

sign

SPECIAL
SIGN & DIGITAL UK
2014 PREVIEW
ISSUE

Mar/Apr 2014 - No.137/8

directions

Decorative delights!

IN THIS ISSUE

ANOTHER YEAR, ANOTHER SHOW THE ULTIMATE SIGN & DIGITAL UK EXHIBITION GUIDE

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Sign Directions Hotline:

If you would like the contact details of any of the companies featured in this issue of Sign Directions, please ring

Tel: 01623 882398 for full company information, or alternatively, e-mail signdirections@btconnect.com for a response by return.

Coming Next:

The next issue of Sign Directions will be the May issue, which will include a Special Feature on Sustainability



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Introduction

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setting the **scene**

Once again the spring show season is upon us; IPEX, the UK-based international print show, has already been and gone and, as I write, InPrint, is about to launch in Hannover.

This new three-day event, which is designed to showcase the myriad new opportunities opening up in the print sector, has provided printer and material manufacturers with a platform to demonstrate how their products can be successfully used for applications that extend far beyond the reach of the traditional sign and graphics markets. These new areas include functional print for automotive components, white and small electronic items, packaging and building materials. But, perhaps, more interestingly for sign and display companies, it also includes the whole of the decorative printing sector too. Following the introduction of myriad new materials, including specially designed wall and floor coverings, plus continuing advances in digital printing technology, it is now possible to offer a wide range of bespoke decorative effects that can be used to increase the profitability of practically any signing project.

Producing retail signage? Why not suggest complementing it with some in-store graphics? Erecting a commercial sign? How about producing a wall mural for the reception area? Offering a wall plaque for a professional office? Throw in some printed wallpaper and matching textiles for the meeting rooms too! The joy of décor is that it can be used in almost any location you care to name, including shops, offices, gyms, hairdressers, schools, museums, hospitals and doctor's surgeries to name but a few - just to make a space look more appealing. For example, recent research from Epson has revealed that of 1000 office workers questioned, 27 percent wanted a more colourful workspace and one in five requested

more creative visuals to improve the working environment.

In addition to enhancing the ambience, decorative graphics can also be successfully used to provide privacy and/or soundproofing, accentuate branding and underline promotional activity, as illustrated in this month's special feature, Decorative Delights, which begins on page 30 and covers a wide range of different projects, while also providing information on some of the latest equipment and materials. And for companies who have the skills and resources, but need a little decorative design inspiration, this month's cover star, illustrator Daisy Fletcher, suggests how they could achieve it. Read her story on pages 38/39.

Obviously, many of the products covered within the décor feature will be on display at the 2014 edition of the Sign & Digital UK exhibition, which takes place at Birmingham's NEC on 29th-April-1st May.

Last year, Sign & Digital UK turned out to be a much better event than many were anticipating and this year, the fact that the floor space has been extended beyond the original plan further justifies the new and very welcome air of optimism that abounds in the industry at present. As always, many companies will be using the show to unveil new kit and materials and this, plus a busy seminar programme, means that visitors are in for a treat.

As always, we have compiled a comprehensive show guide, which begins on page 46, where you'll find details of the various seminars and workshops on offer, followed by the low down on as many exhibitors as we could persuade to respond to our numerous requests for information

– believe me, no easy task! For your convenience, we have categorised all exhibitors into different sections, comprising Printers; Cutters/Routers/Engravers; Materials; Signs/Displays/ Lighting; Finishing/Inks/Adhesives and Miscellaneous, in order to provide a foretaste of the delights on offer.

Elsewhere, you'll find all of our regular news pages, plus an introduction to Waterjet cutting technology on page 22/23 and in this month's last word, Mark Godden dips his toe into the murky waters of 3D printing and pronounces the experience to be a scary one!

Next month, we'll be discussing anew all the complex issues surrounding sustainability and previewing the next show on the starting blocks, FESPA Digital, which is scheduled to take place on 20th-24th May in Munich.

But right now, I have to go and make complex decisions about the stand we will be sharing at Sign & Digital with the BSGA (Stand M40). Will it be a big tin of Cadbury's Roses or a bowl of crisp green apples? I think we all know the answer! Should you care to find me there, I'll be delighted to see you, but please excuse the gob-full of chocolate!



Val Hirst – Editor

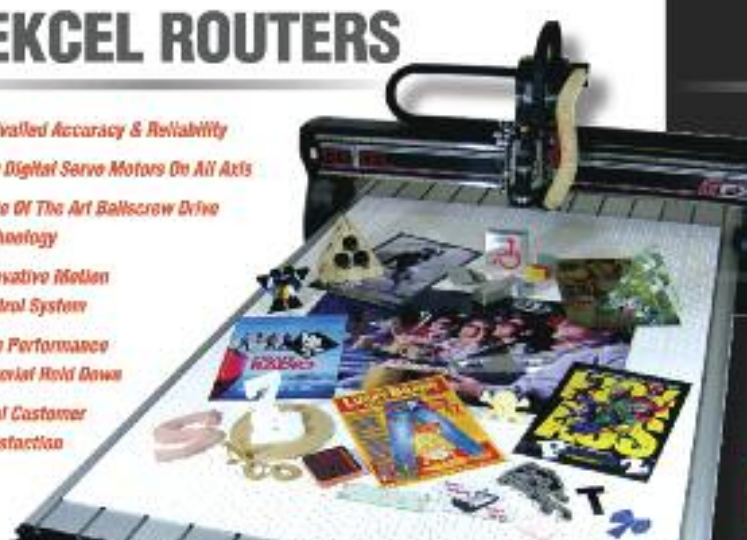
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The swift seal of quality

Swift Signs has been accredited with the internationally recognised quality standard: ISO 9001:2008 certification.

Commenting on the accreditation, Karl Lantree and Dominic Smith, partners at Swift Signs, said: "This has been a great achievement as it further underlines our existing ethos of consistently striving for excellence in customer service. ISO 9001:2008

has helped us achieve our goal of incorporating our already high standards and working practices into a national and internationally recognised standard, thus enabling us to offer our customers exactly what they need in terms of consistency, reliability and accountability.

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



New look for SDEA

The Shop and Display Equipment Association (SDEA) has unveiled a bright and colourful new identity that properly reflects the important role that display plays in successful retailing, while also underlining the Association's commitment to providing an essential and relevant resource

for current and future generations of retail display buyers.

SDEA members receive numerous benefits as part of their subscription, including exposure on the association's website, which acts as a 'portal' for an increasing number of retail buyers

every year, and in its Directory, which is published annually. Both of these valuable marketing tools will be revised in line with the new corporate identity.

As well as companies involved in retail display, the Association also welcomes applications from those specialising in related areas such as



lighting, point-of-sale and signage.

For further information visit: www.shopdisplay.org

Horizon's crowning glory

The Huddersfield-based Horizon Group, celebrated the end of 2013 in style when it was crowned SME of the Year at the Examiner Business Awards.

The event, which was held at the John Smith Stadium and hosted by ITV's Harry Gration, is designed to reward the best entries in 10 keenly contested categories. Taking place for the eighth year, the categories were judged by prominent figures from the business and media community.

The SME of the Year award, which was sponsored by Kirklees Stadium Development included strong competition from engineering firm Manrochem and North Fire, a specialist supplier of equipment to the fire service, but Gareth Davies, Chief Executive of Kirklees Stadium

Development announced that the Horizon Group had scooped the prize on account of its lengthy and successful trading history and the timely evolution of its product and service offering.

Commenting on the win, Managing Director Keith Ball, said. "We didn't expect it and we are absolutely delighted. This is the first time Horizon has entered any type of awards competition and to win at the first attempt is testament to the progress the business has made in recent times and the progress we continue to make."

A leading name in the manufacture of high quality signage, the Horizon Group has also recently formed an FF&E division that sources, manufactures and installs furniture,



L to r - Gareth Davies presents the award to Ross Ball, Philip Burgess, Keith Ball, George Foster, Sue McEvoy and Matthew Wilson of the Horizon Group.

fittings and equipment solutions. During the coming year, the company will implement a range of strategic initiatives as it builds on a trading year that saw its turnover increase by over 60 percent by

focusing on further expansion and market penetration.

For further information visit: www.thehorizon-group.co.uk



Appointments



Drytac Europe has appointed **Johannes Diener** to the role of European Sales Manager, where he will be responsible for building sales and raising the Drytac brand's profile across Germany, the Benelux region, France, Spain, Portugal, Italy, Switzerland and Austria. In addition, Johannes will also take charge of introducing new products into the Drytac portfolio in order to target growing market sectors, such as self-adhesive applications for interior design, wall coverings and textiles.

Based in Germany, Johannes joins Drytac Europe from Convertec GmbH, a German coating company, where as Sales Director, he was responsible for expanding the export market and appointing distributors in 19 individual European countries.



Neschen AG has appointed **Lars Woltermann** as its Head of Corporate Marketing, where he will take on the task of clearly positioning the company's product

lines in relation to its competitors, while also consolidating its reputation for quality.

Lars Woltermann began his career as an advertising manager at GRAMM in Düsseldorf, part of the Greys Advertising Agency, where he held a number of domestic and international posts and was responsible for positioning such premium brands as Land Rover, Nissan, Sennheiser and Bayer. In 2009, he took on responsibility for marketing at Daihatsu Germany, focusing on the German, Belgian and Austrian markets, before leaving to run his own marketing consultancy.



This appointment follows the recent appointments of **Oscar Mateo** and **Sven Schlobohm** earlier this year.

Oscar Mateo, who has formerly held positions with Sihl AG, Schleicher & Schull and Antalis, will assume management of

the newly formed Filmolux Deutschland GmbH and take on responsibility for sales of commercial products in Germany.

Sven Schlobohm, who previously worked for Arjowiggins, is the new Head of Sales for Neschen Coatings and becomes responsible for the sale of Neschen products to its distributors and subsidiaries.

Heiko Kirstein, formerly Head of Sales Germany, is transferring to the sales division of Filmolux Deutschland and is taking over the newly created position of Key Account Manager.



Soyang Europe has announced two key appointments, which see **Andrew Simmons** being promoted to the role of Sales Director, where he will lead a sales team that has been further boosted with the appointment of **David Hunter**, who will be responsible for the Midlands and South region.



David Hunter, who returns to Soyang Europe following a three-year hiatus when he maintained a strong presence in the wide format materials sector, will be joining textile specialist **Tim Egerton**, who is responsible for the company's activities in the north. Andrew Simmons' promotion is designed to enable Soyang Europe's Managing Director, **Mark Mashiter**, to mastermind the company's move into expansive new premises.



Xaar has appointed **Edmund Creutzmann** as its Chief Technical Officer. Edmund has over 30 years' digital printing R&D experience spanning LED, electrophotographic and inkjet imaging technologies and, most recently was Vice President, Printer Technology at Océ Printing System GmbH. As Chief Technical Officer, he has overall responsibility for Xaar R&D and reports directly to Xaar CEO Ian Dinwoodie. ■

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Dive deeper with Digital Man



FESPA is building on the 'Dive Deeper' theme of the FESPA Digital

2014 event with the launch of a pre-event social media competition, that invites sign and print companies to share inspirational images of the now-iconic FESPA 'Digital Man'.

Participants are invited to download a Digital Man diving mask from the FESPA website, and to capture photos or video with Digital Man fitting one of three competition criteria: an amazing location, an underwater scene, or demonstrating a print application that goes beyond traditional printing techniques.

The objective is for printers to share images that might educate, inform, entertain, innovate and inspire other print service providers.

Competition images should be uploaded to FESPA's social media channels on Facebook and Twitter, using the hashtag #fespadigitalman. The FESPA community will have the opportunity to identify their



favourite images with a Facebook 'Like'. Fans are asked to judge each image on location, application or activity.

The image with the most 'Likes' will win a week's all-inclusive hotel stay at a five-star hotel in Egypt, renowned for its exceptional diving opportunities, while the runner-up will receive an underwater camera.

The competition will run until 12th May 2014 and the winner will be announced at FESPA Digital 2014.

For further information, full competition instructions and to download the FESPA Digital Man mask, visit www.fespadigital.com/digitalman. ■

Investing in people

Sign 2000 has received its Investors in People Bronze award in respect of the level of support it provides to its staff in terms of career development and motivation.

The Bronze award is achieved by just over five percent of Investors in People recognised organisations in the UK, all of which have demonstrated an additional 26 or more pieces of evidence in the

Investors in People core standard.

The Investors in People framework, which can be used by organisations of any size and in any sector, transforms business performance through people, helping companies to achieve their objectives by targeting specific priorities within their organisation.

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

showtime

DIARY DATES FOR 2014

Sign & Digital UK

29th April-1st May 2014

NEC, Birmingham

Organiser: Faversham House

Tel: 01342 332000

e-mail: signanddigitaluk@fav-house.com

www.signanddigitaluk.com

FESPA Digital 2014

20th-23rd May

Messe Munchen, Munich

Organiser: FESPA

Tel: 01737 228350

e-mail: Lynda.sutton@fespa.com

www.fespa.com

Viscom Paris 2014

9th-11th September

Porte de Versailles

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www.viscom-paris.com

Viscom Italia 2014

6th-18th October

Fiera Milano, Milan

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www.vscomititalia.it

SGIA Expo 2014

October 22nd-24th

Las Vegas Convention Centre

Organiser: SGIA

Tel: 001 703 385 1335

e-mail: sgia@sgia.org

www.sgia.org

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



Sign 2000's Murray Crompton, Neil Scott and Steve Spackman and their wives celebrating the company's 25th anniversary at Sandown Park with Employee of the Month Irene Pearson and her husband who are presenting an award to a winning stable girl

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new projects



► **Stocksigns (incorporating Burnham Signs)**, the station signage manufacturer, has been involved in a number of exciting projects over recent months, including the development of **Dartford Station's** new kidney shaped terminal.

Stock Signs collaborated with

Osborne, the main contractor, to devise the most appropriate design, finally producing two sets of lettering, one set of which was used on the front of the station and the other on the approach road.

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



▲ **NSI** is working with **Abokado**, the fast food chain that specialises in providing healthy takeaways for city workers, which continues to expand across London. For its latest site on Alie Street, NSI produced fresh looking signage that perfectly complements the delicious fresh fare and handcrafted coffee on offer.

Built up letters painted in a bright green colour, have been installed on to timber to

provide a natural looking sign that is evocative of the company's ethos. Inside, the Abokado name is fixed on a clear illuminated acrylic panel that is suspended in a window space.

NSI is currently working on the signage for Abokado's next site, which is scheduled to open in Ludgate Hil.

For further information visit:
nsi-limited.co.uk ■



▲ When **Poppies Fish and Chips**, which first established itself in London's Spitalfields, recently opened a second outlet in Camden Town, owner Pat Newland initially commissioned **Signarama Enfield** to create window graphics to conceal the

extensive renovations taking place within the interior of the shop.

Working closely with Poppie's marketing agency, **MC Square**, Signarama used Metamark's vinyl to produce a digitally printed graphic that combined images from the bespoke fish and chip



wrappings that Poppies uses and a stylised bus ticket, featuring the company strapline: 'Bringing the British 1940's back to Camden Town'.

Signarama Enfield also created the sign that graces the front of the shop, a commission that provided the project's greatest challenge, as the building's roof is curved. Accordingly, Signarama fashioned

a black ACM fascia sign comprising an aluminium inner frame and halo illuminated stainless steel built up letters that combine red powder coated sides and mirror polished faces to complement the shop's retro-inspired interior designed by **Avocado Sweets**.

For further information visit:
www.signarama-enfield.co.uk



▲ **Trade Signs** was recently commissioned to manufacture and install four large signs for the brand new **Coronation Street** studio building in Manchester, which has been painstakingly rebuilt, cobble-by-cobble, to match the original.

The initial brief involved the fabrication of various versions of the Coronation Street road sign, which realistically recreated the pitted look of cast iron, while actually featuring a brushed stainless steel finish.

Two large signs, each 11 metres long, were installed on the main Coronation Street studio building, while two smaller signs, one measuring seven and half metres long and the other five metres long, were fitted on the main entrance wall at the far end of the site. The project was not without its challenges, as the

signs installed on the exterior wall of the studio building had to be mounted on specially fabricated stainless steel support frames and while Trade Signs was given free-reign to design the framework, it had to ensure it met the client's original exacting specification.

The support frames were made from 50x50x3mm and 100x100x3mm stainless steel box section that were then clad with 1.2mm and 1.5mm fascia panels, with the framework being MIG welded, while all fixing holes on the larger frames incorporated rubber washers and sleeves in order to maintain the integrity of studio building's soundproofing.

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



Flying start for new BSGA Awards

Following the announcement in the last issue of Sign Directions, it seems that the BSGA British Sign Awards has got off to a flying start, with most of the sponsors in place, 200 people attending the awards presentation ceremony and the first entries arriving already!



Demonstrating its commitment to the industry **3M Commercial**

Graphics has stepped up as the Awards' **Corporate Sponsor**, with BSGA Director David Catanach commenting: "We are delighted and grateful for this high level involvement from 3M, and the response from the industry generally, which underscores the decision to launch the awards scheme."

