are fascinated with finding new ways to personalise their cars and with chrome wrapping such a popular trend, it's little wonder the YouTube video has racked up so many hits in just a few weeks."

And, at the Drift Bridge showroom in Epsom, Surrey, which has been newly

refurbished as part of the modular design concept that Volkswagen has rolled out across its retail network, the chromed Golf is the most arresting feature. Paul Baker concludes: "The showroom is located on a busy corner so people can't miss the striking window display and Volkswagen's newly chromed lightweight, sporty model is certainly turning heads!"

To view the YouTube video of the wrap visit: <http://www.youtube.com/watch?v=ohEslviXrQo>

For further information visit: Creative FX at: www.fxuk.net





Vee-Dubs, Bugs, Beetles, Volkswagens. Call them what you will, but they occupy a special place in the hearts of their owners. Not many small cars can claim a personality so large, or have endured, in one form or another, for so long and certainly, not many cars can claim the same strange, (some would claim ingenious) backward-inclined-engineering.

However, **Lovebug Weddings**, based in Porthcawl, South Wales, is a Beetle officiant. At heart it's a business that provides hire vehicles for weddings, but its entire stable is VW based, which makes it a bit unusual. However, in Lovebug's view and that of its customers, a special day is made all the more so when the bride's entourage arrives in a Splitly, or the groom rocks up in Elvis, the company's ultimate Retro-Beetle. It's

proved to be a popular formula and business is brisk.

But despite the expanse of the fleet, until recently one thing was conspicuous by its absence - probably the best known Bug of them all, namely Herb. Lovebug remedied this omission with the introduction of a modern take on the famous original that is loved by millions.

Herb, as he's known, would have turned as few heads as any modern Beetle might, were it not for some spot-on graphics by the Team at **Elite Signs**. Elite was approached by Lovebug Weddings to evoke its homage to the Bug and it obliged with a modest stripe kit and numeral set printed on **Metamark MDS**.

"We've produced some exacting jobs in

our time," says Elite's Simon James, "but the Bug was one of the toughest, despite the simple appearance. Everything had to be spot-on for this one. It took a bit of research and a lot of trial designs but we cracked it in the end. The bug looks great and does what it's supposed to do - it gets noticed."

Herb's busy most weekends thanks to its popularity as a carriage of choice. But, should you fancy a change from the usual fare of limos and carriages, bookings are now being taken for 2014/15.

Nice one, Elite!

For further information visit:
lovebugweddings.com and
www.signsinsouthwales.co.uk ■

Galaxy Steel Chrome



Film with an unparalleled metallic effect belonging to the **CHROME** APA WrapFilm line. Provided with the "Air Free System" technology, the channelled adhesive that simplifies the application, guaranteeing a perfect result and providing aesthetically a stardust effect.

Furthermore, the film is easily printable with Solvent, Eco-solvent and UV inks.

APA: Always Ahead!



*pump up the volume and
faster your seatbelts...
view video*



When leading Irish whiskey brand, **Tullamore DEW**, partnered with events Bus Company **Commbus**, to create a touring photography exhibition space and an authentic whiskey bar on board a double decker bus, Birmingham-based **Sign and Graphics Services** was commissioned to provide the artwork design, manage the printing and apply the external graphics.



Established in 2012, Sign and Graphics Services offers a comprehensive service to the sign and print sectors, which includes everything from consultancy to surveying and Installation using carefully selected trade partners in order to achieve the highest quality work for the best possible price. Thus it enlisted the assistance of print partner Hollywood Monster, which supplied full colour graphics printed with a Latex ink onto MacTac vehicle wrapping film and matching laminate.

In total, the project took two months to complete, with Sign and Graphics Services' Director, Mike Bolton supplying all the conceptual drawings and Commbus' Managing Director,

Mark Clark, acting as project manager.

The final result is a striking graphic depicting joyous sports fans and featuring the strapline 'Art of Banner Banter' together with the Tullamore D.E.W. branding, combined with a luxurious interior refit that includes oak panelling on the lower and upper decks and a bespoke handcrafted bar at the rear of the lower deck.

The touring exhibition began its journey in Victoria Square in Birmingham in March and travelled to Bishop's Park in Fulham in time for the Boat Race at the



beginning of April, before heading off on a countrywide tour that included stopovers in Liverpool, Newcastle, Melrose, Manchester, Brighton, Cardiff and Bristol.

