

Josero and Rollover lock horns over kit design

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Following a recent feature published in *SignLink* on the latest wide-format vinyl applicator technology on the market, Norwegian manufacturer Rollover has weighed in to question comments made by rival UK-based firm Josero.

Rollover's vice president of sales and marketing, Svein Ove Martinsen, wrote in to contest a couple of points made by Loic Delor, managing director of Josero, about the construction of flatbed application systems.

Delor said that a welded table, which both Josero's Bubblefree Applicator and industry-leader Rollroller's table feature, is superior to a bolted table, saying: "At the end of the day, these tables weigh 500kg and the bridge is very heavy." The insinuation was that after a while, a bolted table may start to buckle and wobble.

Martinsen responds: "The Rollover construction is not welded, but based on superior craftsmanship, clever, and extremely solid construction and have as such also a superior stability. The interaction between the roller and

the table top is extremely accurate, providing excellent production results."

This also relates to another point Martinsen disputes when it comes to the bridge/no bridge debate.

Delor said: "When you don't have a bridge, you operate the roller from one side only, and the force is applied only on one side so, in the long run, the roller will go askew."

Martinsen argues the contrary, saying: "The Rollover is provided with a closed-circuit wiring system, and this means that the user can operate the roller from either side, with superior and unobstructed access to the table top, media, and substrate."

"In combination with the curved and rounded housings of the sliding arms and the ergonomic handles and protected activation switches, the Rollover offers the best ergonomic construction and accessibility in the marketplace. We manufacture up to 9m long tables which provide perfect applications and laminations—skewing is absolutely not a problem."

"It is actually more of a problem that the product Mr. Delor is promoting would not work at all

without the heavy overhead bridge, and as such this construction is old fashioned and not at all optimal from an operators point of view."

About the Rollover, Martinsen says: "The Rollover is successfully sold in more than 50 markets, and represents as such the premium quality level in the business."

Delor has responded to say that his comments simply come from his experience of application tables in the UK market and that Josero has always had an excellent response from its customers.

SignLink hopes that these comments balance the table (no pun intended) in the flatbed applicator debate.

Svein Ove Martinsen has come out in defence of the construction of the Rollover applicator table



500kg is the average weight of an applicator table

Ricoh extends unique experience

By Rob Fletcher

Industry heavyweight Ricoh has opened the doors to its new Customer Experience Centre, a facility the manufacturer claims is the only one of its kind in Europe.

Located at the firm's Telford site, the new centre has been developed for production print clients and sign-makers in particular.

The facility, which has already welcomed visitors from more than 20 European countries, is a working print production centre that features various integrated solutions from both Ricoh and its partners.

"This Customer Experience Centre reinforces Ricoh's commitment to the UK print production market and demonstrates our manufacturing excellence



The new Ricoh Customer Experience Centre is based at the firm's site in Telford

across multiple platforms and markets particularly for sign-makers," explains Stephen Palmer, head of production print at Ricoh UK and managing director of Ricoh Ireland.

"Much more than a showroom; it is a working environment that allows visitors to experience state-of-the-art production processes and techniques."

"We are enjoying helping our

clients experience, in a highly visual way, exactly how Ricoh can help them add value, increase efficiency, improve operations and take a more proactive approach to sustainability."

So far, the site has been used for a range of activities, such as internal and external training, as well as testing processes, substrates and production approaches.

Go wide for British F1 tickets

By ordering a large-format printer from Printmax during March and at Sign and Digital UK, you could win VIP tickets to the 2015 Formula 1 British Grand Prix at Silverstone this summer.

"Last year we saw an overwhelming level of response and participation in our MotoGP competition so we thought this year, we would take it up a level to offer our customers a great chance to join us at one of 'the' sporting highlights of the year, along with hospitality and wonderful overnight accommodation," says managing director Michael Bolton.

Bolton adds that all Mimaki JFX orders will receive an all expenses paid ticket for the weekend.

Large-format printer purchasers in March could win tickets to the British Grand Prix