METAMARK

The Materials Company

Sign vinyl and digital media specialist **Metamark** is sponsoring the **Small Signmaker of the Year** award, a category that is open to any business employing from one to five people and is designed specifically to recognise the excellent work done by the smaller signmaking businesses that make up the bulk of the UK industry.



Retail signage forms one of the most

vibrant and creative areas of signage and routing machinery specialist **Complete CNC Solutions** is the sponsor of the award focused on high street signage, while **Nationwide Platforms**, provider of the powered access equipment so vital in

completing many sign projects, is sponsoring the **Roll-out Programme of the Year**.



Vink has also stepped up to the plate and is sponsoring two awards.

Vink Lighting Solutions, Europe's leading independent distributor of LED products for signage applications, will sponsor the **Illuminated Sign of the Year**, while **Vink Digital Signage** will sponsor a newly created **Digital Signage award**, which will focus on projects involving state-of-the-art audio visual and multi-screen displays.



UKsigngroup, with its innovative mobile facility, is building a reputation as one of the UK's leading vehicle wrap training operations, and has taken on the sponsorship of what is destined to be one of the most highly contested awards – that of the **Vehicle Graphics of the Year** award.

The awards also feature a **Sign Product of the Year** and, while the details on entry and judging of this category are still being finalised, it too is available for sponsorship. David Catanach said: "Obviously, as the manufacturers or suppliers of products are likely to be entrants for the award they can't be the

sponsors and ideally, we'd like to see a major signmaker or group of signmakers sponsor the category. It's a great opportunity for a sign business or group of businesses, to raise their profile and participate in what we hope will be one of the major highlights of the industry calendar."

Ray Hirst, who organised the original sign award events held from 2001 to 2008 and is now working with the BSGA on the new awards scheme, confirmed that the focus now is on encouraging as many sign businesses as possible to enter for the awards.

He said: "At the last event held at the Ricoh Arena in Coventry, there were nearly 500 entries for the awards and it would be great if we could get a similar number for the inaugural BSGA awards. We have already received the first entries, but we want to encourage as many sign companies as possible to participate and we are particularly keen to see entries from small and medium sized businesses."

He added: "Entry to the awards is free and we've made it as easy as possible to enter. Simply complete the entry form, which can be found online and attach pictures of the project. The closing date for entries is September 1st, but we hope that not everyone will wait until the last minute!"



Work is also continuing on the organisation of the event and the BSGA hopes to be able to make announcements about the keynote speaker within the next month or so.

Ray Hirst went on to say: "The Holte Suite at Aston Villa provides a perfect venue for the awards presentation and we are determined to provide everyone who attends with a day to remember. It's only a month since we announced the awards and already we have over 200 people coming - hopefully, by October, this number will have doubled!"

There are still a few categories available for sponsorship, including Architectural, Wide-format print, Wayfinding and Interior Sign. Companies who would like to align themselves with any of these awards should contact David Catanach at the BSGA, on Tel: 0845 338 3016 or e-mail d.catanach@bsga.co.uk.

For further information and to download an entry form visit: www.britishsignawards.org



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Supplier News

A lovely day at the Lowry

Amari recently hosted two Open Day events in Manchester. The first, which was held in the city's glamorous Lowry Hotel was designed to mark the launch of the new Greencast range of 100 percent recycled cast acrylic sheets.

Available in a complete range of clears, opals, colours and speciality grades, Greencast, which is manufactured exclusively for Amari Plastics by Madreperla SPA in Italy, looks, performs and lasts as long as standard virgin acrylics and is available in 3mm to 20mm thicknesses and in sheet sizes measuring 3050mm x 2030mm or 2030mm x 1520mm.

Peter Hemming, Manager of Amari Plastic's Manchester Service Centre, said: "Greencast changes the game in the cast acrylic marketplace, as its outstanding green credentials offer users a genuine eco-friendly alternative to virgin sheet."

Amari Plastics also offer a Greencast colour matching service and specials on request.

Visitors to the event also saw the stunning new Illuminati range of decorative composite sheets, which



are manufactured by sandwiching strips of polycarbonate tube between cast acrylic outer skins to provide a unique bubble effect that comes alive under lighting, making it a perfect choice for ultra-creative interiors.

Also on show was HiGloss, a range of acrylic sheets with a highly reflective, deep lacquer effect finish that can be used to craft all kinds of furniture and fittings, as was amply illustrated by the colourful HiGloss tabletops that have been incorporated into one of the Lowry's most sumptuous suites.

The second event was a special 'red carpet' day for customers to celebrate the opening of Amari's new Manchester Trade Shop, which is the first in the UK and provides the perfect showcase for the Amari Building Products range of sheet products, laminates, wall and floor tiles and other building products, as well as providing a trade counter for Amari Plastics sign and display products.



This impressive new facility has been built almost entirely from materials sold through Amari Plastics, thus making it a 'living' demonstration area, as well as providing conventional product displays and a trade counter.

Visitors to the shop can see everything from multiwall polycarbonate conservatory glazing to the latest LED lighting solutions, all under one roof.

For the open day, a marquee was erected adjacent to the Trade Shop, where Amari Plastics' key suppliers, including 3A Composites, Rochling,

Madreperla, Bayer, Astari, Evonik and others presented their products to customers. Also in attendance was Amari Plastic's sister company GPT, which took the opportunity to display its range of wide format printers and provided personalised printed iPhone covers for visitors, using photos supplied before the event.

The day was a huge success and attracted a large number of the Amari Plastics Centre's customers, from all over the North of England.

For further information visit: www.amariplastics.com

Roland gets the magic touch!

Roland DG has appointed garment and textile sector specialist, The Magic Touch, to its Roland Authorised Dealer network, in a move that will see the Dunstable-based company, selling a selection of Roland DG's wide format products to customers in the garment decoration sector.

Initially, the Magic Touch will focus on the marketing and sales of Roland's desktop VersaSTUDIO BN-20 and theVersaCMM SP300i.

The VersaSTUDIO BN-20, Roland's most compact wide format eco-solvent print and cut machine, is a 20 inch wide device that prints full colour, plus metallic or white, and contour cuts on a full spectrum of

media. It can produce everything from T-shirt transfers, garment decorations, stickers, decals, labels, photo prints and posters to small format signage.

The VersaCMM SP300i can be used in conjunction with a wide range of colourfast heat-applied materials, such as flock, reflective, neon, glitter and twill and is also compatible with

industry standard specialised heat transfer materials (HTM) that have been specifically designed for printed inkjet transfers onto cotton or cotton blend garments. The machine can also be used as a stand-alone cutter.

For further information visit: www.rolanddg.co.uk and www.themagictouch.co.uk



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Supplier News

ArtSystems embraces 3D printing

ArtSystems has become the trade supplier for a 3D printer range from Stratasys, one of the leading 3D printer manufacturers in a move that will see the Nottingham-based distributor developing a reseller channel that will also offer technical, sales, marketing and account management services.

Explaining why Stratasys elected to

partner with Art Systems, Matthias Gukelberger, the company's Director - Channels EMEA said: "ArtSystems has a strong reputation in the CAD/technical marketplace and is known for its ability to develop robust and effective reseller channels, while also offering a high level of all-round support."

ArtSystem's Managing Director, Steve Hawker added: "We have always

regarded Stratasys as both the key mover in the 3D market and the only vendor partner that shares our own operational ethos. We aim to grow the UK and Irish market for 3D print by recruiting new resellers and empowering them to be proactive within their own specific sectors."

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



(l to r) Art System's Steve Hawker with Matthias Gukelberger of Stratasys

Applelec invests in training

Four employees of Applelec have completed a management-training programme designed to incorporate nationally recognised standards.

Applelec sent staff members Lee Hemmings, Mark Coulson, John Dunster and Wayne Ramsden on the programme, which was run by

West Yorkshire based provider Fathom Learning and focuses on developing the management skills of newly promoted staff who have taken on a greater level of responsibility.

The Applelec team attended a series of specially structured workshops that took place bi-weekly over a six-month period,



during which time it worked towards a certificate in 'Developing Coaching Skills for the Workplace'.

The course was completed in

December 2013 when certificates were awarded.

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

Alupanel now made in the UK

Following the opening of its brand-new manufacturing facility in Dover Kent, Multipanel has moved the production of its Alupanel aluminium composite panels back to the UK from China.

Supplied by Perspex Distribution, Alupanel, which can be used for myriad sign and display projects, is available in a wide range of standard PE colours and comes with a five-year guarantee for both internal and external applications.

Following eighteen months of preparation and construction, Multipanel's new factory boasts the most advanced production technology in the industry. Covering an area of more than 10,000 square



metres, the new premises include warehousing, administration and production facilities with an annual capacity to produce five million square metres of aluminium composite panels. The move has also created over 50 new jobs within the local area.



Commenting on this significant investment, Multipanel's Managing Director, Andrew Cock said: "Alupanel now becomes the only product of its kind to be made in the UK and this and the fact that we use the very best raw materials from European suppliers will help to further enhance the already high standards, while also reducing delivery times and enabling us to



respond more quickly to market demands."

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



Anapurna M2050



Asanti Workflow



Jeti Titan S/H5

Smart wide-format printers choose Agfa.

Wide-format printers have an even wider choice with a number of new models from Agfa Graphics, including new flatbed and roll-to-roll Anapurnas and the next generation Jeti S/H5.

Whatever their choice, they can look forward to engines with the latest technology, robust build quality and at an unequalled price/productivity ratio. Not to mention optimum compatibility with the new Asanti wide-format workflow plus dedicated inks.

www.agfagraphics.com.

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on the i-Sub Digital stand

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Equipment & Material

Safe and stunning floor graphics

A range of highly innovative printable vinyl media for short-to medium-term indoor application to virtually all surfaces is available from Amari Digital Supplies.

Manufactured in Switzerland by Asphalt Art International, the media is available in five different formats, each of which has been designed to accommodate specific applications. They are branded as Cat Walk, Clear Walk, Sport Walk, Soft Walk and Lumi Walk and have common as well as individual performance characteristics.

Key advantages of the products emanate from their powerful anti-slip and anti-abrasion qualities, an ability to be easily applied and purposely removed, outstanding flame, chemical and water resistance and, as appropriate, a capability for being cut and formed into multiple shapes using a standard cutting plotter. All of the media can be printed using screen or digital methods involving recommended UV ink technology. Whilst the products can be used without

lamination, liquid lamination would help extend their working life.

Designed for multiple indoor applications involving most building surfaces (including tiles and marble), Cat Walk can be used in most dry as well as wet areas, such as bathrooms, saunas and swimming pools. The product has good chemical resistance and anti-bacterial qualities to attain a high standard of hygiene. The material can be cut into many different shapes and enables impressive 3D effects to be achieved.

As the name implies, Clear Walk is a transparent film for indoor and wet area application and is seen at its best when used for creating special visual effects. It also shares the same anti-bacterial qualities as Cat Walk and, similarly, can be used to create eye-catching 3D effects.

Designed for both indoor and short-term outdoor applications, Sport Walk is a heavily embossed anti-slip vinyl material that has been engineered with a strong adhesive system to achieve a powerful bond with a wide variety of surfaces. As the



name suggests, it has a particular appeal for use at sports venues, but is equally effective in street marketing projects.

Soft Walk can be applied as a carpet and is simply rolled out to the desired length. The material consists of polyethylene covered with soft vinyl foam and an anti-bacterial coating. The product is both washable and reusable and meets the performance requirements of Euro-Norm DIN/EN.

Lumi Walk is a self-adhesive luminescent foil incorporating a special non-skid surface coating. It is recommended for indoor applications and provides a striking

'glow in the dark' photo-luminescent effect. It is therefore particularly effective in situations where safety may be a major consideration, for example, at discotheques, on boats and in public buildings generally, where there may be reduced ambient light. The material can also be used for eye-catching floor advertising, especially during the winter months.

All of the Asphalt Art International materials are supplied in a range of widths and lengths on fast delivery from ADS and via the Amari Plastics' branch network.

For further information visit: www.amaridigitalsupplies.com ■

Impressive ViziPrint

Drytac Europe's new ViziPrint Impress Clear UV film is a PVC-free, 100-micron film that is 100 percent recyclable, and resistant to both wear and tear and water, which can be used for self-adhesive applications on glass and other smooth, flat surfaces.

Especially designed to complement other products in the ViziPrint range, the use of ViziPrint Impress offers trouble-free, dry installation of graphics onto glass surfaces, eliminates bubbling and is unaffected by moisture. In addition,

Drytac Europe's proprietary suction technology ensures that ViziPrint Impress leaves no unsightly residue behind once the graphic has been removed.

The versatile film, which can be reverse printed and does not stretch, can be used for both indoor and short-term outdoor applications, including window advertising, graphics, decals, and stickers; privacy and decorative glass applications and on electronic equipment, such as TV screens, iPad/tablet displays and computer monitors and much

more besides.

Compatible for use in conjunction with UV curable inks, the film offers excellent print quality with unprinted areas remaining 'super clear'.

Drytac's entire range of films and adhesives is exclusively distributed throughout the UK and Ireland by Antalis.

For further information visit: www.antalis.co.uk and www.drytac.co.uk ■



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Extra wrapping solutions

3M has made two important additions to its range of vehicle wrapping solutions, by adding a further five colours to the 3M Car Wrap Film Series 1080, bringing the number of colour options now available to 55, and introducing a matte version of the popular Scotchcal Gloss Over-laminate 8580.

New colours for the 3M Car Wrap Film Series 1080 comprise Gloss Charcoal Metallic, Gloss Blue Steel Metallic, Matte Dark Navy, Satin White Aluminium and Matte Deep Black.

Series 1080 is designed for solid

colour vehicle detailing, decoration and full wraps. The films can be applied to flat and curved surfaces and incorporate a multi-layer construction and grey-pigmented adhesive that imparts excellent opacity. Invisible air release channels in the adhesive enable the film to be repositioned during the application process to ensure fast, easy and bubble-free graphic installations. The films can be purposely removed for up to five years to accommodate changing vehicle personalisation and customisation requirements.

Scotchcal Matte Graphic Protection Over-laminate 8580M by 3M offers a



complementary alternative to the film's gloss counterpart, enabling a wider range of special effects to be achieved. It is designed for use with Controltac Graphic Film IJ380-10 by 3M for the most challenging applications and with Controltac Graphic Film with Comply v3 Adhesive IJ180 by 3M for those that are less complex. The 25-micron cast

matte film features a solvent-based acrylic pressure-sensitive adhesive and offers six years' durability.

Vehicle wrapping films from 3M are available from primary distributors William Smith and Spandex.

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

A selection of signage solutions



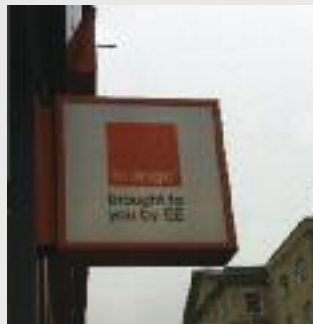
With a product range that encompasses both interior and exterior sign systems, Nova is well equipped to provide workable solutions for any signage requirement.

Accordingly, when a Bristol-based sign company asked Nova to assist with the revamp of a local mobile phone shop, Nova recommended its signature Novacase system be used for the two double-sided projecting box signs located at either side of the

storefront. Powder coated in striking orange and green colourways, they use fluorescent tubes for illumination.

For the main fascia sign, Nova provided a sleekly understated folded composite tray that enables the illuminated in-store signage to shine more brightly by comparison.

For the window signage, Nova suggested that its Novatex frame, which has a height of just 360mm, be mounted on the shutter box in front



of the window in order to make the most of area available. As the 'skin' can easily be changed, store staff can vary the graphics when required.

Finally, the back wall of the shop, which features an LED illuminated Novatex box with a depth of just 100mm, creates a welcoming

impact that is guaranteed to encourage customers to enter the store, while also enabling the same fuss-free, quick change capability as the complementary window signage.

For further information visit: www.nova-aluminium.com

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> ValueJet 1638WX Digital Transfer Printer



Seeing is believing! See the new X-Series on stand G80 at Sign & Digital UK



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Wet, wet, wet!

In the market for a laser cutter? Why not try a waterjet cutter instead? A recent workshop hosted by Biesse UK in its Daventry-based facility revealed that its Intermac range could prove to be the most versatile cutting option for signmakers. Val Hirst reports

Founded in 1992, Biesse UK, a subsidiary of the Italian router manufacturer, the Biesse Group, was originally established to provide support to companies operating within the woodworking, glass and stone industries. However, having recognised that its extensive range of flatbed routing and cutting machines can easily be adapted for use in the sign and display sectors, the company is running a series of workshops designed to highlight different aspects of its product portfolio.

Thus, when I was recently invited to attend a waterjet workshop at the company's sleekly stylish HQ in Daventry, I was pleasantly surprised to learn just how many advantages the technology can offer signmakers.

Water has been used as a medium for cutting soft materials since the 1930s, but on-going refinements have enabled it to be harnessed for use with a much wider range of substrates, including titanium, steel, aluminium, stone and glass. Intermac waterjets can cut these materials and more in thicknesses up to 250mm. Thus, it makes easy work of the widely used metal, plastic, composite and reflective materials that are commonly used in signmaking.