For further information visit:
www.tullamoredeew.com/bannerbanter,

www.commbus.com
and www.signandgraphicservices.co.uk ■



LEANING TOWARDS THE LIGHT

With the move away from conventional fluorescent and neon lighting to the energy-efficient LED alternative, sign manufacturers continue to demonstrate a firm commitment to the use of more environmentally aware and sustainable processes and materials wherever these are feasible to achieve a customer's requirements. Mike Connolly looks at some of the options currently available, both as new innovations and through successful LED-based installations.

MORE POWER WITH BRIGHT GREEN BEAM

One of the world's largest high street banks has specified the Bright Green Beam modular LED display system from Bright Green Technology for a series of motivational signage concepts at its London headquarters in Canary Wharf.

The signs, which highlight the bank's core values and beliefs, are constructed in 12-millimetre clear acrylic and incorporate digitally printed text, the perimeters of which were routed for enhanced visibility. The largest illuminated surface measures 1496 x 2452mm, with the signs illuminated only

from the base to meet the required specification. This meant the LED system had to be sufficiently powerful to provide full and evenly diffused illumination from the base to the top of the display panel. Furthermore, the system had to be low maintenance in order to avoid disruption within a busy office environment.

At the same time, Bright Green Technology has announced that its NC LED channel letter modules can now be purchased online at the Bright Green Direct e-commerce site. The modules claim comparative luminosity and



brightness with a well-known brand but at a much lower cost and with a three-year performance warranty. They also provide a 120-degree angle of viewing to create more uniform backlighting and are supplied as three different options

for better customisation.

For further information visit: www.brightgreentechnology.com and/or www.brightgreendirect.com ■

A NEW LOOK FOR CHIPLITE

Now an established and popular lighting solution for UK sign manufacturers, the Chiplite X-series of LED modules from the German company Majert have been optimised to dramatically increase the level of brightness achievable.

The modules use the latest generation of chips that enable commensurately lower energy costs. Contemporaneously, they are available with a five-year performance warranty and 24-hour delivery on bulk orders, with direct assistance on product specification to meet customers' specific lighting requirements.

Available in a choice of eight modules, with or without special optics, to accommodate a wide range of both standard and more difficult-to-fit installations, the CL-X Series of LED modules have been tested and approved for use in the most extreme of temperatures (typically -40 up to +85 degrees C). They also carry the CE seal of approval, are RoHS certified and incorporate a new IP65-rated transparent housing for optimum



safety and reliability.

The systems offer varying luminous flux, power consumption and optical efficiencies to accommodate virtually any light box or sign-lettering requirement, regardless of size and complexity. Of special interest to sign manufacturers is the CL-XM model. This has been developed specifically

for difficult-to-fit corner or serif requirements, with the CL-XO version fitted with special optics that provide an extra-wide (up to 160 degrees) angle of radiation to enable use in light boxes with a very low depth (typically as small as 30mm).

Another important innovation for sign manufacturers is the CL-ELI

module that has been developed especially for the illumination of double-sided light boxes. Due to its compact (43 x 36mm) size, the module can also be used in double-sided circular banners. Available as a soldered chain of 30 LED modules, the system's intensity of illumination can be varied by either pushing the modules together or pulling them apart.

For further information, e-mail info@chiplite.de or visit: www.hiplite.de ■

BARCLAYS GETS THE MESSAGE

New 'floating' halo-illuminated foreign exchange display boards, incorporating state-of-the-art LED technology, have been installed at selective Barclays Bank retail outlets by Messagemaker Displays. To date, six systems have been installed, with further sites scheduled for completion over the coming months.

Providing movement and visual impact, the futuristic overhead

displays incorporate a message of welcome customised for each local branch. Single Line LED tickers were installed on the displays that feature a 10-millimetre pixel pitch blue LED moving-message mounted on special flexible printed circuit boards and chassis. Use of the latest LED technology enables the introduction of special effects and configurations, while the lightweight materials employed enables the displays to be suspended for enhanced



visibility and greater impact.

The system installed at the Barclays Bank outlets can be updated locally, as required,

with no additional operating cost.

For further information, visit www.messagemaker.co.uk ■

3M HAS VISION

LED-based signage and display solutions can be greatly enhanced with the use of materials which have been developed to optimise LED technology and which similarly offer a significant sustainable edge.

3M has introduced its range of Envision products that includes the 3730 series of PVC-free Translucent and Diffuser films specifically engineered for use with LED-based systems.

Envision is rightly described as an

industry breakthrough, allowing sign and display producers to achieve maximum brightness using LED technology whilst requiring fewer light sources. As a consequence, maintenance, power consumption and overall running costs are considerably reduced by as much as 40 per cent, whilst visual definition and brightness have been commensurately increased.

