

## Epson flanks Nth Degree as it tackles growth

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Nth Degree Imaging has moved to strengthen its market share in the UK by entering into a service partnership with industry heavyweight Epson.

The large-format inkjet technology supplier was founded by professional rugby union player Phil Dowson and will now become a UK service partner for Epson's large-format inkjet printers.

"Our relationship with Epson has been established for many years, during which we have consistently outsold our targets of Epson technology throughout the UK," comments Dowson, who serves as managing director of the firm.

"We can now service our customers directly, all with the backup of Epson's team of field engineers, technical support, and priority parts supply, if required."

According to a public release from the company, customers that purchase Epson products



Nth Degree Imaging was founded in 2008 by professional rugby union player Phil Dowson, bringing his competitive spirit to business

through Nth Degree will benefit from a yearly service and on-site maintenance contract.

Matt Crowther, technical director at Nth Degree, adds: "We recognise that having sold a customer a wide-format inkjet printer, the relationship should not end there. Unlike many traditional hardware re-sellers we can also offer a full range of media, consumables, colour

management tools, and workflow software—all backed up by industry leading service and technical support."

Dowson founded Nth Degree in 2008—and with a previous career that took him to play for both England and the Northampton Saints—the company has been driven by his characteristic commitment to hard work and excellence.

## Trade Signs heads for the Emerald Isle

In a pivotal strategic move for the company, Tring-based Trade Signs has appointed Keith Byrne as the spearhead for its newly founded Irish wing.

"This is a fantastic opportunity for Trade Signs to establish ourselves in the Irish signage market. Ireland has been on the up for a long time and we have a very loyal client base there," says Steve Sandford, head of sales at the company.

He adds: "We are investing in the future of the business and underpinning our core values. Key to this is client support, as we are much more than a sales team that sits behind a desk quoting all day—we want to build partnerships and support our clients through all stages of any signage project.

"I've had the privilege to work alongside Keith throughout the setup of our new wing, and I have been very impressed with his level of commitment and passion towards the signage industry and the service levels he provides his customers. Keith himself has worked in the industry for the last 20 years and brings a wealth of experience to our every expanding team."

(L to R) Keith Byrne, who will spearhead the operation, and Trade Signs' Steve Sandford

## Parkins sticks to Latex



"Aqueous printers were not up to the challenge as the prints were not durable and would not stand up to sticky fingers," says Chris Parkins

A husband and wife business has found a niche printing product that has been so successful they have bought their own wide-format printer to expand their range of designs.

Wall stickers are at the heart of Somerset-based Chris and Rachael Parkins' business. Parkins Interiors now employs six people and has grown into one of the UK's leading suppliers of wall stickers and accessories geared towards the domestic market.

Having originally created its output on a Canon machine, the company decided to upgrade to an HP Latex 360 from Stanford Marsh Group Graphics in order to boost its productivity and the designs on offer.

## Josero consolidates key gains

By Brendan Perring

Following one of its best years in business, wide-format specialist Josero has moved to consolidate its growth by creating a brand new demonstration centre at its Cambridge facility.

"Partnering with world-renowned market leaders such as Ricoh is a true endorsement of our position in the UK market. Since the company's inception in 2003 we have been building our profile by developing strong relationships with key players in the wide-format sector," says Loic Delor, managing director of Josero.

The demonstration room will boast various printers and finishing kit, such as the Ricoh L4100 latex printer and the Bubble Free App-

licator. Summa and Graphtec cutters, Trimalco cutters, and Kala Laminators will also feature.

Delor continues: "We plan to host a range of open days and training days, utilising the skills and knowledge of our team, and demonstrating the wide range of equipment we have. We believe this will strengthen our position in the market considerably."

Josero has unveiled its new customer demonstration centre after a sustained period of strong financial performance



## Nazdar cites European growth

Ink manufacturing company Nazdar Ink Technologies has reported a significant upturn in sales since signing up 17 resellers across Europe for its Nazdar 202 Series inks.

The deals were struck at FESPA 2014 in May, with Nazdar using the exhibition to launch its expansion strategy with the new inks.

Developed for the Roland Soljet Pro4 XF-640 and XR-640 units, as well as the Roland VersaCamm VSi range, Nazdar 202 Series inks are now being sold by resellers in the UK, France, Germany, Spain, Italy, Ireland, Latvia, Ukraine, Austria, Greece, Norway, and Portugal.