One of the biggest advantages of waterjet cutting is the fact that it cuts 'cold'. In practical terms, this means that it can safely be used with materials that would otherwise burn, melt, crack or otherwise degrade if subjected to the rigours of the thermal methods employed by other forms of cutting technology – and crucially this includes digitally printed output. What's more, its omni-directional cutting capability, which



facilitates a high level of accuracy, also leaves cut surfaces with such a clean edge that further machining or finishing is usually rendered unnecessary.

Waterjet cutting is also an environmentally friendly cutting method, as it doesn't generate grindings, chips or hazardous gassings. Plus, the use of cutting oils and coolants is also eliminated, while its small kerf or cut width also optimises material usage.

Textiles, elastomers, non-woven materials and thin plastics can be cut using nothing more complex than pure water; for harder materials and here we are talking about metals, stone, toughened safety glass and ceramics, an abrasive compound is added. In either case, cutting is achieved quickly and, at least when compared to the average router/flatbed cutter, extremely quietly too, providing a much more pleasant working environment.

But the advantages don't end there. Huw Davies, Biesse UK's new Plastics and Advanced Materials Manager, who will be spearheading the company's move into the sign and display sectors, explained: "Waterjet cutting can also save signmakers a lot of time – and money – as one tool,



plus a jet of water, can be used to cut a multiplicity of different materials up to 250mm thick. In addition, there's virtually no set up time, no need for clamping the material and no minimum dimension requirement either, which means it's as economical to process one item as it is to process a large quantity, opening up the possibility of providing bespoke pieces and prototypes."

Huw adds though, that perhaps the attribute that will most appeal to signmakers is that waterjet can be used to process the most complex designs, quickly and easily. He says: "As someone who is used to more traditional routing and cutting methods, I was delighted to find that waterjet offers a minimum radius of 0.5mm (AJ) and 0.05mm (WJ), facilitating the high quality production of

almost any internal or external profile, together with direct piercing, so when it comes to executing tricky shapes and sizes, there's nothing to beat it!"

Cost is often the stumbling block when it comes to advanced technologies, but not in this instance. Waterjet cutters in the Intermac range are more affordable than a laser equivalent and come with a five year warranty that also includes annual servicing.

To really appreciate all of this though, waterjet is best seen in action and for signmakers interested in discovering how they can harness its power to their full advantage, Biesse UK is happy to arrange demonstrations, which can be tailored to suit the individual application requirements of different companies. From what I've seen, it will be time well invested!

For further information visit: www.biesse.co.uk. To request a demonstration e-mail: info@biesse.co.uk ■

Further expansion at XYZ CNCRouterShop

In addition to offering a range of well-maintained and attractively priced routers, XYZ International has expanded its CNCRouterShop division to provide a wide range of tools and accessories not only for XYZ and Pacer machines, but also for other makes regardless of their origin.

Available online on 24-hour, seven days a week delivery, the genuine and proprietary spare parts include router bits, engraving tools, knife blades, collets and cones, consumables and accessories. Service parts, training courses and software are also available on the new website.

XYZ International Vice President of Market Development, Robert Marshall commented: "The website is the front end that presents an easy-to-navigate system through which customers can place orders. Equally important is the organisation behind the site that ensures a massive choice of quality parts and accessories at extremely competitive prices which is constantly upgraded and which guarantees their availability and delivery in accordance with customers' requirements."

Customers need only set up an online account and past orders will be archived for easy and fast re-ordering. They will then receive status notification of their order and, in most cases, next-day

delivery. Once an online account has been set up, eligibility for special offers and discounts will become operational.

Supporting the expanded division is a raft of other customer support facilities, including breakdown cover, product training and online technical information downloads. The XYZ International team of specialist engineers lends further support by providing tailored solutions to keep machines running continuously and

efficiently in order to prevent costly and potentially damaging breakdowns. Standard or bespoke training courses that are conducted either at a customer's own facility or the XYZ International Training Centre complete the CNCRouterShop division offerings.

For further information visit: www.cncroutershop.com ■





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Look inside this magazine for more details. For any questions contact Graphtec GB on 01978 666700 or sales@graphtecgb.co.uk

Graphtec offers Flexi software

The latest Flexi sign making software package from SAI, which will have its formal launch at Sign & Digital UK, is now available from Graphtec GB, where it can be accessed online using a choice of economically priced monthly subscriptions starting at just £14.95.

The package offers a choice of either Flexi or Flexi Design, providing signmakers with the most powerful and multi-featured design and production solutions at a fraction of the cost that would normally apply. It will also deliver a host of additional operational benefits in terms of performance, reliability and scalability, thus enabling signmakers to access to the most comprehensive software package currently available, without any hefty up-front expenditure and

with ongoing automatic access to all future updates at no additional cost. A trial subscription can be taken out using either the voucher enclosed within this issue of Sign Directions or by e-mailing sales@graphtecgb.co.uk

The software will support a seemingly limitless number of printers and cutters via a vast range of design and production tools that address every conceivable signmaking requirement. These include seamless print-and-cut workflow and the best vector capabilities within both modules.

Flexi represents the complete solution for printing, cutting and print and cut applications. It will drive up to five printers and cutters simultaneously and includes a raft of production tool options, from colour profiling to Braille



and textile applications. Flexi Design is particularly suited to design-only stations. It includes all necessary production enhancements and add-on options, as well as being capable of sending jobs to remote Flexi Production Manager, PhotoPrint or other commonly used RIP software, such as VersaWorks, RasterLink and Onyx.

The flexibility of the software package is matched not only by its versatility in operation, but also by a clause in the subscription offer that enables users to cancel at any time.



At Sign & Digital UK, representatives from SAI will be in attendance on the Graphtec GB stand (Stand F52) to answer any questions from visitors as to the software's ability to meet specific signmaking requirements.

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

Variable Display boxes clever

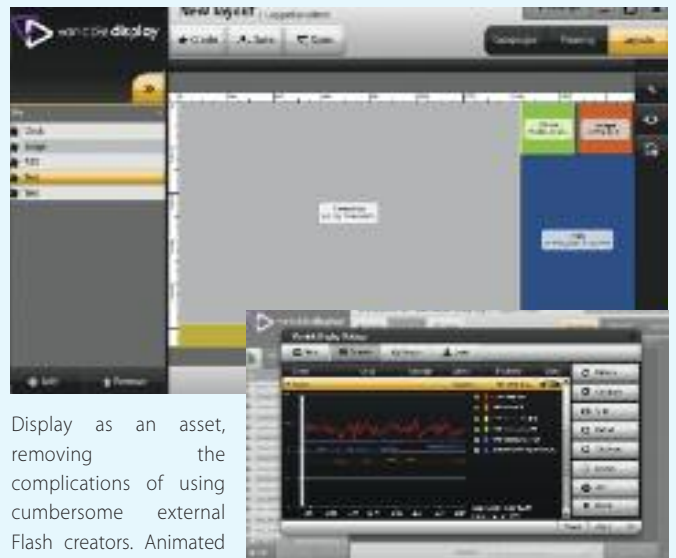
With the appeal of its digital signage suite now extending beyond the print houses for whom it was originally designed, Caldera has announced the launch of Variable Display 3.0, a powerful new version upgrade that represents a major functionality boost, adding remote hardware monitoring, screen layout features and a Flash customisation service to help deliver hard-hitting campaigns.

Many sign and print companies are already combining digital screens with printed point-of-sale materials and wall coverings to deliver integrated graphic content spanning print and digital signage and now v3.0 enables users to specify and place widgets on the screen, each containing live or static content to be run simultaneously within zones within the visual area. With Caldera's drag-and-drop interface, v3.0 can help users to create sophisticated templates for

applications, in quick-service restaurants, plus a variety of internal communications applications with a few clicks.

Development feedback from previous versions indicated that uptime was a key concern in digital signage installations, thus Caldera has added a remote monitoring tool that observes behaviour across all networked players. Vital hardware statistics, including usage and temperature for the CPU, hard drive and motherboard, are collated within a simple interface that enables users to identify, pre-empt and resolve problems before they occur.

An online, form-based template will also make it easier for novice operators to include the visual dynamism of Flash content within their installations, adding to existing HTML5 capability. An algorithm enables simple animations to be created using templates and saved within Variable



Display as an asset, removing the complications of using cumbersome external Flash creators. Animated creative content is broadly acknowledged to be more eye-catching than static for captive audiences, and Variable Display owners can now take advantage of this to improve dwell time and reactivity.

Commercially available now, Variable

Display 3.0 can be downloaded from the Caldera extranet, purchased through Caldera partners, or updated via the software's upgrade panel.

For further information visit: www.caldera.com

SUMMA F SERIES™ Pro Flatbed Systems

One Machine Countless Possibilities, Introducing the Most Versatile Flatbed Cutting System Ever!

The **Summa F Series** is a completely new cutting product line based on 25 years of expertise building the worlds very best cutting plotters.

These advanced engineered flatbed cutting tables are capable of cutting sheet and rigid materials as well as roll stock. Up to three tools can be inserted at one time on the multi-module tool holder. Changing tools is quick and easy. Automatic tool recognition, combined with digital and mechanical depth and / or pressure control, ensures precision cutting on a wide variety of materials.

Multi-function Head

The multi-function head holds up to three modules at one time. The central unit houses a LED pointer and an integrated camera system for fast and accurate contour cutting mark recognition.

Tangential Module

The powerful tangential module offers a vertical force of 12kg and corresponds to a wide range of matching tools. Each of the many and varied tools have a barcode ID that ensures automatic recognition and parameter settings.

Routing Module

The router module is capable of milling most widely used solid boards in the graphic and sign industry, such as hard foam PVC, acrylic and aluminum covered boards. The router also includes a vacuum cleaning kit to take away the chips and dust (vacuum cleaner is an optional accessory).

Drag Module

The drag module is a superfast module for making notations with pens or kiss cutting a wide range of materials with a pressure of 600 grams of down force using a drag knife.

Vacuum Pump and Selector

The vacuum pump with sound absorber holds the material in place during the job while the selector adjusts the vacuum automatically to match the working area.

Conveyor System

This optional conveyor system and media support rollers allow the cutting / creasing / annotating of large lengths of flexible material to large production runs.

Pneumatic Pack

Optional pneumatically-driven media advance clamps hold the material down while pulling it forward in order to work continuously in panels or multiple jobs.



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New Mimaki SUV Demo Centres

Following the much anticipated introduction of the Mimaki SUV printer range, UK and Irish distributor, Hybrid Services has announced the appointment of authorised 'SUV Demo Centres' to enable prospective customers to view the printer and assess its creative and commercial advantages first-hand.



Hybrid used a strongly attended reseller forum event held in March at Rookery Hall Hotel in Cheshire to launch the printer to its network, with sessions that included technical training, intensive insights into the product and RIP software and an engaging talk from Mimaki EMEA's General Manager of Marketing, Mike Horsten.

Granthams, Graphic Printing Technologies, PaperlinX, Signmaster, Xpres and Your Print Specialists all have demonstration machines

available for customers to view in their showrooms in mainland UK while the Dublin-based Reprocentre and Dennis D Evans in Belfast offer similar opportunities to prospective Irish and Northern Irish customers.

The new Mimaki printer is available in 1.3m and 1.6m widths and produces instantly dry, vibrant and robust print onto substrates including wallpaper, vinyl and banner materials, thus making it suitable for indoor and outdoor durable jobs that, in a lot of

instances, will not require lamination.

With prices starting from £17,995 and including a one-year, gold warranty, together with fully featured RIP software, the Mimaki SUV is an affordable option for any sign or display company keen to expand its horizons.

For further information or to book an appointment at one of the SUV Demo Centres, visit: www.hybridservices.co.uk/suv ■

Mutoh upgrades Valuejets

Mutoh Belgium has introduced the new ValueJet 1638X and ValueJet 1638WX printers, the successors of its award-winning ValueJet 1638 and ValueJet 1638W dual head printers that were first introduced in 2012.

The new ValueJet 1638X is ideal for use for long-term outdoor and indoor sign



and display applications and can be configured with Mutoh Eco Ultra inks, as well as Universal Mild Solvent (UMS) inks.

Using Mutoh's new DS2 series dye sublimation inks, the ValueJet 1638WX model is destined for digital transfer applications, such as soft signage, apparel and gadgets.

Integrating a newly developed mainboard enabling faster data communication and data processing, as well as advanced print

automation features, the X-series printers are specifically targeted at volume users who, at the same time, demand constant high quality and image definition.

ValueJet 1638X's production print speeds start at 10 m²/h at 1080x1440 dpi and go up to 15, 20, 29 and 36 m²/h, the latter still at 720x720 dpi. The ValueJet 1638WX dye sub model offers production speeds of 11 m²/h at 1080x1080 dpi, 25, 42, 50 and 65 m²/h, the latter at 360x360dpi.

For further information visit: www.mutoh.eu ■



YPS in online revamp

Your Print Specialists (YPS) has completed the latest update to its brand identity with the launch of a new web presence that has been developed to better reflect the company's capability to supply and assist sign and display companies.

The website features information on the broad portfolio of YPS wide-format digital ink-jet technologies from Mimaki, Epson and Canon, plus its range of consumables for screen and litho production.

Other significant additions include an area showcasing customer stories, and a 'meet the team' page.

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



Roland flatbed is ready to go

Roland DG UK has officially launched its new VersaUV LEJ-640F wide format flatbed printer, the original prototype of which first made its debut at last year's Sign & Digital UK exhibition.

This machine is Roland DG's first dedicated flatbed printer and brings new, superior levels of functionality, versatility and quality to wide format UV printing.

The VersaUV LEJ-640F offers sign and



print companies the flexibility required to produce an extensive range of creative, vibrant and profitable applications, such as outdoor and indoor signage, POS /POP displays, exhibition graphics, 3D and textured print and packaging prototypes.

Able to print on both rigid and flexible media, the machine has a print area of 1600 x 2500mm wide and provides high-quality printing up to 1440 x 1440 dpi on substrates weighing up to 200kg and up to 150mm in height. It can print on a wide range of rigid and flexible sheets, including PVC, polyurethane, polystyrene, polypropylene, cardboard, aluminium panels, fluted and corrugated board, Dibond and foamex.

Using Roland's ECO-UV ink and instantly curing UV-LED lamps, the LEJ-640F



supports three ink configurations - CMYK+White+Gloss for the largest range of applications; CMYK+White+White for opaque white printing onto transparent and dark-coloured substrates and CMYK+Gloss+Gloss for an extensive range of 3D, doming or embossing effects in striking gloss and matt finishes.

It comes complete with VersaWorks,

Roland's powerful and user-friendly RIP software with a built-in Pantone spot colour library, variable data printing and a predictive ink usage calculator. All VersaUV LEJ-640F machines come with a one year on-site full parts and labour, RolandCare warranty and Roland OnSupport for unattended monitoring of the printer.

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

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Worthwhile Investments

Companies explain why they chose the equipment they use



Run by father and son team, Ralph and Ashley Ballhatchet, **Banners for All**, which is based in Farnham Common in Buckinghamshire, has become the 'go to' company in the area of soft signage.

First established in 1999, the business, which prides itself on its family orientated values, took advantage of new technologies to print directly onto polyester cloth, using water based sublimation inks, to produce cost effective colourful flags and banners. However, now as well as providing simple flags and banners for birthdays and anniversaries, it is also fulfilling the more complex demands of high profile clients operating within the commercial and retail sectors.

Ralph and Ashley, who modestly describe their operation as a 'cottage industry' have, none the less, always made a point of investing in the most up to date equipment and maintain that one of the keys to Banners for All's success has been the **Mimaki** kit it has used over the years.



Ashley Ballhatchet explained: "One of the first machines my father ever purchased was a **Mimaki TX1600S textile printer**, which was later superseded by the **TX2**, an incredibly reliable machine. And then in 2008, as our customers' projects started to become more challenging, we invested in a **Mimaki JV33**, coupled with a **CG-FX Cutter** so that we could produce all of the vinyl banners, exhibition graphics and decals that we had previously outsourced."

In addition, using the expertise it has developed over many years in the soft signage sector, the company has become something of a specialist in the production of bespoke flags for football clubs and supporters across the country, to the extent that it regularly supplies bespoke promotional banners and flags for both Premiership and League clubs, plus a lot of supporters' clubs too, so much so, that it has even set up a website that enables customers to design their own flags, using custom templates, before ordering online.



Early last year, the company's Mimaki kit was further upgraded with the addition of a high speed **TX400** volume production textile printer and, more recently with a new **UJF-6042** flatbed LED UV printer. Ashley explained; "The addition of smaller scale flatbed UV printing to our portfolio enables us to produce all manner of POS items, including an exciting range of personalised faceplates for tablet PCs, which are used for display and promotional purposes."

With the need to accommodate speedy turnarounds, Banner for All's printer line-up has to keep running around the clock, so excellent service is a pre-requisite. Ashley observed: "One of the reasons the business continues to invest in Mimaki kit is that whenever we've needed technical support, the backup service from both our regular

supplier, **Granthams** and Mimaki's UK distributor **Hybrid Services** has been excellent and ensured the reliable consistency of our operation."