The Diffuser Films are available with two levels of brightness (50 and 60 per cent) to manage sign and graphics illumination more



efficiently. The Translucent Films are available in both standard and customised colours and in an inkjet-printable format.

Whilst optimised for LED lighting

solutions, both films can be used with conventional fluorescent lighting systems.

For further information visit: www.3m.co.uk/graphicsolutions

BREAKING BARRIERS WITH LUMAIRE

One of the UK's largest trade-only sign industry suppliers, Signfab has launched a new company to distribute LUMAIRE, its new flagship lighting system, which has been launched to fulfil the increasing demand from sign-buyers and designers for LED light panel products that offer both application flexibility and high-intensity, yet even light output.

According to LUMAIRE's Marketing and Business Development Manager, Simon Berry, the product, which has been four years in development, has been specifically designed to provide a brighter, more appealing and profitable LED light panel for use by signmakers. He explained: "In the same way as fluorescent tubes once dominated the market, there has been a big move towards individual LED modules over recent years, but whilst LEDs are very flexible in terms of application, the high number of modules

required to achieve even and bright lighting has led to high costs and intensive fabrication, which is why light panels, such as LUMAIRE are so appealing.

He continued "We felt that there was a huge gap in the market for thinner illuminated signs, as when questioned, most sign buyers admitted that they would much prefer to use something that was sleeker, more environmentally friendly and energy efficient, but were deterred by the initial higher cost involved. Thus, we designed LUMAIRE, which although a high-end premium product, is more versatile and viable in terms of both ease of use and cost, when compared to similar products, to break through that barrier."

He goes on to add that although when first introduced light panel products were most often the preserve of applications in high-end fashion boutiques and corporate interiors, they can also be used to excellent effect in all kinds of

applications, such as POS and product displays, shelving, ceilings, wall panels, exhibition graphics and, in fact, anywhere a slimmer and more aesthetically pleasing lighting technology is preferable. He observed: "Lightbox refurbishment is also another potential growth area. For example, a tired looking fluorescent backed light box fascia sign can be given a new lease of life with LUMAIRE, which provides wonderfully bright and even illumination, while also considerably reducing running costs. What's more, fitting is very simple and straight forward, thus providing a huge opportunity for our trade customers to create a new revenue stream in a very competitive marketplace."

LUMAIRE features a 6000k 'Crisp Daylight' colour 'high-efficiency' bar that has been engineered from 5mm acrylic sheet and finished with exclusive aluminium extruded end caps that double as the heat sink. LUMAIRE also features a 'plug and play' type connection for easy assembly and installation and finally, a reflective backing sheet.

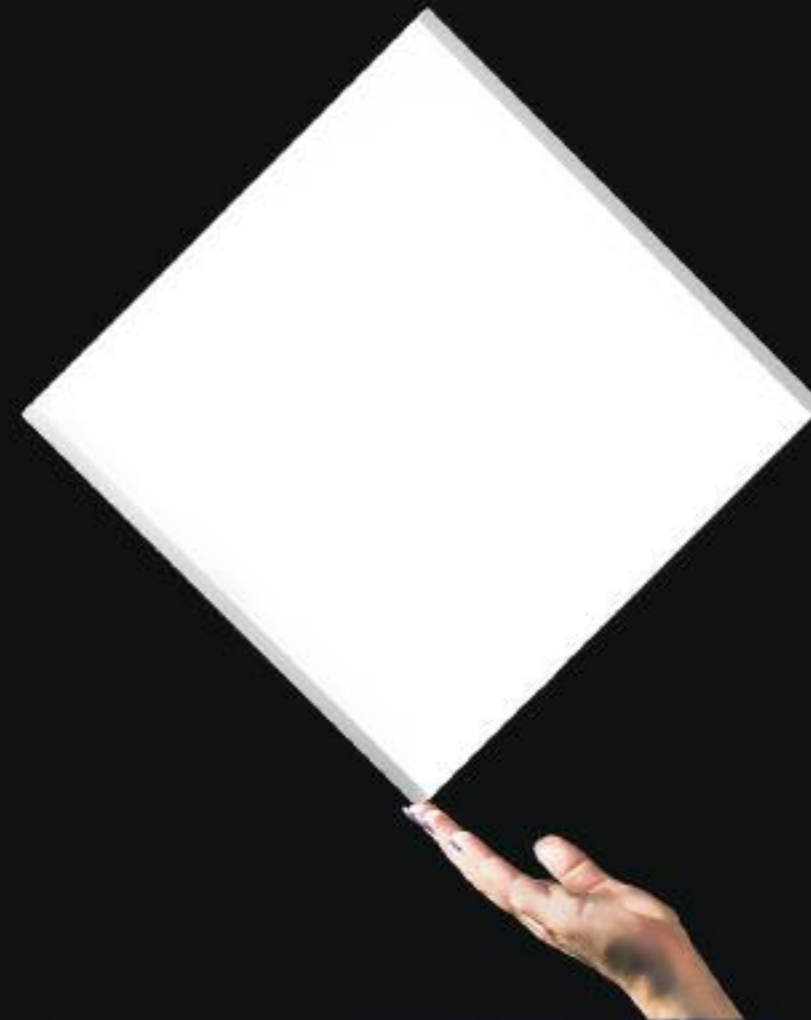
For signmakers who want to test the efficacy of LUMAIRE for themselves, Signfab maintains that seeing is believing, which is why it can arrange for potential purchasers to see a demonstration on their own premises. To book this, e-mail: sales@lumaire.co.uk or for further information visit: www.lumaire.co.uk