A 'cottage industry' it may be may be, but there's no doubt that thanks to its ability to respond to ever changing customer demands, Banners for All has developed into a thoroughly professional and multi-layered business.

For further information on Banners for All visit: www.bannersforall.co.uk and www.footballflags.co.uk

For further information on Granthams visit: www.granthams.co.uk

For further information on Mimaki printers visit: www.hybrid-services.co.uk ■



Following an increased workload, Birmingham based **Brindley Design & Print** recently upgraded the **Anapurna M2**, which it acquired in 2009, to an **Anapurna M1600** in order to increase its productivity.

The company, which is managed by two directors, Phil Mander and Mark Plotnek, has maintained a number of loyal customers, several of whom are printers with whom it enjoys reciprocal agreements that involve Brindley Design & Print outsourcing its litho work and receiving display business in return. Some of this work is sample packaging, which is printed directly onto coated board using the Anapurna.

A high-speed UV curable inkjet system that is capable of printing 46m²/hr to a width of 156cms, the Anapurna M1600

has been engineered to suit sustained workloads and its white ink function creates new possibilities and opportunities.

Its four CMYK 1024 nozzle print heads, each with a droplet size of 12 picolitres, produce top quality prints at 720 x 1440 dpi on coated and uncoated roll-to-roll and rigid material up to 4.5cm in thickness, while also delivering good solids, fine text reproduction as small as 6pt, good tonal rendering and low ink consumption. The two 42 picolitre white print heads, which can print pre-

MATERIALS

you print



In order to bring its superwide-format print quality standards up to the same level as that produced on its existing **VUTEK 3.2m GS3250, Hollywood Monster** has invested in an **EFI VUTEK GS5000**, which was supplied and installed by UK authorised distributor, **CMYUK Digital**. The company opted for the five-metre machine in order to boost its existing production at this width, thus bringing greater versatility across roll-fed applications and optimising the consistency of its results.

Based in Tyseley, Birmingham, Hollywood Monster, which works with many of the largest names in retail, commercial property and construction, sport, television and theatre, has complemented its flair for Innovation with careful investment in the best production equipment and, with the right mix of talent and skill, the company maintains its leading place ahead of the competition.

As it was essential that it achieve the same

colour matching standards across its high-end UV-curable platforms, Director Simon McKenzie, believed it made sense to stick with VUTEK machines, although he admitted that the company did review other options. He said: "The advantage of having another VUTEK is that we enjoy the same productivity software, RIP and colour management capabilities so that it is easy to deliver identical results, regardless of the media we're using and, as the interface is the same, it is easier and quicker for the operator to set up each job, which is an important element when a fast change-over is required."

He concluded: "The VUTEK GS5000r also brings us additional benefits, as its versatility means that we can work with multiple rolls to produce three, 1.62m wide jobs simultaneously, while the high opacity white ink has an advanced three-layering capability so that we can easily use non-white and coloured materials. As far as we are concerned, it's an all round winner!"

For further information on Hollywood Monster visit: www.hollywoodmonster.co.uk. For further information on CMYUK visit: www.cmyuk.com

For further information on VUTEK printers visit: www.efi.com ■



or post white in one production run, are ideal for printing onto dark, transparent or backlit substrates, as well as spot white.

Explaining his company's choice of machine, Mark Plotnek said: "We looked at several alternative printers, but having enjoyed a satisfactory working relationship with Agfa over the past few years, and having heard about others, not so favourable experiences, we are very happy that we have stayed with a company we trust."

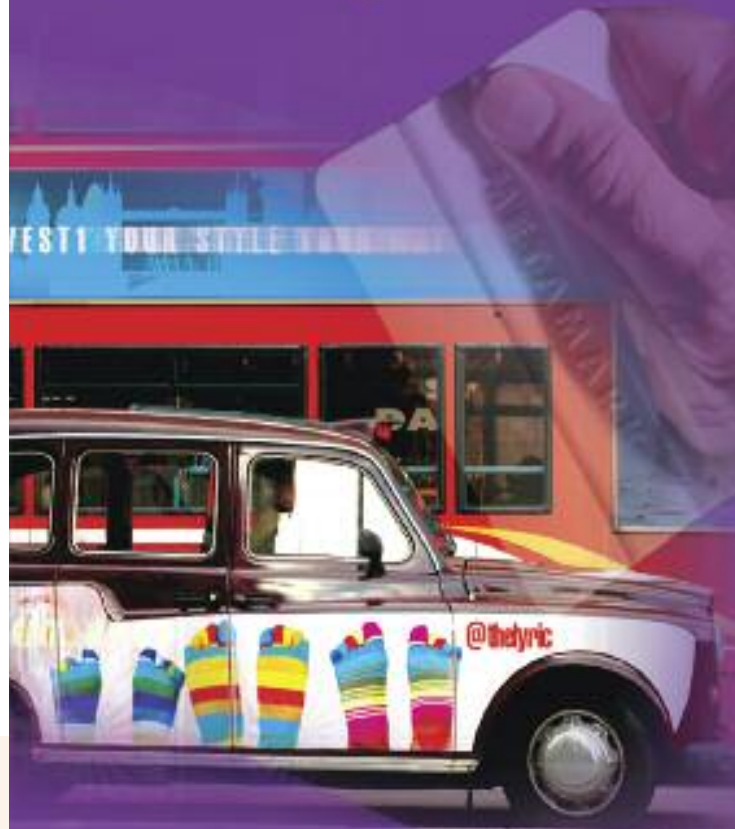
He added: "Business is good at present, but we aim to expand further by selling our sign and display graphic services via the web, as in

less than a year, this aspect of our business already accounts for 15 percent of our turnover!"

Phil Mander revealed that business is also arriving by way of recommendation from educational academies, saying: "The academies initially approached us for posters, but we quickly progressed to the provision of roll up displays and we are now producing and installing large scale exterior building signage too, using the services of scaffolders and cherry pickers. The new M1600 has performed very well, although we have still to properly make full use of all its features, which we believe, will open up lots of new and exciting avenues in the future."

For further information on Brindley Design & Print visit: www.brindleyprint.co.uk

For further information on Agfa printers visit: www.agfa.com ■



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Projects

Decorative Delights

In an ultra-competitive marketplace it always pays to offer something original and, for sign and print companies eager to exploit a new niche, the décor market offers a wealth of lucrative opportunities.

Over the next several pages we review some of the latest decorative projects, provide creative inspiration and present a round-up of the relevant equipment and materials.



Wallpaper from Soyang Europe

A touch of silver

'Trusted to Deliver Excellence' is the Rolls-Royce motto and it impacts everything the company does. As a result, Rolls-Royce has a reputation for excellence and innovative power solutions on land, at sea and in the air and its attention to detail influences every aspect of the business, including the creation of a new visitor reception space at its Derby facility.



designs onto clear vinyl and wallpaper to tight dimension and quality specifications at its London facility and installed the manifestations on-site in Derby. The result is an impressive and unique space that reflects Rolls-Royce's high brand values.

When designing the new visitor reception interior, architectural and interior practice TB Bennett wanted to reflect the prestigious Rolls-Royce brand. So it chose the London-based manifestation print specialists Ltd Limited to produce the stunning silver, white and blue interior wall and glass graphics it designed for the space.

Using an Epson SureColor SC-S70600 wide format system, which prints high-quality, smooth gradient CMYK alongside metallic silver and high-opacity white, Ltd Limited printed the

Ltd Limited was the first company in the UK to invest in the 10-colour SureColor SC-S70600 wide format printer. Director Seymour Reeves observed: "We chose the Surecolor because it combines the ability to print high-quality colour graphics together with silver and white onto a wide range of materials, all on one machine and in one pass, whereas previously we would have had to use multiple printers to create the high



quality manifestations required for this project."

He continued "Before every project, especially when new technology is being used, there are questions such as: What's the quality? What's the production time? How will it look? The SureColor SC-S70600 is particularly good at delivering on all of these fronts, and enables us to print really good quality and smooth metallic and white gradients, and mixtures of both - effects we couldn't achieve before. We were given very strict directions on what was required and it was a challenging project, including a 15-metre area featuring a continuous graphic that had

to match exactly. Every drop we hang, every piece of manifestation we put up, has to surpass the expectations of everyone involved. We are very proud of the results and I'm glad to say that Rolls-Royce and TP Bennett loved what we did too!"

To see the Rolls-Royce manifestations being printed and installed go to: <http://tinyurl.com/oa5nsyt>

For further information visit: www.epson.co.uk www.ltdltd.com www.tpbennett.com www.rolls-royce.com ■

Form and function

Based south east of Sheffield, Westfield is a large secondary school that has much to celebrate. Not only was 2013 the school's best year ever, in terms of results, but it also rolled out an attractive and cohesive re-branding too.

The job of designing the new brand fell to Ian Powell at Sheffield-based Aspire Creative, who, working in consultation with pupils, parents and other stakeholders, created a design that combines riotous colour and geometric elements, with echoes of its distinctive theme appearing all around the school premises and across other branded assets.

Sheffield is also home to Dyson Signs and Graphics, which was contracted to produce and install Aspire's ground-breaking branding. Dyson Signs initially undertook a total survey of the school before editing the branding's elements to ensure a high-quality fit and finish, plus the requisite level of consistency

The job was printed on Dyson's Mimaki JV-33 printer using EcoSolvent inks and Metamark MD5-A, which features the MetaScape air evacuation adhesive, before being laminated with MD5-A's matching Metamark satin laminate.

Over a hundred metres of print were produced in total. The production includes three dramatic exterior totem signs that establish the brand, while continuations abound inside the premises, with over a hundred and fifty doorplates punctuating the open spaces and further reflecting the brand's theme. The branding is also a familiar sight on the streets in the



locality and further afield, thanks to two expertly printed and applied wraps that now grace the school's two minibus vehicles and significantly, colour and design fidelity is perfectly maintained across all of these diverse elements.

Window graphics received the Dyson Sign's treatment too. Wet applied panels provide a continuing accent for the brand design and establish an important threshold around the school's glazed entrance areas, where critical initial impressions are made. In Westfield's case, they are wholly positive ones.

Dyson Signs used specialised Metamark material to provide further functional décor for the school's branding. Metamark MD-TX is a self-adhesive textile that can be printed using Eco-Solvent inks without the need for any post-print treatments to fix the image. Results are vivid and durable and the basic performance of the fabric is maintained.

In addition, the company used Metamark MD-TX, printed with the distinctive Westfield design, to clad panels of a sound absorbent material, which were then applied in areas of the school where echoic noise could otherwise be troublesome. The printed panels not only look attractive, they also



improve the environment by greatly reducing or eliminating the reflected sounds produced by pedestrian movements, sports activities and other ambient background noises.

The Westfield project clearly demonstrates an expertise in printing and application on the part of Dyson Signs, but its execution also testifies to a competence in project management. Handling hundreds of discrete branding elements through production and application and managing the need for ongoing maintenance and the programme's future requirements dictate a need for a process-driven approach that Dyson is more than

equipped to deliver.

The ultimate arbiters as to whether the programme has succeeded in its goals are, of course, the customer and in this case children, parents and, all those people who use the building. Happily, all are united in the view that the branding is a winner. It'd be hard to argue otherwise. Undoubtedly attractive, skillfully designed and produced, functional and memorable, the Westfield ID works well whichever way you look at it!

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

Projects

Beefing up the brand

W&Co has supplied 'FabrILite' fabric face light boxes to M&G Investments, an autonomous company within the international financial services group, Prudential plc, whose central London offices are now home to four large format units that decorate and enhance the otherwise plain white walls.

An original order for one unit was such a success that M&G has continued to repeat order light boxes and replacement graphics, with the units getting larger each time. This has often meant that W&Co has had to accommodate short lead times to meet marketing deadlines and has also involved it in collaborating with M&G's design team to ensure the colours are an accurate brand match when illuminated.

The easily interchangeable fabric graphics have enabled the client to



constantly refresh and update its images to properly reflect both its brand and its continued sponsorship of the RHS Chelsea Flower Show.

W&Co is continuing to work with M&G Real Estate following the re-brand from PRUPIM in 2013, which has so far involved applying a backlit vinyl mural design behind its reception desk, dramatically altering the space and also adorning its various coffee points with appropriate imagery.



For further information visit:
www.w-co.co.uk ■

A tasty new identity

Nottingham-based signmaker and vehicle livery specialist Allen Signs has helped cook up a tasty new identity for a busy American burger bar.

Graphic designer and owner of Studio Deathray, Matt Clixby, who was in charge of the rebrand for Annie's Burger Shack and Freehouse in Nottingham's trendy Lace Market district, approached Allen Signs following the opening of its Nottingham office last May.

As well as creating the illuminated external signage, Allen Signs also produced internal signs, vinyl artwork and printed wallpaper featuring a photo of Annie's family and a forest scene.



Matt, who said he first stumbled across Allen Signs on the social networking site Twitter, commented: "The Allen Signs' team immediately grasped the vision Annie and I were trying to create and cleverly used its skills to translate that into graphics that enhance the burger Shack both outside and in."

For further information visit:
www.allen-signs.co.uk ■



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Projects

Ready for the future

Originally created as a wide-format print company in 1991 by Jean-Bernard Rivaton, Exhibit (06) has since expanded to encompass specialisms in the exhibition, events, signage, furniture and video production areas too. Now collectively known as the Exhibit Group it boasts a turnover of nearly 12 million euros and employs 65 employees.

Explaining the company's raison d'être, Jean-Bernard Rivaton observed: "Internally, we have combined all the skills of our trade., which includes printing on all kinds of media, using welding equipment to make decorations, finishing fabrics, making cut-outs in rigid panels, and installing interior and exterior displays." He added that Exhibit Group's skilled team is qualified to install anything, from a window display, to a three-dimensional billboard and services advertising agencies, museums, franchises and retail chains, as well as event organisers.

In order to fulfil the demands of all of these exacting client groups, Exhibit Group company's latest investment is a five-metre VUTEK GS 5000r UV roll-to-roll press, a purchase that Jean-Bernard



declares is: "A choice we are extremely satisfied with. We purchased our first Vutek twenty years ago and we still have it - It's like our mascot!"

He continued "We are very loyal because of the print quality and rendering consistency, the very low failure rate and the rapid response whenever a problem arises. We get very positive feedback from our customers about the output from the GS 5000r, which meets our qualitative, technological and ecological criteria."

The industrial-speed GS 5000r with eight colours, plus white prints at 1000 dpi, can



be switched to rapid mode, greyscale (up to 288 m²/h), and it prints on media up to 3mm thick. Exhibit also uses EFI VUTEK, 3M certified inks, with Jean Bernard explaining: "It is a matter of trust. We are more partners than supplier and customer, as strong links have been formed over time."

Thanks to its equipment choices, combined with the variety of media

types, Exhibit Group has developed a comprehensive range of products for its markets that fulfil the evolving requirements for personalisation of every location and are thus in a perfect position to offer exciting decor solutions to architects, interior designers and set designers.

For further information visit: www.efi.com ■

The Angel's Share

An outline of angel's wings has been lit with Applelec's LED Light Sheet for a feature wall at The Whisky Shop in Manchester. Designed by lighting studio, Office Of Light, whisky and the angels are woven together in distillery folklore.

The angel wing motif references a story that the angels take a share of all whiskies during the maturation process. A small percentage of volume is lost through evaporation as the whisky matures and it is through this process that the angels take their share. According to the story, this keeps the angels happy!

Mihaly Bartha, Office Of Light Associate Director, said: "We had previously created suspended angel wings at The Whisky Shop in London, however with a lower ceiling height at the Manchester store we had the idea for the wall. There were concerns that a light box would be too big for the space, so LED Light Sheet provided a neat and simple backlighting solution."

The angel's wing wall feature is positioned on a staircase that links the main store with what is known as 'The Library', a suitably dark and womb-like space where whiskies are displayed on lit shelves covering all the walls. The wing design is lit with a large,



1500x900mm LED Light Sheet panel that uses 5300K LEDs and is supplied with an opal acrylic diffuser, to provide uniform illumination across the wing detail, which was laser cut into a painted aluminium panel.

The slim profile of LED Light Sheet

ensures it can be easily integrated into new or retrofitted display systems, visual merchandising features and other installations where space is at a premium.

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

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Projects

A colourful collaboration



HP recently collaborated with architect and designer Markus Benesch at Heimtextil, the textile and interior decoration show in Frankfurt, by designing the showroom on HP's stand, which demonstrated the possibilities of HP's Latex printing solutions, while also helping to inspire wallcovering manufacturers, visitors and designers.

HP used the exhibition to showcase its modular range of design software, media, HP Latex Printing Technology, finishing options and industry

certifications, which enables sign and print companies to take the growing customisation trend to the wall with unique or short-run wallpapers, wallcoverings, wall murals and canvas prints.

Central to this offering is WallArt, HP's easy-to-use, cloud-based web service that helps simplify the design, visualisation and production of customised wallcoverings and is provided free for all new and existing users of HP's Latex printers. New features include an HP WallArt iPad application and a new alliance with



global stock photography company Fotolia, together with easier production of canvas prints. In addition, HP has also introduced a PVC-free durable suede wall covering, plus certifications to help meet international wallcovering industry standards, as well as automatic

winding systems from Fotoba International.