the evolution is here a new leading light

LUMAIRE

puts others in the dark



The next evolution in LED panels has arrived! Premium look and feel yet less expensive than rivals. 3 day turn around on bespoke sizes and unbeatable brightness. To order - please contact us on 0116 258 2500 or sales@lumaire.co.uk

premium

versatile

affordable

SUPER NOVA SOLUTIONS



With LED technology fast becoming the most popular and cost-effective method of illuminating signs and displays, NOVA Aluminium provides a comprehensive range of off-the-shelf products to the sign and display industry.

Utilising the company's Bright Strip LED product within both the Novatube and Novahood overhead lighting systems, a generous 2000mm flood of illumination can be achieved. The added ability to run up to five metres of Bright Strip from a single driver keeps the LED

option competitive with its fluorescent tube counterpart.

For flexible-faced sign boxes, the Super Orbis module is the ideal solution. Being ECA-compliant, it is an attractive option for large corporate roll out signage projects.

The acrylic-faced Novacase and Novaslim light boxes use respectively the BALT and FL255 LED modules, both of which are IP67 rated.

NOVA also supplies a range of edge-lit LED modules that are suitable for its Novatex and the double-sided Novacase sign box systems widely specified for high street signage applications.

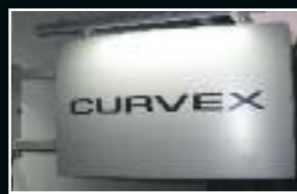
For further information, visit www.nova-aluminium.com or e-mail sales@nova-aluminium.com

NEW SLIM LED TROUGH LIGHT

A range of narrow profile LED-based trough lights is now available from Iron Design. It will replace the current T5 fluorescent tube product and complement the existing range of projecting signs.

The trough light is said to be far less obtrusive by comparison with similar systems on the market, with a profile width of just 53 x 25mm. It also requires much less energy and provides a 50,000+ hours of performance. Available in two lengths (600 and 850mm), the system will respectively produce 600 and 900 lumens of light and use only six and nine Watts of power. It will also accommodate both the standard 750mm and larger 1000mm sign fixing brackets.

For further information visit: www.ironsigns.com



LEDS FOR PORTABLE DISPLAYS

Leading supplier of portable display systems, Ultima Display has introduced a number of products that now optimise LED lighting technology.

The new Linear Vector and Trappa wall frame systems now incorporate LED's to provide backlighting and the creation of eye-catching imagery. The resultant benefits include low power consumption with the displays remaining cool to the touch by comparison with the previous methods of lighting used.



For further information, visit www.ultima-displays.co.uk



A POCKET OF LIGHT

Customers that have used Fairfield Display and Lighting's ultra-bright LED Light Pockets claim that they can help to totally transform the whole ambience of any working environment.



Fairfield, which maintains that its product is significantly different from similar products on the market, has developed two complete ranges of LED Light Pockets using ultra-bright white LEDs. In both cases, the screenprinted panels have been designed to provide a totally even spread of light, even on the larger A1 and A0 sizes.

The LED Light Pockets are truly double sided, as the cables support the panel from the side, thus there are no obstructions to mar their aesthetic

appeal. The deluxe range features a wide clear border with sparkling bevelled edges, finished with attractive silver studs in the corners of the panels. In contrast, the Compact Range, which is UK manufactured, has narrower borders and can be used in both large and small windows. Units are available in single, double and triple width panels.