For further information visit: www.hp.com and www.hpwallart.com ■

Making the most of M & S

The ability to print directly onto an increasing wide range of different materials helped Wrights Plastics, the Midlands-based retail display specialist, to secure a major contract from the UK's biggest high street retailer.

In acknowledgement of the trusted supplier status Wrights Plastics has developed with Marks & Spencer over the past few years, it was selected to carry out its largest single project with the retailer to date, when it was chosen to spearhead plans to create a brand new look for Marks & Spencer stores, that is designed to give a more 'department store' look and feel.

Marks & Spencer is dividing its main



Collection range of womenswear into defined areas for single products, including coats, dresses, denim and

knitwear and accordingly, Wrights Plastics have produced the appropriate interior signs at over 50 stores,

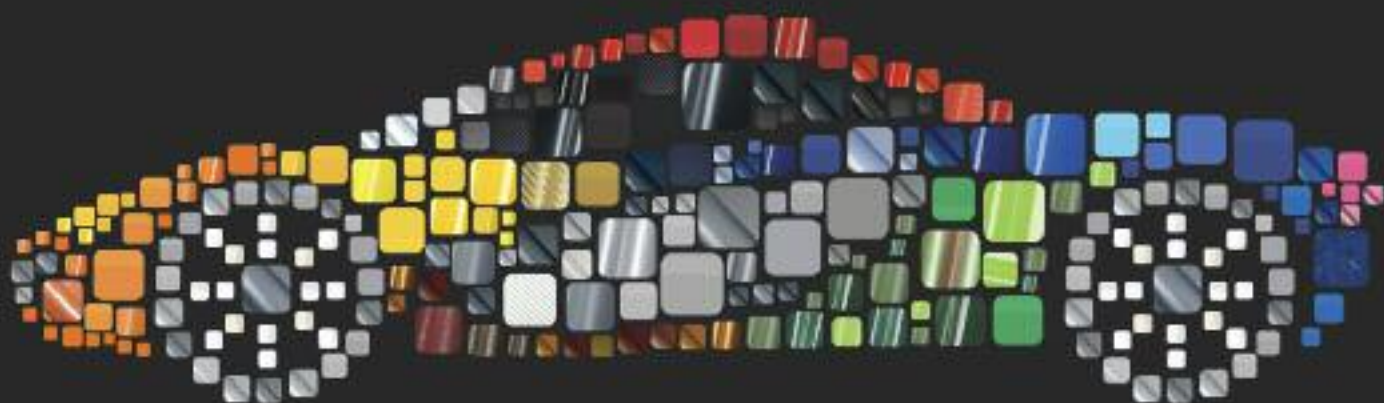
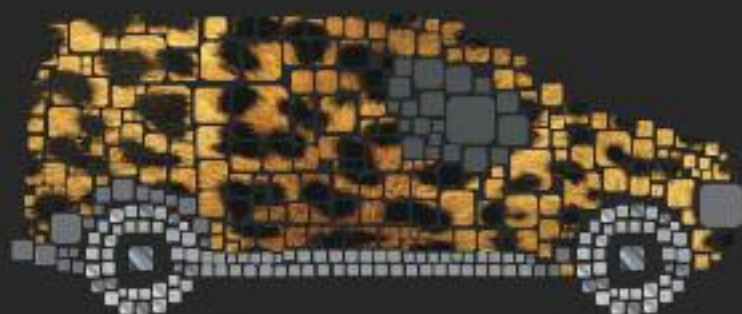


translating into over 1500 headers, each measuring 3.8 x 0.38 metres, and 2,000m2 of printed output in total.

Wright's Plastics digitally printed directly onto Dibond, using its Océ Arizona 350xt flatbed printer, which can print direct onto a wide variety of different substrates, thus broadening the scope of the range of finishes and designs Wright Plastics can achieve. The headers were then finished with face-fixed sprayed acrylic letters.

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

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cover story

Daisy does décor

What does a sign company do when it has the skills and resources to capitalise on the opportunities offered by the décor sector but needs a little artistic inspiration? It collaborates with someone like Daisy Fletcher, the talented illustrator who is responsible for this month's cover and who is looking for new mediums in which to further express her creativity. Val Hirst reports





As a highly respected illustrator who has already worked with clients such as Sony Records and leading fashion house Christian Dior, as well as a publications such as Creative Review and Esquire, Daisy Fletcher is now seeking new and ever more challenging locations in which to unleash her unashamedly girly and slightly surreal designs. And, luckily for us, her restless artistic spirit has recently alighted on the décor sector.

With a life-long love of drawing, it was no surprise when Daisy decided to pursue a career in art, which began with a degree course in illustration at the University of Brighton, where she graduated with a First Class Honours degree, followed by a Masters Degree in Communication Art and Design at the Royal College of Art. It was during her time at the RCA that Daisy gained the confidence to really develop her own inimitable style, drawings which cleverly combine oversized flowers, fantastic birds and insects and mysterious females to produce intricately beautiful, yet thought provoking artworks. Many of these have already been used to excellent effect on commissions ranging from the collection of poems by Vladimir Nabokov, recently published by Penguin Books, Finish bank Op's Visa card and T-shirts from Des Artistes, the hip and eco-conscious line of conceptual tees.

Driven by both the level of success her illustrations have achieved and the excitement of seeing her work gracing everything from book covers, to magazine articles, product labelling to album sleeves, Daisy is now eager to further broaden her horizons to encompass the whole spectrum of decorative effects and has thus sensibly decided to harness all the technology

currently available to help enhance both her reputation and appeal, whilst also funding her undeniable vision.

Initially inspired by both the wall mural that she co-created with artist Jessica Pillings for a private house in south west London and the possibilities offered by digital printing technologies, plus the new generation of wallpapers and textiles, Daisy pronounces herself to be: 'very excited' by the opportunities they provide to help her showcase her talent in a wider variety of domestic and commercial settings.

When first preparing to venture into this new market she began to visualise how her designs could be adapted to produce a range of wall decals, to be sold from her website, which already offers a range of limited edition prints and greetings cards, but somewhere along the way she has become more and more enamoured with the whole concept of influencing the production of more imaginative alternatives to the rather pedestrian shape and colour combos that have become the mainstay of a lot of decorative projects.

And in this she has something, because it is easy to see how some of the fantastic designs featured here could easily be used to gloriously enhance the average fashion emporium, boutique hotel, beauty salon, or florist, giving it a fresh new vibe in the process.

Daisy says: "The opportunity to produce truly bespoke designs that add a new dimension to both home, retail and corporate interiors is really thrilling, which is why I'd welcome the opportunity to work more closely with a digital print company, so that I could learn more about the technology, while in turn, hopefully inspiring them to become more adventurous!"

She is also hatching a plan to offer decal kits that would enable sign and display companies to reproduce her designs in a labour efficient and cost effective way,

something that could perhaps be more easily achievable if she worked in tandem with a materials supplier.

Meanwhile Daisy encourages other artists and designers to form similar allegiances, observing: "I think there are many illustrators who would welcome the challenge of mastering a new medium, while also discovering the realities of the commercial world and learning to refine their work accordingly. Sometimes one of the greatest challenges an artist faces is the multiplicity of ideas. Having tighter parameters really forces you to focus and the end product is often more effective as a result."

And, as the décor sector continues to grow and provide lucrative new revenue streams, perhaps it's time for sign and print companies to find their own Daisy, so that they can beguile



clients with the promise of uniquely beautiful and captivating decorative effects, which may well also turn out to be valuable collector's items in their own right, sometime in the future!

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



Products

Diversify to decor

Roland's recently launched VersaCMM VS-i printer Series is a highly versatile solution for sign and print companies that are planning to diversify and develop profitable new revenue streams in the interior décor market.

This affordable series, the latest addition to Roland's pioneering print and cut range, incorporates the 64-inch VS-640i, the 54-inch VS-540i, and the 30-inch VS-300i, to combine reliability and ease of use with a host of powerful new features and usability enhancements.

The new VS-i series is also compatible with Roland's high definition ECO-SOL MAX2 ink, which is available in nine colours, including CMYKcLm, White, Metallic Silver and Light Black for



outstanding greyscales. This enables the VS-i series to deliver a huge range of profitable interior décor products and applications, such as durable indoor banners and signage, creative and textured wallpapers for feature walls, promotional or personalised decals and stickers, fine art prints and window graphics.

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



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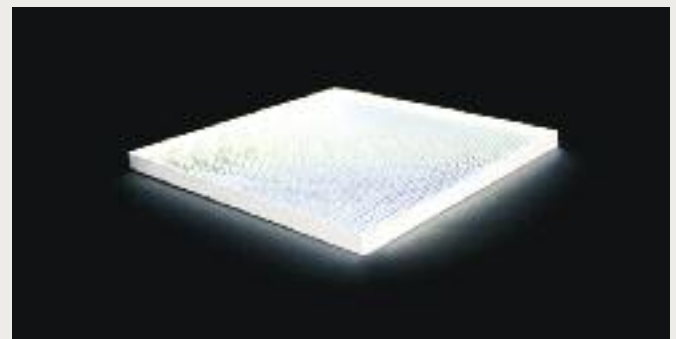


As a made-to-measure light panel, Applelec's LED Light Sheet is used for a wide range of decorative light features and surface design installations.

From simple features, such as lighting photographs or panels with a stencil cut design, to larger and more complex installations, including light walls and

building facades, LED Light Sheet provides real design versatility.

Especially useful for sign companies working with architects, or where projects involve interior or decoration, Applelec's LED Light Sheet provides a uniquely bespoke lighting solution. What's more, the product is supplied with all the essential certifications that



such customers expect, including CE and RoHS accreditation, IP54 or IP67 rating, plus a three year warranty.'

Applelec has recently expanded options for the bespoke construction of LED Light Sheet to deliver the most adaptable flat light panel. For 8mm and 6mm deep LED Light Sheet panels, the range of white colour temperature LEDs now includes 2700, 3000, 3700, 4100, 5700 and 6500K options, whilst for retail projects, where colour rendering is high on the list of LED requirements, Applelec now offers 90 CRI LEDs in 3100, 4100 and 5200K. In addition, a 10mm deep RGB LED Light Sheet that can be programmed by Applelec's in-house electricians to run colour sequences or set to a specific colour, further increases the available

construction possibilities.

In one recent project, Bluu Solutions created a colour-changing entrance tunnel in LED Light Sheet for design agency, Karmarama. The tunnel featured 40 individually programmed RGB LED Light Sheet panels that run a range of colour sequences at the touch of a button. In this installation, LED Light Sheet panels were visible, but more commonly, the product is used for backlighting and is ideal for the illumination of materials such as marble, onyx and patterned glass. Using illumination in this way helps to highlight subtle material details and to create emphasis and visual depth.

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

Making a good impression

Perspex Impressions is a new addition to the Perspex portfolio available from Perspex Distribution. A sophisticated new concept that enhances the stylish appearance and renowned performance credentials of Perspex acrylic, it offers users an extra creative dimension.



Contemporary and vibrant colour choice is a key part of the Perspex offering and the Perspex Impressions Linear range offers a choice of nine colour options that can be creatively used to make a real and lasting impression when used for all aspects of interior design.



For further information visit: www.perspex ■

Flexibility meets durability



Sihl has introduced PolySOL PET Fabric SA 370, a self-adhesive, finely structured polyester fabric for the production of brilliant, high-quality prints with vibrant colours and high contrast.

Optimised for use on all standard solvent-based inkjet printers, it can also be printed with latex inks. The flexible, yet high tear resistance of the base material, along with the resistance properties of the coating itself, ensure diverse interior and exterior applications, thus making PolySOL ideal for flexible decoration on walls at exhibitions and events, as well as in private households, shops, restaurants, hotels or other public spaces.

Interior designs can be produced quickly for time-limited use, including the production of stickers. Thanks to the optimal adhesive properties, no professional application skills are required when using the printed panels as wallpaper, for furniture decoration or as photographic prints.

The highly tear resistant Sihl PolySOL easily adheres to different surfaces, is eminently repositionable and allows residue-free removal after use, thanks to the low-tack glue. The elegant fabric structure of the waterfast prints also makes it suitable for outdoor use for up to 18 months, without any extra surface protection.

Digital print company AMPM Technical Services, which has been producing inkjet-printed wall coverings for more than ten years, used PolySOL PET to decorate Child First Nurseries' manufacturing centre in Milton Keynes, due to its ability to adhere to most surfaces. The project, which involved covering both an area of plasterboard wall and wooden doors, demanded an eco-friendly covering that combined durability with aesthetic appeal and an ability to be completely removed without damaging the underlying surfaces.

For further information visit: www.sihl-direct.co.uk ■

Brilliant decorative effects



A choice of materials that can be used to create eye-catching decorative effects is available from Amari Digital Supplies. It includes products from MACtac and Sihl and provides interior designers with a host of new creative possibilities

The MACtac PERMAfun range of special effect films includes Crystal Gloss, a premium cast vinyl with a high gloss surface that incorporates a large concentration of light-refracting additives to enable special effects to be added. Brushed Metal is a premium-grade polymeric vinyl with a fine brushed satin texture. When used as an over-laminate for the MACtac MACal 9800 Pro Series of films, it will create the appearance of brushed metal.

Coarse Grain Wood can similarly be used as an over-laminate and will create the appearance of plain wood. Fine Grain Wood has the same application possibilities, while the Leather option can be used to give the appearance of genuine leather.

A superbly engineered wall covering and interior graphics material, MACtac



Deco-Satin/Deco-Mural have multiple interior décor applications. They are ideal for use in conference suites, reception areas, hotel interiors, exhibition stand backdrops and shop fitting.

Manufactured by specialist coating company Sihl, Wallpaper Sol Persomural is available in a choice of two standard non-scratch papers with the option of a pre-pasted version for easier application, while PolySOL PET is a self-adhesive tear-resistant fabric that can be repositioned and removed without leaving any adhesive residue. Both products can be converted using all of the current digital printing technologies.

For further information visit: www.amaridigitalsupplies.com ■

Products

Going up the wall

In tandem with the increasing opportunities offered by the Décor sector, Spandex now offers three printable wallpapers, Canvas, Sandblast and Jacquard, all of which offer equal technical performance, but have different surface embosses to provide a choice of aesthetic. All are compatible for use with solvent, eco-solvent, UV and latex inks.



Designed to resist scratches even when wet, the wallpapers are ideal for use in even the most demanding spaces and are also fire-rated to the new Euro class standard EN13501-1.

While shrinkage is often a consideration with printable wallpapers, the ImagePerfect offerings feature high integral stability and drops can be applied side-by-side without overlap, with no shrinkage occurring during their application life.

Supplied in 50m long roll lengths and at the unconventional width of 106.7cm wide, which enables two drops to be printed side-by-side on a single roll of media, ImagePerfect wallpapers also help to improve productivity and minimise waste.

Liverpool-based Benson Signs has successfully used ImagePerfect wallpaper for a number of its clients across the UK, especially in projects where the quality of the product is critical to the application and report that its clients have been consistently delighted with the results.

Product innovation in textile substrates for wall décor is also adding choice and performance for customers and together with a full range of textiles for roll-up or hanging display applications, Spandex now offers IP 2317, a smooth, decorative self-adhesive textile for indoor and short-term outdoor applications that can be digitally printed using eco solvent and solvent inks as well as latex and UV-cured inks.

Suitable for application on panels for



Photos courtesy of Benson Signs



trade shows, showrooms, theatres and offices, it has a top coating that provides optimum printability, delivering good text definition and vivid colour in-fills. It also works well as a short-term wall covering for lifestyle and event locations, or for projects that use wall-space for promotional or mood enhancing purposes. Users can chose from either

permanent or removable adhesive options to suit the demands of specific applications. The removable option can be cleanly peeled away for up to a year after application and leaves no adhesive residue when used on flat, smooth surfaces.

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

Create a perfect illusion

In keeping with its mission of delivering innovative new solutions to the sign and graphics market, Soyang Europe has launched Alumigraphics to increase the opportunities for marketers to keep every surface covered.



Alumigraphics is a high-tech wide-format media made from pliable aluminium foil that is 100 percent recyclable and has a white finish that accepts solvent, eco-solvent, latex and UV inks. Durable and easy to use, it moulds naturally without heat and it can be printed directly without the need for over lamination, prior to application to virtually any rough or smooth textured surface.

Awarded the prestigious 'Product of the

Year' accolade by SGIA, Alumigraphics is available in two different surface finishes; Smooth for use on interior and exterior wall surfaces, such as brick, stucco, concrete or tiled walls and Grip, with a slip-resistant reflective surface, perfect for use in external flooring applications, such as concrete, asphalt or paving. The list of potential applications for this technically advanced media encompasses everything from pavements, walkways, escalators and stairs, to car parks, elevators, and walls, thus facilitating the



transformation of previously under-used surfaces into cost-effective, revenue generating, marketing platforms.

Further, since the characteristics of a foil based media are completely different to vinyl or other substrates, sign and print companies can create arresting 3D effect illusions, while still enjoying the ease of use associated with vinyl and the same installation and removal capabilities.



Alumigraphics has an expected performance life of up to a year, even when used in extreme conditions.

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



A touch of brilliance

Renowned for its innovative products, 3M offers architects and interior designers 3M DI-NOC surface finishes and Dichroic colour-change films that can add a fresh and vibrant dimension to new build and refurbishment projects.

Available in over 500 different patterns and colours, DI-NOC is a high-quality self-adhesive laminate film that can be added to a wide range of commonly used substrates to replicate the appearance of wood grain, stone, stucco, metal, leather and carbon fibre, at a fraction of the cost. It can be applied to flat or curved surfaces and carries a 12-year warranty for indoor and a five-year warranty for outdoor applications. The film has also been tested to meet current IMO flammability requirements.

3M DI-NOC films are made from flexible cast PVC and incorporate 3M's renowned Comply adhesive. The film is



also water- and weather-resistant, easy to maintain and purposely remove as required.

The main characteristic of dichroic glass is an ability to provide both transmitted colour and a completely different reflective colour that shifts and shimmers dependent on the angle of viewing. It 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 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.

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

Making the most of machines

UK and Ireland Mimaki distributor, Hybrid Services believes that sign and print companies can create striking decorative effects by using what they already have in place in terms of equipment.

For example, a number of different items of wall art can be successfully created using a roll-fed wide format printer, such as the Mimaki JV33 series, which is available in up to 1.6m widths. Using this machine, operators can easily produce the large canvas prints that are an increasingly popular way of displaying personal photos without using a conventional frame.

Further, since the Mimaki JV33 uses solvent inks to deliver vibrant colours, with the added option of white and metallic capabilities, it is possible to output stunning reproductions of the special family moments captured by a professional photographer.



In the same way, those currently producing promotional items on a small-format flatbed, such as the Mimaki UJF-3042 or UJF-6042, can provide the acrylic photo blocks that have become so popular over recent years. Relatively inexpensive to produce and quick and easy to print, they offer the added advantage of a high return.

UV flatbed technology, with its ability to print into a wide variety of rigid



Photos courtesy of Newmor Wallcoverings



substrates, opens up a whole host of décor printing possibilities. For instance, ceramic tiles, once printed and sealed, can be used to create a



stylish wall display, while printing directly onto real wood floorboards can also provide an innovative alternative to carpet. In addition, users of the Mimaki JFX500-2131 have also achieved dramatic effects by printing onto glass to produce shower screens, kitchen splash backs and other high return bespoke items.

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

Products

The softer touch

All Print Supplies is expanding its range of soft signage fabrics for use with solvent, latex, UV and dye sublimation printers, with the introduction of seven new products to its 'All Print Fabrics' range.

Accordingly, APS can now offer a comprehensive selection of wide format soft signage fabrics for the production of fabric roll-ups, table cloths and covers, retail banners, frame displays, fence and building wraps and flags.

As with all APS products, all textiles in the All Print Fabrics range can be purchased 'by the metre', thus providing signmakers with the flexibility they need to order product as it is needed.

To coincide with the introduction of the seven new products, APS has also produced a new Soft Signage Fabrics Swatch showcasing the All Print Fabrics portfolio. The Swatch, which can be ordered direct from All Print Supplies, comes with a handy quick reference guide to assist customers when assessing fabric and printer compatibility to achieve the best print quality. In addition, a downloadable Soft Signage Applications Guide has also been produced to illustrate possible applications and to demonstrate the diverse range of opportunities available.

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



Get Banksy!

Printed Wardrobe has embraced the popular trend for wall transfers by creating a remarkable collection of removable self-adhesive Banksy posters.

The Surrey based company has enjoyed immense success selling Banksy designs over the years, so it is always on the look out for new ways of printing the graffiti artist's work and its online store boasts a collection of Banksy T-shirts, phone covers, canvas prints, mugs and coasters. Now, following its discovery of the ultra-removable film from Doro Tape it has added a range of contemporary posters too. Offering the benefit of being easy to apply and remove, without causing damage to decorated

surfaces, they are perfect for use on most interior walls.

Available in both glossy white (DFP40) and clear (DFP41), this ultra-removable film can be applied directly to indoor surfaces; wooden or varnished finishes and emulsions walls and is also suitable for use on glass. It has a special acrylic pressure sensitive adhesive, which allows the film to be removed without leaving any residue and if kept clean, can be used time and time again. It is therefore ideal for short-term promotional use in the display, retail and hospitality sectors. Developed by the German company Aslan, the idea for the film embraces the continuing trend for wall transfers and stickers, in fact, it is perfect for any application

where a quick and easy 'makeover' is required.

Nick Khani from Printed Wardrobe commented 'We chose this film to use on our wide format Versacamm printer and were impressed with the print quality/price ratio achieved.'



The DFP films are compatible with all common solvent, eco-solvent, UV and Latex printers, and offer plenty of creative scope for transforming walls and surfaces into real head-turners, whether it be for exhibition stand constructors, window dressers, wall decals or promotions.

Available as 1370 width rolls for wide format printing, the products can also be cut down to accommodate any width of printer.

For further information visit: www.printedwardrobe.co.uk and www.dorotape.co.uk. ■

Floor it!

So far, fire safety certificates are only valid for unprinted films, which expire as soon as they are printed and laminated. However, ASLAN has become the first manufacturer to offer a fire safety certification for the already printed films in combination with floor graphics laminate according to DIN EN



13501-1.

These fire rated floor graphics solutions are thus ideal for applications in public areas, such as airports, train stations and at trade shows.

The ASLAN floor graphics programme comprises self-adhesive films for various surfaces, such as smooth floors, rough asphalt and carpets, which are combined with the corresponding laminates in the slip-resistant classification R9 or R11.



For further information visit: www.ASLAN-schwarz.com. ■

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Another year, another show!

At the end of this month, sign and print companies will once again be making their annual pilgrimage to Birmingham's NEC in order to discover the newest trends in the world of signmaking and digital printing.

And, as usual, they will be rewarded with a hall filled with the industry's leading manufacturers and suppliers showing all of their latest products. In addition, the show also offers visitors an excellent chance to meet up with friends and colleagues and to swap

news and ideas and to avail themselves of the all-important networking opportunities on offer.

In addition to a show which has expanded this year to include even more exhibitors than previously, they

will be able to enjoy a series of seminars, all of which are designed to help them enhance their knowledge, skill and, most importantly, their profitability!

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Featuring a range of expert speakers, practical demonstrations and workshops, this Sign & Digital UK seminar series includes the return of old favourites, as well as some brand new innovations.

The Adobe Theatre

The perennially popular Adobe Theatre will feature six daily workshops that will deliver practical tips and advice designed to enable sign and print companies to make the most of their software. They will include a session designed to help users refine their Photoshop editing skills and another that aims to provide advice on achieving consistently beautiful typography.

Other sessions will cover the management of colour quality, intelligent upsampling, camera shake reduction and real-time image asset generation.

The Corel Theatre

Combining a range of practical workshops and product demonstrations, relating to the sign and garment personalisation sectors, these sessions will include an overview of new features in the CorelDRAW Graphics Suite, a practical step-by-step guide to poster design and an insight into how DecoNetwork and Corel technology can be harnessed to enable shoppers to customise products and buy online.

In addition, there will be dedicated sessions in the Wilcom DecoStudio e2 workshop for companies producing apparel and promotional items, garment printing, embroidery and appliqué.

The SignLab Theatre

Wide-format design and production software specialists, **CADlink Technology** will host a series of seminars that advise on best practice print and cut, sign and display design and production workflows.

Highlights will include an introduction to dedicated signmaking software

packages, including tips on mastering contour cut, serialisation and vectorisation.

The 'SignLab for Versaworks' session will also explore the opportunities for maximising innovation in Roland's print and ink technology.

The Business Theatre

The **Hewlett-Packard** workshops, presented by **Jane Rixon**, and **Phil Oakley**, will highlight the new design and mobility features of HP's WallArt suite, a cloud-based web service that helps to simplify the visualisation and production of decorative wall coverings, as well as the range of applications available for commercial, retail and residential spaces.

Vicki Hughes, PR consultant and founder of **Fugu Public Relations**, will explore how public relations can help small business owners get ahead in their industry. Her talk, entitled: 'Mastering PR for SME success' will guide visitors through the process of establishing a PR strategy that will help build their profile, attract customers and generate more business opportunities.

In the 'Direct to Garment Printing' session, **Colin Marsh** from **Resolute DTG** will discuss the direct to garment printing process and the opportunities it offers for the creation of new revenue streams. The session will cover how the technology works, how profits can be generated and how and where products can be sold.

The **British Sign and Graphics Association** will run two daily workshops that help small business owners get to grips with changing industry legislation. Covering such contentious topics as requirements under new European Standards and the impact of changing planning laws on sign maintenance, the sessions will use practical case studies and Q&A sessions for maximum interaction.

Mike Horsten, General Marketing Manager for **Mimaki EMEA** will present two sessions, the first of which will explore how the increasing popularity of digital textile printing is

helping to change the production of point of sale material for the retail sector, while also pointing out the benefits and pitfalls that accompany the production and installation of soft signage. The second session will cover exciting new developments in the area of commercial vehicle wrapping and discuss how these can be practically harnessed.

Representatives from **Agfa Graphics** and **i-Sub** will explain the importance of a dedicated workflow for the sign and display sector in a session entitled: 'Why workflow is key for today's sign and display printers', which will include a discussion on the benefits of Agfa's Asanti Storefront software

The Signmakers' Workshop

Expert signmaker **Paul Hughes**, will once again reprise the Signmakers' Workshop, a must-see, practical feature designed to help business owners get to grips with some of the industry's most in-demand skills and services, with workshops covering vinyl application, vehicle livery and the basics of

signboard making.

The Textile Trail

This year, the show's organizer, Faversham House Group, is introducing a new feature that highlights the latest textile print services, products and applications available at the show.

Further reflecting the designated show theme, 'State of the Art', the Textile Trail will include all of the textile-related software, hardware, finishing and display systems, plus garment decoration products and promotional wear, which are on offer at the show.

Businesses already taking part include Colourgen, Corel, Digital Print Innovations, Hybrid Services, Resolute DTG, The Magic Touch and Ultima Displays, all of which will be displaying the easily identifiable Textile Trail icon on their stands.

For further information on all of the seminars and show features, plus full seminar timetables visit: www.signanddigitaluk.com



The show takes place on 29th April-1st May in Hall 2 at the NEC, Birmingham

Opening hours are:

Tuesday 29th April: 10.00 – 5.00

Wednesday 30th April: 10.00 – 5.00

Thursday 1st May: 10.00 – 4.30

To register your attendance, or for further information on the show and specific features, visit: www.signanddigitaluk.com

Attendance at the show is free

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Printers

A trio of new printers from Hybrid



Hybrid Services, Mimaki's exclusive UK and Ireland distributor will be demonstrating a full range of printers, cutters, software and inks on Stand F10. Printers on display will include UV flatbed, outdoor-durable print-and-cut, Latex-based and textile models.

Making their UK debut at the show will be the new Mimaki SUV and UJV500 printers. The SUV delivers a highly durable gloss finish that dries instantly, enabling the graphics to be finished, packed and applied immediately after printing. The UJV500 is a 1.6 metre-wide roll-to-roll high-volume UV printer that is ideal for printing onto flexible substrates and is used primarily for the production of wall coverings and vehicle wraps. Featuring significant feed and take-up devices, this printer facilitates long unattended print runs.

Another new machine that will be making its show debut is the highly anticipated Mimaki JFX200-2513 8' x 4' (2.4m x 1.2m) LED UV flatbed printer. With a bed size ideally suited to the UK and Ireland's 8' x 4' rigid sheet market, the JFX200-2513 offers good productivity and Mimaki's typical high quality of output at a very competitive price point. In addition to a choice of vibrant process colour inksets, the inclusion of white, clear and primer ink options enables the output of coloured or clear substrates and this, together with a fully comprehensive warranty, covering all parts and labour (without exception) should ensure that this new machine is a 'must-see' for anyone considering the move into flatbed printing.

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

Canon celebrates diversity



Visitors to the Canon stand (Stand G10), where the company will be demonstrating the diversity of its wide format offering, will also have the opportunity to win a Canon EOS digital SLR camera.

format colour production capabilities with speeds of up to 1,000 square metres per hour and the Océ ColorWave 650 poster printer with Océ CrystalPoint imaging technology representing the ideal solution for printers requiring instantly dry poster prints for cost-effective, high-quality POS applications.

The stand will feature the latest additions to Canon's Arizona range, including the Océ Arizona 660XT UV flatbed printer, which caters for customers who require high-production throughput of standard graphics or additional ink channels to expand application possibilities and the Océ Arizona 480GT, which is perfect for creating exciting and high value applications for Point-of-Sale (POS) and speciality applications

Additionally, Canon Imaging Supplies will share the Online Media Guide a unique database that matches Canon media with all brands of printers.

Finally, Zund will also be sharing the Canon stand where it will be showcasing its S3 L1600 digital flatbed cutter.

Also on show will be the Océ ColorWave 900 that offers large

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

VIP competition offer from



On Stand H30, PrintMAX will be running a MotoGP VIP competition with VIP tickets for the 2014 British Moto Grand Prix at Silverstone as the prize.

Pit Lane entry, the chance to meet former British Supersport Champion Michael Laverty and accommodation at a nearby four-Star hotel with dinner

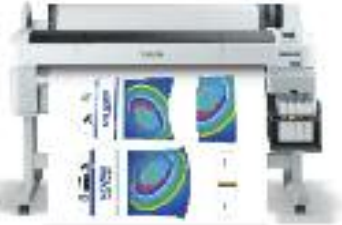
included are all on offer! Entry can be registered at www.printmax.co.uk or on the PrintMAX stand during Sign & Digital UK.

As a Roland Authorised Dealer, PrintMAX will be demonstrating a range of Roland printers, including the latest VersaUV LEF-20 and VersaCamm VS-I series, with special offers and

promotions across the Roland DG range. The company will also be showcasing the Metamark range of Roland-compatible media, including the new MetaWrap vehicle wrapping film.

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

Sure fire success from Epson



Epson will use the show to demonstrate the versatility and productivity of its range of SureColor printers for the sign, POS, décor, textile and promotional sectors.

Visitors to **Stand H10** will be inspired by the wide range of different applications on display, which will be printed onto a broad range of substrates.

Epson's SureColor SC-S range of 162.6cm roll-fed, wide-format printers offer a choice of colours, including metallic silver, plus productivity to suit a variety of applications and budgets. The SureColor SC-S30600, 50600 and 70600 printers will demonstrate applications such as high-quality vehicle wraps, low-cost promotional banners, bespoke wallpapers, POS, and high-value window graphic

applications using white and metallic inks.

Launched at last year's show, the SureColor SC-F printers are the first dye sublimation models from Epson and the first in this sector where every component is designed and manufactured by one company. The mid-high volume 64-inch SureColor SC-F7000 and low-medium volume 44-inch SureColor SC-F6000 roll-fed printers have been developed to support an extensive range of applications including soft signage, textile and garment printing, and rigid media decoration, examples of which will be available for inspection upon the stand.

The SureColor SC-F2000 is Epson's first direct-to-garment printer that combines high performance, low maintenance and running costs, and enables small to medium businesses to offer a new T-shirt design and print service.



Capable of printing a single white T-shirt in 27 seconds when using dual colour mode and a dark coloured T-shirt in 111 seconds using white and colour ink, Epson will be demonstrating the SC-F2000's high-quality output by showing cotton T-shirt printing and decoration of other promotional apparel items.

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

Swap a voucher for a discount at YPS



Your Print Specialists (YPS) will be rolling out the red carpet for visitors on Stand E14.

A reseller for Mimaki, Epson and Canon, YPS will be showing a selection of printers from these manufacturers, together with a broad range of media

from companies such as Metamark and Hannemuhle, plus software from CADlink and Colorgate, laminators from Kala and cutters from Keencut, Mimaki and Summa.

In addition, the company will be launching its new line of Rainbow

garment marking media, which includes digitally printable garment films, as well as coloured and textured vinyl. Furthermore, visitors who download a voucher from the YPS website in advance of the show and take it with them to the YPS stand, will be able to claim a valuable discount on purchases they make at the show.

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

Versatile choices from Perfect Colours



On Stand D10, Perfect Colours will be demonstrating two of the most versatile flatbeds on the market, with Durst's Omega 2 and Durst Rho P10 160 both taking pride of place, alongside the HP Designjet Z6200 and HP Latex 260 roll-to-roll printers.

The Durst Omega 2 printer uses UV LED curing technology to achieve 1728dpi reproduction and sets a new industry standard in Fine Art print quality. Capable of printing onto both solid substrates and roll-to-roll media, the Omega 2 is a versatile machine that consumes boasting 60 percent less power than its competitors and offers a choice of a four or six colour configuration, plus a white under or over coating.

A production printer, with the capability of printing 68m²/hr hour at 1000 dpi, 24/7, the Durst Rho P10 160 requires minimal maintenance and delivers consistent print quality onto both roll and rigid media with or without the addition of white.

Visitors will also be able to see an HP large format zone featuring the HP latex L260, which will be shown printing onto soft signage textile based media, as well as traditional vinyl based products, while the Designjet Z6200 will be shown printing onto film and paper based media. In addition, a live demonstration on a Summa cutter will illustrate a label printing workflow.