Wall mounted panels feature a clear border with sparkling edges or a solid coloured back panel that is designed to



take small and large graphics.

LED Light Pockets can be used to enhance reception areas, all types of exhibition stands and can also be used as free-standing units for use at seminars and conferences, as well as in the retail, leisure and museum sectors.



For further information and to view a video, visit: www.fairfield-displays.co.uk

Wrights gpx

PLASTICS LIMITED

T:- 0121 580 3080
E:- gpx.sales@wrightsplastics.co.uk

Cable Display Systems



Cable kit - floor to ceiling
Prices from £4.58 each



Mini double panel grip
Prices from £1.12 each



Easy access poster holders
Prices from £1.70 each



Mini panel grip
Prices from £0.65 each

Leaflet Dispensers



Single tier leaflet dispensers
- 3 in 1 (1/3 A4 / A5 / A4)
Prices from £0.88 each



Multi tier leaflet dispensers
- 3 in 1 (1/3 A4 / A5 / A4)
Prices from £3.69 each

10% off - SIGN10

This is just a small selection of 1000's of display products available to view and buy at www.gpxgroup.com including acrylic poster holders, ticket holders, snap frames, A-boards, showcard stands and much more.

THE MOVE TO LEDs

A company which has many years of experience in conventional fluorescent and neon tube lighting applications, but which has now adopted LED lighting technology for the mainstay of its current core business activities, Operation LED offers a wide range of LED solutions for sign and display manufacturers.

One of the most popular products is the 155 module featuring two high-brightness diodes. With a wider-than-normal viewing angle, it can be used in more shallow letters as well as standard (up to 100mm+) returns. The company has also sourced modules as small as 26 x seven millimetres for the more difficult-to-fit and frequently problematic lighting applications.

A large part of the company's business involves RGB colour-changing LED modules or strips.



These can be used for large light boxes or channel letters requiring animation to create stunning visual effects.

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



BRILLIANT SAVINGS WITH APPLELEC

As an OEM supplier of SloanLED systems, Applelec can offer extremely favourable pricing on these systems when used for the range of built-up letters created by its in-house team of letter fabricators.

SloanLED V Series, V Series 2 and V180 Mini LEDs are used in metal and acrylic channel letters to create face- or halo-lit special effects. The modules and power supplies are sold with an impressive five-year

performance warranty when used in conjunction with the company's fabricated sign letters.

Whilst cool white LED's remain extremely popular, Applelec has seen a recent demand for warm white illuminated letters. These have contributed to a trend towards sign and lettering illumination that appears 'softer' and addresses customers' concerns about the effects different colour temperature LED's can have.



The company's patented LED Light Sheet product is ideal for all forms of sign illumination, including ultra-slim light boxes. It is a fully tested CE- and RoHS-marked product with a three-

year warranty.

For further information, visit www.applelec.co.uk and/or www.ledlightsheet.co.uk

sign directions ONLINE



CRISP, CLEAN, CLEAR, UNCLUTTERED

The easy way to keep up with the latest news and developments in the world of signs.

www.signdirectionsonline.co.uk

POS with Punch

Comprehensive, cost-effective and creative cardboard engineering



From the simple to the sophisticated. Whether it's your concept or ours, we will produce and deliver a knock-out solution.

- 3D CAD modelling
- Cost-effective design
- Prototyping
- Mass production
- Delivery
- Training

Specialise in cardboard engineering and the production of other materials, including metal and plastic.

UK RETAILER
Sloan LED Systems
Cardboard Engineering
Manufacturing Unit
Telford, Shropshire
Crest Mill, Church Street
Telford, Shropshire



CNC Routing Services also available



AXYZ International manufacture a large range of CNC routers that are used extensively in a wide range of industries including plastic fabrication, cladding, woodworking and sign manufacture.

NOW RECRUITING

On-line Marketing Specialist

We currently have a vacancy for an On-line Marketing Specialist who will be based in our Nottingham office and will be working on our e-commerce sites as well as various other web based initiatives.

Skills / Qualifications required:

- A degree or equivalent in a relevant field
- Recent graduates will be considered
- Highly motivated, energetic and professional with the ability to work on your own as well as part of a team
- Must have excellent literacy and interpersonal skills

Please apply by email with your CV to rmarshall@axyz.com

CNC Service Technician

We are expanding our UK service department and are looking for individuals with strong technical skills to join our team of CNC Service Technicians based in Wolverhampton. The role is mainly field based with extensive travel throughout the UK and overseas.

Successful applicants will have existing experience in CNC machinery, or a related field and be highly computer literate. Duties include CNC machinery installation, repair, training and technical support.

Please apply by email with your CV to nikki@axyz.co.uk



Or apply in writing with a full CV to: AXYZ Automation (UK) Ltd., Albrighton Business Park, Newport Road, Albrighton, Wolverhampton, WV7 3ET.

ADVERTISING, DESIGN & MARKETING

BRAND 51

MAKE YOUR BUSINESS MORE THAN A NAME

With Brand51 graphic design services

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

trinity
public relations & marketing

Marketing solutions tailored to client needs

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

...plus lots more

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

Trust the experts to support your Mimaki



Customer Care Promise

www.hybrid-services.co.uk/support

hybrid

LED SPECIALISTS

applelec

Trade Suppliers

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

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

bright green direct.com

Premium LED products shipped free from stock at great prices.

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

01932 355221
brightgreendirect.com
Part of Bright Green Technology

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

Advertise Here!

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

MANUFACTURERS OF MAGNETIC MATERIALS

am anchor magnets

Vehicle Signage

- Strongest magnetic material in the UK
- Glo-Mag - HiW glow in the dark signage

Sign Gripper

- Powerful magnetic holding tool
- Apply graphics easily

0845 450 1026
roberthorne.co.uk

Bisbell
Magnetic Products Limited

Hi-field Lane, Stratton, Burton-upon-Trent, Staffordshire DE13 2BN

Maxmag Premium Grade Magnetic Sheet (Digitally printable and wide format) & Magnetic Tape (TEBA 4666, 3W's and economy adhesive)

Nationwide, next day delivery - serving the Sign, Screen and Digital Print Trade since 1971.

All materials available in a variety of finishes and thicknesses by the roll or cut to length.

Tel: 01283 531000
Local call: 0846 20 10 531
Scribe: bisbellmagnets

E-mail: sales@bisbellmagnets.com
www.bisbellmagnets.com

MATERIAL SUPPLIERS

THE ONLY LARGE FORMAT MATERIAL SUPPLIER YOU NEED

All the materials you need for every output including:

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

DIBOND CORTEX KAPA FOREX

call: north 01925 568670 south 0208 798 2500
email: north@antalis.co.uk south@antalis.co.uk
web: www.antalis.co.uk
buy online: www.antalis.co.uk

antalis | McNaughton

Robert Horne Group

DeSign & Display

The UK's widest choice from one preferred partner

foamaluX[®]
Altuglas[®] ORICAL[®]
FALCON SKYBOND
dtec

0845 450 1026
roberthorne.co.uk

PERSPEX Distribution Ltd

Superior for signs, Perfect for print

PERSPEX DISTRIBUTION LTD

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

Why choose Perspex Distribution?

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

For immediate response please contact your regional sales and service centre

Blackburn	Tamworth
T. 01285 272 800	T. 01827 263 800
Chalfont	Weybridge
T. 01295 232 800	T. 01932 558 900

www.perspex.co.uk

SIGN MAKING SUPPLIERS

INNOVATIVE SIGN MAKING TOOLS AND EQUIPMENT

0800 5 990 068 OR 0333 5777 057

SPECIALISING IN SIGNMAKING TOOLS SIGNMAKING FURNITURE CUTTING MACHINES FRAMES FINISHERS WHEEL COVERS

High Performance Tools BUY CNC TOOLING ONLINE www.completecnc.co.uk

01934 742108
www.completecnc.co.uk

SINGEER

MOULDED/FLAT-CUT LETTERS

Signtrade

Moulded & Flat Letters

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

SigntradeSign now in STOCK. Visit us for more details

TEXACO
HONDA
Iceland.co.uk

Quality Moulded Letters
Thousands of styles of letter cut letters
Characteristics: weather resistant, fire retardant, durable, and durable. Available in many colours.

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

CNC ROUTERS & CUTTERS

KASE MAKE DYSS Digital Cutter

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

Sales Service Support

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

COMPLETE CNC SOLUTIONS

High Performance Tools
BUY CNC TOOLING ONLINE
www.completecnc.co.uk

01934 742108
www.completecnc.co.uk

SCREEN PRINTING

Humphreys SIGNS SCREENPRINTING

HUMPHREYS SIGNS LTD.

Unit 6, Spencer Trading Estate
Denbigh, N. Wales LL16 5TQ

Tel: 01745 814066
Fax: 01745 815374
Email: sales@humphreys-signs.co.uk
Web: www.humphreys-signs.co.uk

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

SIGNMAKERS

BUTTERFIELD SIGNS LTD.