For further information visit: www.perfectcolours.com ■

Printers

Efficacious Acuity

On **Stand F80** Fujifilm will demonstrate the efficacy of its industry leading **Acuity large format printers** and its range of **Euromedia substrates**.

The hardware stars of the stand will be the Acuity Advance Select HS, which is ideal for producing high-quality POP and signage on rigid and roll materials at up to 64m²/hr and the Acuity LED 1600 hybrid printer, which features unique Fujifilm technologies, including a low-energy LED curing system, which is suitable for use in conjunction with rigid and very thin

flexible materials and offers a best in class productivity of 20m²/hr. Both devices will be demonstrating how a spot UV clear ink can provide a varnish effect that helps to bring a print alive, as well as demonstrating how Fujifilm's white ink opens up endless application opportunities.

In addition, Fujifilm will be showcasing the latest additions to its Euromedia brand of substrates for large format printing.

For further information visit: www.fujifilm.eu ■



Industrial options from Kaye-Dee

Kaye-Dee will be promoting a range of UV-digital printing systems including the new BE600 series featuring an A2 size print bed.

One size larger than the BE 300 LED, this compact digital UV LED flatbed printer is perfectly suited for digitally printing industrial products. It features a product loading height of up to 50cm and

uses special UV inks to ensure good adhesion to various materials, which are available in CMYK + White + Coating or primer.

Also on display on **Stand E41** will be the new T200 universal pad printing ink. Developed by Ruco, it is free from cyclohexanones, aromatic hydrocarbons and phthalates and is suitable for use on wide variety of plastic materials used in the

packaging, advertising and household appliance sectors as well as many other areas.

Kaye-Dee will also be using the show to promote its pad and digital trade printing service

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

An expansive line-up from SMGG



Having made its show debut last year, **Stanford Marsh Group Graphics (SMGG)** returns to **Sign & Digital UK** with an expansive array of wide-format print solutions for the sign sector.

Located on **Stand F70**, the company will be showcasing solutions from Mimaki, HP, Canon, Epson, HP, Mutoh and Océ amongst others.

Visitors will be able to see Mimaki's CJV wide-format printer/cutter machine, which offers a selection of high-end features and is delivered with up to two years comprehensive Gold warranty, a full set of eight inks, a

take-up unit and a powerful software bundle, including RasterLink PostScript RIP, FineCut cutting software and a design creation package.

SMGG will also be showing the versatile HP Latex 260 printer, which outputs onto a broad range of materials, including vinyl, fabrics, paper, film, and low-cost uncoated options.

It will also be using the show to introduce a new range of media that is designed to deliver high quality output at a competitive cost and hopes to have another new and exciting device to add to its equipment line-up.

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

Make magic with Roland!

Roland DG UK will be showing the widest selection of its machines ever demonstrated at the show, including the recently launched VersaUV LEF-20 and LEJ-640F flatbed printers, as well as offering companies the opportunity to win a Roland printer in the Sign & Digital prize draw.

In addition, visitors to **Stand G30** will once again be able to enjoy Roland's legendary hospitality in the on-stand Roland café,

First in the printer line-up is the "magical" VersaUV LEF-20, Roland DG's biggest and fastest UV desktop machine to date, which offers sign and print companies the opportunity to diversify their businesses and target

new markets. The LEF-20 can be used to turn a wide range of objects including promotional items, novelty gifts, souvenirs, awards, USB sticks and phone cases into highly profitable, creative and personalised items, as well as enabling users to produce small-scale signage.

Throughout the course of the show, Roland Academy & Creative Centre Manager, Joe Wigzell, will be running live boot camp sessions on the stand, and will also be introducing an extra-special mystery guest who will add a little more magic to the proceedings.

Another product making its show debut will be Roland DG's first wide format flatbed printer, the VersaUV LEJ-640F, which offers a print area of 1600



x 2500mm wide, and 150mm in height, to produce the broadest range of POS displays, packaging prototypes and outdoor and indoor signage.

Also showcasing on the Roland stand will be the latest addition to the VersaCamm range, the VersaCamm VS-i series, plus the company's fastest printer, the SOLJET PRO4 XF-640,

which is nicknamed the beast. It will be joined by its cousin, the SOLJET PRO4 XR-640, Roland DG's flagship (and fastest) print & cut machine and the VersaART RE-640, Roland DG's popular four-colour 64-inch wide format inkjet printer.

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

i-Sub hot off the press

Exhibiting from its largest stand to date, **i-Sub Digital (Stand E32)** will be showcasing three new products. These are the **Digi-Foil hot-foiling system, the Agfa Asanti RIP colour management and workflow software package and the Dgen Teleios Black dye-sublimation printer.**

i-Sub will also be showing the Mimaki UJF3042 desktop and CJV130 print-and-cut printers, the Agfa Anapurna M2050 printer and



the Zund M1200 cutting table. Its sister company of the same name, which serves the textile-printing sector, will be demonstrating the new Dgen Teleios Black dye-sublimation, Epson SureColor FC6000 and Mimaki JV33 printers, in addition to Cam Technology's Contour Cut laser-cutting system



and the Monti Antonio heat press.

For further information visit: www.i-subdigital.com

Printers

Colourgen to stand out

Colourgen (Stand G80) will again have a huge presence, with the stand segmented into three key product areas, which will enable demonstrations on the new Mutoh ValueJet 1638X and 1638XW, the recently launched Seiko II ColorPainter M-Series and a range of solution-focused systems, including the Seiko II exclusive Neon Inkset.

The Mutoh ValueJet 1638X offers high-quality and high-speed printing and includes two new print resolutions (sprint 360 x 360dpi and billboard 360 x 720dpi) and a new bulk ink system based on Mutoh UMS ink. The Mutoh VJ-1324 and VJ-2638 printers will also be on show.

Launched last year, but making its

debut at Sign & Digital UK, the Seiko I Infotech ColourPainter M-Series now incorporates new low-odour, eco-solvent SX ink, as well as the integration of more than 100 new innovations and features. These include two ink configurations (six and seven colour), smart nozzle mapping and air flow system and a two-year warranty.

The Seiko I Infotech Neon Inkset running on a ColorPainter W-64s printer will also be demonstrated. The printer uses high-viscosity inks and an ultra-modern piezo-inkjet head to deliver an improved dot pattern, enabling razor-sharp image definition for specialist signs installed at, for example, leisure outlets where such imagery is essential.



A dedicated dye-sublimation area of the stand will demonstrate soft signage in live production. The Mutoh VJ-1624W, VJ-1638XW and Mutoh ValueCut will be used in conjunction

with a Kala DS67 laminator.

For further information visit: www.colourgen.com ■

CWES to showcase latest technologies

On Stand E64, City and West End Solutions (CWES) will demonstrate the latest developments in HP Latex Ink technology, Onyx Graphics RIP software and Expanse media.

Water-based HP Latex Inks combine the best characteristics of solvent and water-based inks to produce output that is outdoor-durable and odourless, with the advantage that the inks are completely cured inside the printer to produce an image that is ready for laminating, finishing,

shipment and immediate installation.

Onyx Graphics is an award-winning provider of RIP and print workflow software for the large-format display graphics sector, while Expanse covers a wide range of media options, including textile, poster and billboard papers, wallpaper, poly laminates and satin/gloss backlit light box media.

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



Ricoh makes its debut



First-time exhibitor Ricoh (Stand J10) will introduce the new Ricoh Pro L4100 Series Latex large-format printer, in addition to demonstrating its Ricoh Pro C751EX digital press.

The Ricoh Pro L4100 is a seven-colour roll-to-roll solution available in two models, the 53-inch L4130 and 63-inch L4160. They both incorporate Ricoh piezo printheads and use aqueous-based Latex inks and this, in combination with a low energy consumption requirement, helps to reduce environmental impact.

The Ricoh Pro C751EX digital press, demonstrated in conjunction with a SaaS-based Marketing Asset Management (MAM) such as Ricoh's MarcomCentral system, will provide a complete workflow and output solution that can help increase production efficiencies and offer commensurate profitability for print providers. The MarcomCentral is a software-as-a-service MAM solution that provides an online portal through which users can offer on-demand services, take orders, vary pricing and seamlessly pass work into their daily working practises to reduce manual administration tasks.

Representatives will also be available on the stand to discuss the many benefits of Ricoh's Business Driver programme that includes a comprehensive colour profile library for Ricoh Pro L4100 Series owners.

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

A green option from Summa



Partnering with its UK distributor, Art Systems, Summa will offer visitors the opportunity to see its extended product range on Stand H62.

Taking pride of place will be the DC59sx, Summa's new successor to its renowned environmentally friendly DC series of thermal transfer printer/cutters. With a width of 137 cm, the DC5 is the world's widest thermal transfer resin printer/cutter and the latest addition offers a variety of performance-enhancing

features, including more media widths, an Ethernet port and a new user interface, which features a touch screen to facilitate quick and easy navigation through the menus and displays a broader range of information.

Visitors will also be able to inspect Summa's S Class 2 and SummaCut cutting plotters and F1612 flatbed cutting table.

For further information visit: www.summa.eu



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Cutting | Routing | Engraving

Print and cut it with AGCAD!

Showing on **Stand E30** and taking the legend "If you can print it, you need to trim or profile cut it!" as its theme for the show, **AG/CAD** will be inviting visitors to inspect its range of **DYSS** digital cutters.

Manufactured in South Korea, the **DYSS X7** range is built to exacting standards, to deliver unrivalled quality, reliability and excellent performance. Unlike traditional CNC routers, which can only cut certain materials, the **X7** can also knife cut, V-Cut, and even crease, thus facilitating the processing of a vast array of sign and display media on one machine.

Equipped with fast, accurate, vision-enabled CNC routing and knife cutting, that automates finishing, eliminates costly mistakes, and reduces labour costs the **DYSS X7** machines are already installed alongside many popular brands of super wide roll to roll and flatbed printers from HP, Canon Océ, and AGFA, and are available in sizes that handle 8'x4' or 10'x5' boards, with further options up to 3.2m wide.

The X7's high specification CNC router

can profile cut virtually all rigid materials with ease, and, thanks to its additional twin slots for knife and creasing tools, it can handle even more diverse materials, kiss-cutting adhesive backed vinyl, through-cutting and scoring display board card, magnetic foil, Corex, corrugated and honeycomb board and foamcore. In addition, its heavy-duty knife even facilitates cutting of rigid styrene and 5mm PVC without mess or dust.

Also on display will be the **DYSS X5** cutter which has been designed specifically to handle all the prototyping, sample-making and short/medium run production needs of packaging and point-of-sale companies. It comes in a variety of sizes with versatile tooling to suit all common packaging substrates, while its sample cutting tables combine this flexibility with fast performance and semi or fully automatic feeding options to facilitate 24/7 digital production. The X5 is available with a range of options, including a conveyerised bed, and automated sheet feeders to turn the table into a full production unit.



A further stand highlight will be **AG/CAD's KASEMAKE CAD** software, with its hundreds of built-in resizable design templates for the production of displays and boxes, which when used in conjunction with the **DYSS** cutter

series helps users to further optimise both their productivity and profitability.

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

Dynamic tooling with ITC



On Stand E43, Industrial Tooling Corporation (ITC) will announce a number of new innovations.

Key product innovations include a new coating for the popular 3061 cutting tools used to machine stainless steel and similar exotic materials and an extension of the 180 and 4071 series used for machining and chamfering foamed board, plastics, solid and particle wood panels and abrasive materials.

New developments on the 2041 series of cutters that help reduce secondary finishing requirements,

three new flute cutters for the 2091 series and the 2121 series of extra-long cutters for machining difficult-to-reach surfaces will also be featured.

Supporting these product innovations will be ITC's technical support facility that helps resolve issues with delaminating, excessive burring, poor surface finish and time-consuming hand finishing processes.

For further information visit: www.itc-ltd.co.uk ■

Tekcel on top

This year, **Complete CNC Solutions**, the exclusive distributor for Tekcel routers in UK and Europe, will be welcoming a special a VIP guest to its stand in the form of **Greg Thomson, Managing Director of Tommotek (WA) Pty Ltd**, the manufacturer of the well-respected Tekcel router range for over 30 years.



Greg Thomson, who is celebrating the expansion of Tommotek's Australian factory and subsequent sales growth, will be taking the opportunity to confirm it's on-going commitment to all existing and new customers, by fully supporting Complete CNC Solutions' continued promotion of Tekcel routers in the UK.

In addition, Complete CNC will be working with industry leading material suppliers this year, such as Dufaylite,

Multipanel UK, Amari Plastics and Plasmech, to help it demonstrate the very latest advances in CNC routing and cutting technology on the all-new Tekcel GFX 2m x 3m routing and cutting system, which features the Tekcel Opticam 'cut to print' camera registration and oscillating knife cutting.

It will also be unveiling a unique solution to the so far unanswered demand for a heavy duty CNC router that also has the

capability to deliver knife cutting without the need for a separate bolt on/off unit.

Available in a comprehensive range of industry standard bed sizes, Tekcel routers offer a wealth of class leading features as standard, including static or pop-up automatic tool changing facilities, powerful 10HP spindles, 1Kw digitally-controlled brushless servo motor technology and the 'ever reliable' ballscrew drive system on every axis. Other outstanding features include a new in-house designed and developed motion controller, an outstanding automatic vacuum material hold down system and accurate Z depth control, using Tekcel's advanced auto tool length sensing.



In addition, visitors will also have the opportunity to see some exciting new additions to the comprehensive range of high quality, UK manufactured, solid carbide CNC router tooling and cutters that Complete CNC Solutions supplies next day to router owners throughout the UK and Europe and to take advantage some exciting incentives and additional savings when they place an order on the stand.

Visit **CNC Solutions on Stand D22**.

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

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Cutting | Routing | Engraving

AXYZ to demonstrate multi-featured router

On Stand H52, AXYZ International will demonstrate its multi-featured CNC 8010 router, a high-productivity machine that has an impressive 2635mm processing width and twin routing heads that will process two oversize (up to 10 x four feet) sheets of material simultaneously, an attribute considered rare for the sign and graphics and digital printing industries.

The router also incorporates a number of recently introduced enhancements that will further improve its machining capabilities. These include new servo

drives and the latest helical rack and pinion drive system that greatly reduces machine wear due to the presence of multiple gear teeth that ensure a more even distribution of the work load and increased feed rates.

These are supplemented with the latest A2MC Smart Console that is capable of eliminating the 'bounce' and vibration caused by sudden acceleration or deceleration often experienced with other control systems and the AXYZ Auto Zone Management System. This particular machine enhancement greatly improves machine downtime caused by



incorrectly set vacuum valves.

Information on the recently enlarged AXYZ CNC Routershop division, which provides the online sourcing of a vast

range of cutting tools, consumables and accessories, will also be available.

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

Graphtec to demonstrate latest cutters

On Stand F52, Graphtec GB will demonstrate a range of cutting and finishing solutions and will also launch the SAi FlexiCloud subscription software program.

Key products on show will include the latest upgraded flagship FC8600 and the CE6000 high-performance plotter/cutters, the desktop entry-level Portrait and Silhouette CAMEO cutters and the PolyDrop 3D doming system.

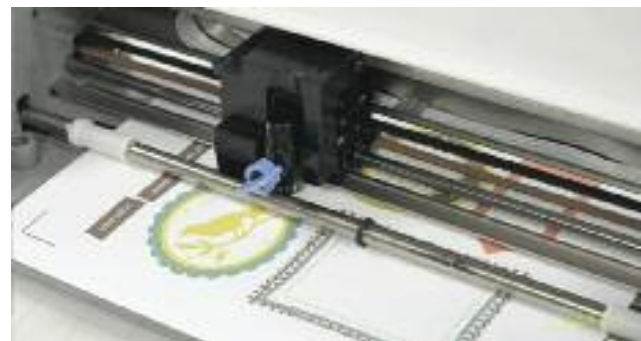
Enhancements to the FC8600 apply to the ARMS 5.0 Advanced Registration Mark System and to the Graphtec Studio software that is supplied free as part of the new offering. The ARMS function now incorporates the new ISM (Intelligent Scan Mode) facility that significantly improves tracking and cutting

accuracy on longer-length print-and-cut applications, as well as expanding the range of materials that can now be processed, while the Graphtec Studio software now has EPS support.

The CE6000 claims a new cost-to-performance benchmark for cutting technology. It offers a host of new production enhancements whilst also retaining a relatively low price point and is supplied with a free Graphtec Studio software program.

The Silhouette Portrait desktop cutter is an ideal entry-level solution that is available at just £125.00, while the larger Silhouette CAMEO is also attractively priced at just £269.99.

The PolyDrop doming system enables the addition of highly



individualistic 3D imagery to both general signage and printwear and promotional products.

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

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Cutting | Routing | Engraving

Gravograph has the perfect touch



Two key products, the new **LS1000XP large-format laser engraving machine** and the **XP Braille system** will be demonstrated on the **Gravograph stand (Stand H24)**.

The company will also show examples from its full range of engraving systems, including those which will appeal to sign makers with only limited engraving requirements and which can be purchased for as little as £4.00 a day on finance.