174 Sunbridge Road, Bradford West Yorkshire BD1 2RZ

Tel: 01274 722244
Fax: 01274 848998
Email: general@butterfieldsigns.co.uk
Web: www.butterfieldsigns.co.uk

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

BENSON SIGNS

BENSON SIGNS

96 - 98 Great Howard Street
Liverpool L3 7AX

Tel: 0151 298 1567
Fax: 0151 298 1568
Email: info@benson-signs.co.uk
Web: www.benson-signs.co.uk

Design and manufacture of all types of signs, combining traditional skills with the latest technology, providing pub, hotel and retail sectors with a full installation and maintenance service, now incorporating wide format full colour printing on banners and signs as well as electronic digital displays and directory systems. Nationwide Service.

design manufacture installation

Find out more at merson-signs.com

merson signs

PRO LICHT

PROLICHT UK LIMITED

14, Spire Green Centre
Flex Meadow, Pinnacles West
Harlow, Essex CM19 5TR

Tel: 0844 412 2230
Fax: 0844 412 2231
Email: ukhelp@prolicht.com
Web: www.prolicht.com

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

SIGN SYSTEMS

Display & Signage Professional Trade Service

0845 619 9802

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

Large Stocks
Fast Delivery
Order Online

FAIRFIELD DISPLAYS - LIGHTING

www.fairfielddisplays.co.uk

NOVA ALUMINIUM SYSTEMS

NOVAFLEX & SIGNCOMP
NOVACASE & NOVALSIM
NOVATRIM
PDLE & PLANK
NOVATUBE & NOVABEAM
NOVATRAYS

ALUMINIUM SIGNAGE SYSTEMS THAT GET YOU NOTICED

0117 955 6463

E: sales@nova-aluminium.com
www.nova-aluminium.com

U Universal Aluminium Systems

Thinking Flexible
...Think Universal

FLEX FACED LIGHTBOXES
ACRYLIC FACED LIGHTBOXES
PANATRIM
TROUGH LIGHTING
DISPLAY CASES
BANNER DISPLAYS
FREESTANDING SIGNS

Telephone: 0117 955 9091
www.universal-aluminium.co.uk

Signwaves

www.Signwaves.co.uk

Huge Range - Large Stocks
Best Prices - Fast Delivery

01493 419333
enquiries@signwaves.co.uk

This month, **Mark Godden** opines....

Look, everyone is someone's weirdo, right?



I'm about to admit to something that has become a bit of an obsession with me and it's centred about my desk. It's a well and neatly ordered place these days, my desk, but there, looking just a little incongruous amongst my technology and all the other trappings of someone who spends a lot of the day writing, is a bright orange microfiber duster casually dumped over my lamp. This damp duster has become essential equipment to me.

To explain, I spend a lot of the day in a hands-on relationship with a Dell laptop. Someone there at Dell, in his or her wisdom, specified an applied rubber-like finish for the areas around the computer's track-pad and palm rests. I wish this particular specifier well in general, but I'd definitely 'give him an interview' over his choice of finishes.

This stuff feels like dead flesh and, in contact with the corrosive human grease we all exude, it marks up really badly and looks pretty awful. Hence the duster, hence the repeated hand washing and hence the obsessive lengths I'm going to in order to keep this stuff free of any evidence of human interference.

Before you should run off with the idea I really do have an OCD, a bit more background. Dell's dead-flesh finish is, I think, a functional coating. It's conductive or something-ive because it's able to detect and reject palms and fingers that come into contact with it and the computer firmware, and then figures out what all this mauling means and reacts according to your wishes. Except it doesn't. I've switched off all the alleged smart stuff and this computer still behaves like there's an otherworldly presence in the room, jabbing with its long-dead digits at the mouse, producing all manner of spurious clicks, swipes and pinches. The computer is OK, but mouse and palm stuff, that's steaming dung and there's no need for it. So, I'm nursing it through its life for fear of it failing and doing something really nasty, such as inflicting, unbidden, some sort of software 'upgrade' on me.

If you consider all the surfaces there

are in the world around us, the market for surface finishes must be unfathomably large. Even our own little corners of the cosmos in signs and graphics have plenty of their own, with, for example, laminates being one of them.

There was a time when one of the big imperatives driving the industry was, 'the need to laminate' and everyone wanted a printer that could produce output that eliminated the need for lamination. We've moved on a bit since then. These days, there's often a desire to apply laminates because of the functional benefits they confer on the output and because they really can improve the look and feel of the print.

One company of my acquaintance goes to great lengths to make laminates behave. The end goal there is to produce something that doesn't markedly detract from the base performance of the thing that's being laminated. So, in terms of the mechanical behaviour of the film, it stretches the same way and still feels a lot like the base substrate. End users, who spend as much time with their hands on these materials, as I do with my rubbery PC, appreciate the difference and the graphics definitely benefit from the protection.

The finishing stage of print production is, these days, as important as the printing itself. Sending unprotected graphics out to do a man's job in an extreme application arena, such as wrapping, is something you wouldn't undertake lightly, especially when there are so many good solutions that deliver the right finish. I have long wondered exactly how many

PSI a single bristle from a car-wash brush inflicts on a section of printed material wrapped over a sharp edge on a vehicle. I'll bet it's huge. I'll get round to working it out one day and I'll let you know.

I'm not sure how long the fashion will last, but a recent finishing fad that a few of you will have benefitted from involves wrapping cars in alternative finishes. I expect automotive finish producers weep when they see exotic cars covered in acres of matt-black vinyl or similarly obscured. I reckon it looked quite neat for a while, but it's getting over exposed now. As for pink leatherette, well, everyone is someone's weirdo, as we've already established.

If the story's true, I'm given to understand that at least some beige Mercedes taxis in Germany are, in fact, wrapped vehicles of an altogether different complexion. Indicated action: avoid buying any high-mileage Mercedes that's equipped with plastic seats and which smells vaguely of Dettol - whatever colour the car may be. However, ten out of ten to Herr Whomever for thinking up the idea of insulating a taxi from all the battle-rash the world can throw, with a specialised applied finish. That's an idea with legs I think, and most definitely portable to other cars and anything else you could conceivably wrap.

I could, I suppose, wrap my computer. Truth be known though, I'm absolutely rubbish at anything that involves getting to grips with practical matters. I'm too slow and my results don't amount to much. Whether to wrap for the sake of transforming something, or to protect it, brings an interesting focus

on the things we can press to the cause of making money.

I know a great wrapping practitioner on the South Coast who wraps lots of very exotic carbon fibre car bits in, wait for it, faux-fibre, that great looking applied carbon fibre finish. It doesn't sound like a particularly promising enterprise does it? Wrapping something that cost the earth because it's light, in something that costs the earth and makes it heavier, but apparently, it doesn't matter. The underlying part is more money in the bank if it's in good nick and less if it isn't. Peel off the applied finish when you're ready to sell and you more than get your money back, or so I'm told.

I saw evidence of wrapping for the sake of protection taken to extremes in Manchester recently. A couple of guys had got a new business off the ground and were applying a polyurethane film, or rather custom-shaped little bits of it, to passer-byes' mobile phones using a little warm air oven for the purpose of getting the gloss back. "That'll be fifty-five pounds, please." Whuh!? There didn't appear to be any shortage of customers willing to get their phones dressed as if for a mission to Venus. I must concede, the finish was exemplary too. I'd give them a plug but for the fact they'd never heard of me.

I'm not really sure how to finish a piece that started off with finishes and finishes with a start-up concerned with finishes. Never mind. I'll wash my hands and give my computer a quick wipe over instead!

Mark Godden
mark.godden@me.com ■

SERVING THE INDUSTRY FOR OVER 25 YEARS

The UK's premier sign making, display solutions and digital printing event

29 APRIL - 1 MAY 2014, HALL 2, NEC, BIRMINGHAM

sign&digital UK®

A proven formula for business success

Delivering thousands of active buyers seeking new suppliers, the latest innovations and business ideas for

- Interior and Exterior Signage
- Display Systems
- Sign Substrates & Media
- Engraving/Etching/Laser Cutting
- Sign Fixings/Tools
- And much more.....

Register for FREE visitor entry at www.signanddigitaluk.com



Follow us
@signanddigital

For more information on exhibiting call our sales team on 01342 332000 or email signanddigitaluk@fav-house.com

all wrapped up ...

when you trade in this autumn with Mimaki

OFFER INCLUDES:
A UNIQUE 3 YEAR WARRANTY
+
£1,800 WORTH OF INK



... Mimaki delivers

Trade in your old solvent printer and get...

A unique 3 year warranty plus £1,800 worth of ink when you upgrade to a new Mimaki CJV30-130/160 or JV33-130/160 ... which should keep you feeling warm and secure, well into the new year and beyond!

See website for Terms & Conditions

01270 501900

hybrid

Mimaki Exclusive Distributors