The LS1000XP is a high-quality and

high-precision large-format (1220 x 610mm) laser system that can precisely cut at speeds of up to 400mm/sec. The cast metal rigid construction ensures perfect accuracy and repeatability, while extra-large items to be engraved can be accommodated due to the incorporation of two sets of pass-through doors. The LS100XP is supplied with dedicated LaserStyle software.

The XP Braille engraving/routing system engraves, cuts and automatically inserts stainless steel



beads into a wide range of materials, including stainless steel, aluminium and engraving laminates used in DDA-compliant Braille signage. What is claimed to distinguish the XP Braille machine from other systems is the automation of the engraving process

that enables automatic text translation into Braille language and bead insertion in a single production cycle.

For further information visit: www.gravotech.com ■

Art Systems and Summa in joint venture

UK distributor for Belgium-based Summa, Art Systems will again form part of a joint venture to promote the range of vinyl cutters from Summa (Stand H62). This includes the flagship Summa F-Series flatbed and S Class and SummaCut conventional cutters.

The Summa F-Series is said to have matured into a truly multi-

functional machine, enabling not only faster and more effective print finishing but also expanding the range of applications that can now be accommodated. These include, for example, packaging prototypes and 3D point-of-sale displays, while the addition of routing tools has further extended the possibilities on sign and display output.

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



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Materials

Amari parades its power

The Amari Plastics plc stand (Stand F20) will primarily showcase products from two of the Amari Group businesses, Vink and Graphic Printing Technologies (GPT).

Visitors will be able to see GPT's ranges of digital printing equipment, cutters and consumables and Vink's ranges of LED products and new digital signage technology. However, other Amari Group companies will also be maintaining a presence at the show.

Amari Plastics plc will use the opportunity to launch a new sector-specific identity, Amari Signs, Display & Graphics, in order to highlight the full scope of the company's extensive product range. This new division will harness the full power of the diverse businesses it represents, such

as Amari Digital Supplies (ADS), one of the UK's leading roll media suppliers and the UK's primary MACtac distributor; Stephen Webster Plastics (SWP), a leading distributor of ViPrint graphic Polypropylene, Staufen Rigid PVC and HIPS sheets; Self Adhesive Supplies (SAS), the UK's leading 3M tapes distributor and also the exclusive UK distributor of PolyLite Polycarbonate films; GPT, the UK's leading Mimaki reseller; Vink, the UK's leading distributor of LED lighting for GE and finally, Amari Plastics which continues to grow its sales of acrylic sheets, foam PVC and aluminium composite sheets from suppliers such as 3A Composites, Astari and Jain Industries.

For further information visit: www.amariplastics.com



See the big picture with Paperlinx

PaperlinX will be aiming to inspire visitors to see the bigger picture and to explore the opportunities it offers in the wide format sector on

Stand J42.

The company will be showcasing products from its Plastics for Industry range, alongside materials

for posters, banners, exhibition graphics, signage, stickers, labels, building wraps and vehicle graphics.

that produces excellent results on a range of materials including board, metal, glass, plus under-surface printing and comes complete with comprehensive support services, including on-site training and manufacturer-led maintenance.

Visitors will also be able to see the Dtec inkjet range and digital consumables together with demonstrations of laminating and cutting equipment from brands such as Zund, Seal and Keenicut.

The company will also be using the opportunity of the show to introduce an exciting new product and to deliver some special show-only exclusive offers!

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



Digital printing systems on display will include the Mimaki CJV30 integrated inkjet printer and cutter, which offers four print widths to provide even greater flexibility for end-users.

Also on display will be the Jetrix KX3 flatbed UV digital printer

Full on at Fujifilm



On Stand F80 Fujifilm will be showcasing the latest additions to its Euromedia brand of substrates for large format printing.

These will include the UK debut for SmartTack Ghost, a crystal clear, PVC-free polyester self-adhesive film for short and medium term use on smooth flat surfaces. The film's transparent adhesive makes the material easy to apply and repositionable, but it can still be removed after up to three years without leaving a residue. Recommended for both indoor and short-term outdoor use, it offers brilliant colour reproduction, and compatibility with eco-/solvent, latex and UV inks.

Visitors to the stand will also be able to view a wide variety of different applications achieved using Fujifilm's equipment and materials, such as internal and external window signage; floor graphics; promotional wall coverings; textured wall decorations; brick vinyl; pop-ups and banners; posters and backlit displays, and universal fabrics.

For further information visit: www.fujifilm.eu ■



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Materials

Soyang has it covered

Taking centre stage on the **Soyang Europe stand (Stand D4)** will be two reputedly groundbreaking new products, **G-floor** and **AlumiGraphics**.

The G-Floor, which, Soyang claims, is set to change traditional perceptions of what is possible in the field of customised flooring, is based on a high-density, clear flexible PVC substrate that can be printed on the underside, with a thick wear layer protecting the integrity of the graphic. It is described as hygienic, easily installed and repositioned, with excellent load bearing and sound absorption characteristics. The highly effective and hard-wearing grip surface is ideally suited to retail, business and public space applications, with a solid white media option available for surface printing where this is limited to a four-colour process.



The AlumiGraphics product is a highly durable aluminium foil-based material

that conforms to any surface and resists the impact of heavy pedestrian and

rolling vehicle traffic. Available in smooth or high-grip versions, it can be used in conjunction with all of the popular digital printing technologies and can also be screenprinted. It can be used for a host of indoor and outdoor graphic applications involving heavy pedestrian and/or rolling vehicle traffic.

Soyang will also be showcasing its range of existing printable media solutions, which cover everything, from banner and mesh materials to textiles and wall coverings.

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

Materials and machines from Grafityp

Grafityp UK will be exhibiting on Stand F30 where it will be showing a wide selection of products from its extensive portfolio.

These will include its Graficast and Grafitack self-adhesive vinyl for use in all kinds of applications, as well as its AutoFX and Decorative films. In addition, visitors will be able to inspect the Grafiprint range of films, which includes GrafiiWrap vehicle wrapping media, plus banner, gloss, matt and clear films.

Also on show will be a wide range of CAD Cut and printable garment films from Siser, which offer an array of colour options and different effects, as well as heat presses and accessories.

As befits Roland's premier dealer, Grafityp will be demonstrating a number of Roland machines including the VersaSTUDIO BN-20, VersaCMM SPi and VSi models and SolJet Pro4 XR-640, as well as the VersaArt RE-640, SolJet Pro4 XF-640 and the LEF12 and 20, LEC-330/540, and LEJ models. Roland's CAMM-1



cutters will also be on display together with cutters and the LaserPro range of engraver from GCC.

Finally, Grafityp staff will be on hand

to offer advice and distribute copies of the company's ESP product catalogue.

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

Zoned presentation by Doro Tape



The **Doro Tape stand (E40)** will feature five separate zones, each focusing on the specific products to be shown and demonstrated. These include glass decorative and metallic media and films for floor and window graphic applications.

self-adhesive removable polyester fabric), natural looking films that simulate the appearance of wood, leather, marble and hessian plus a printable cushioned polyurethane flooring material that is suitable for both indoor and outdoor applications.

Of special interest will be a new range of interior wall decoration films (including printable wallpapers and a

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



Homegrown ACP from Multipanel UK

Sharing a stand with **Perspex Distribution, Multipanel UK** will be showing its **Alupanel**, which following Multipanel's move into new premises in Dover is the only aluminium composite sheet that is manufactured within the UK.



An extremely rigid, flat, smooth sheet with a high quality PE paint finish, Alupanel is ideal for use in all sign, display graphics and shopfitting applications.

wide format print substrates, including the new Palfoam Digital PVC foam, which is also manufactured within the UK, as well as the new Perspex Spectrum LED Block, a 30mm Perspex Cast Acrylic block especially designed for use for illuminated signage, which features routed channels with LEDs embedded either inside or on a rear plate.

Multipanel will also be introducing its new Alupanel A-Lite, which features a premium A5005 alloy skin that combines outstanding corrosion resistance with ease of use. Both sides of the panel have an ultra-white matt finish that has been specifically developed to deliver increased colour brightness and intensity when digitally printed, while also offering the added benefit of greater durability.

See **Multipanel UK and Perspex Distribution on Stand J40.**

Visitors will also be able to see Perspex Distribution's ever expanding range of

For further information visit: www.multipaneluk.co.uk and www.perspex.co.uk ■

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Free thinking caps from Applelec!



Applelec will be encouraging visitors to 'Get their thinking caps on' with a stand (Stand J74) where it will be showing everything, from unusual letter fabrication techniques to innovative ways of using tried and tested components.

Visitors will also be amongst the first to see Boderline, a new linear LED contouring range for large-scale exterior illumination features, which is making its debut at the show. Housing a powerful LED system, this adaptable border-tubing product can be installed in an individual line at an impressive length of 15 metres.

Comprising a strong, UV resistant polycarbonate tube in a series of six standard colours, Boderline is fitted with fire-retardant LED strips and can be used

to provide either continuous straight lines, or lines shaped using 90° corner connectors. In either case, both tubing and the LED strips can be cut on-site for ease of installation.

Standard tube covers in red, blue, green, orange, amber and white are supplied with LEDs in corresponding colours and pantone matched covers are also available for high volume projects. The white cover is supplied with LEDs in a choice of four colour temperatures, including warm, natural, daylight and cool or 'pure' white. Boderline is CE and RoHS marked, carries an IP67 rating and is sold complete with a three-year warranty.

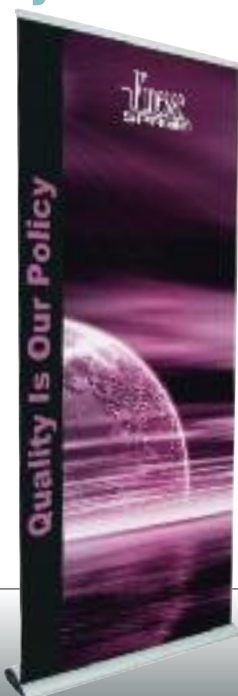
For further information visit: www.applelec.co.uk ■

Space Display has finesse

Included in the range of portable display solutions to be demonstrated by Space Display (Stand M50) are the new FINESSE Roller Banner and the upgraded LITE tensioned banner wall system that now incorporates straight and angled magnetic connectors.

Other systems to be shown include NEO Magnetic, SATELLITE Curved Tensioned and MESA Portable pop-up options. Roller banners to suit all budgets are also available.

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



New innovations from Vink



As an established supplier of high quality LED lighting solutions for sign and display applications, Vink will be using the show to display both its wide range of lighting products and to mark its entry into the area of digital signage networks.

Visitors to **Stand F20** will be able to enjoy demonstrations covering LED lighting technology, colour perception and measurement, as well as receiving practical advice on how this technology can be used to enhance corporate branding.

Vink's new digital signage network range has been specially assembled to offer easy to apply, pre-integrated solutions, using premium products from world class manufacturers, such as Philips, Q-Lite, Wallflower and Peerless-AV.

The range, which includes a wide choice of monitors and displays, media players,

software and mounting solutions, caters for both internal and external applications and covers everything from stand-alone displays to large format LED panels or video walls, as well as networked multi-site programs.

Vink will also be showcasing its latest modular systems from GE Lighting Solutions and Osram and visitors will be among the first in the UK to view GE's new Tetra Minimax MS system, which has been specifically designed for use with narrow and shallow built-up letters, as well as the Tetra Contour system, which provides the only viable alternative to Neon, while offering all of the benefits of LED.

Finally, copies of Vink's acclaimed 'Lighting for Signs & Display' text book, which provides practical support and advice on all aspects of sign lighting, will be also be available on the stand.

For further information visit: www.vinklighting.com ■

25 years of excellence

On Stand F92, Albion will be marking 25 years in the manufacture and supply of high-quality display systems, which have remained the benchmark for excellence in this sector of the sign and display market.



Products are made at the company's facility in Bedfordshire using 'aircraft grade' aluminium and finished with a range of tough anodised colours.

Additional capabilities in acrylic, timber and metal fabrication enable Albion to offer a complete design, manufacturing and installation service for a wide range of customised sign and display projects.

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



Applelec sales team

Top Tip from Andy

It's easy to overlook the size of commas, full stops or dots above an i in schemes using small built-up illuminated letters; in many cases even small LEDs won't fit. At just 10x4x3mm, our Micro LEDs are a real 'get out of jail' card to light the tightest spots.

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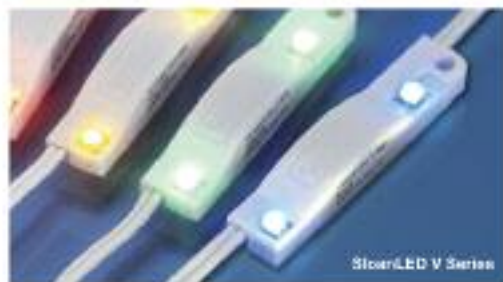
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Borderline launches at Sign & Digital UK 2014



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Finishing | Inks | Adhesives

Finishing perfected by Caslon

On **Stand H39**, finishing specialist **Caslon** will be demonstrating a wide range of products, including adhesive, foiling, card cutting, board mounting and liquid laminating solutions.

Of special interest will be the Maxit adhesive system that uses a motorised roller coater to apply a very thin, smooth coating of a hot-melt adhesive. Once the substrate has been coated, it will, it is claimed, bond with virtually any commonly used sign making material, including plastic, wood and metals. The



adhesive is non-toxic and non-hazardous and will not lose its tack once applied so that the mounting process does not have to be immediate. Furthermore, the special hot-melt adhesive will not affect inkjet- or laser-generated prints.

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

FTC UK offers the 'last word' in finishing

FTC UK, which distributes its products through a global distributor network, will be showing its range of cutters, coaters and coatings.

These will include the UK-manufactured Trimalco large format cutters, the ATC range of UV coating machines and liquid laminates from Aquarius and Bordeaux Digital.

Visit **Stand H82**.



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

Friedheim in at the finish

Finishing equipment specialist, **Friedheim International (Stand H50)** will be demonstrating one of the wide range of **Lasercomb ProDigi NEO** multi-functional digital plotter/cutters.

It features three tangentially controlled tool holders that are capable of handling up to seven different and interchangeable tools, with alternative cutting/creasing/drawing and 3D milling tools also available.

Friedheim will also provide information on a range of alternative finishing solutions from other companies within its Converting Division. These include KAMA die-cutters and folder gluers and VEGA folder gluers.

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



The Print Finisher's Choice



Solent Sewing & Welding, claims that it will offer something for everyone on **Stand H4**, whether it is companies that produce one-off banners and small digital images or those that mass-produce supermarket promotional materials and whole building wraps!

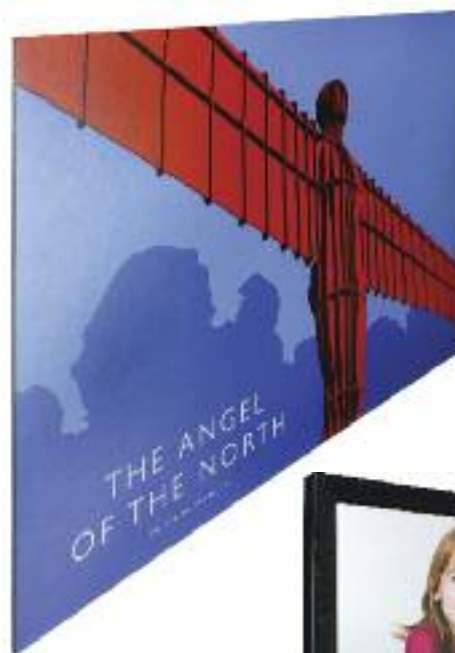
Visitors will be able to see the Miller Weldmaster range of continuous welding machines, which are fast and reliable and which can be used in conjunction with plastics including PVC

and PE. Three models will be on display, including the Miller Weldmaster T3 (desktop model), the T300 Extreme Edge and the 112 Extreme.

In addition, Solent will be showing its own range of sewing machines, such as the Solent Texsew and the Bannersew series, which have been specially developed to cater for the growing demand for textile finishing.

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

In the frame with Lion



Lion will demonstrate how easy it is to turn output printed onto canvas or paper into attractive and lucrative wall décor products.

Visitors to **Stand M60** will be able to see how easy it is to add an L Style frame to a stretched canvas or mounted print in order to add value and maximise their profitability.



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

Nazdar ink first from QPS



On **Stand E2**, **Quality Print Services (QPS)** will be showcasing the Nazdar Ink series 202, which has been developed specifically for use with the Roland Soljet Pro4, XR-640 and VersaCamm Vsi printers.

The first alternative ink to be colour-matched to the Roland Eco-Sol Max 2 ink series, it offers a choice of seven colour options, all of which will be demonstrated on the Roland XR-640 printer.

QPS will also demonstrate Nazdar TX650 dye-sublimation inks on a Roland

VersaArt RE-640 for the first time since achieving Authorised Roland Dealer status at the end of 2013. In addition, the company will run Nazdar LWS 133 inks on a Mimaki CJV30 print-and-cut machine and demonstrate the potential of the Roland RE-640 printer, using premium-grade water-based Nazdar inks.

For further information visit:
www.qualityprintservices.com ■

Celebrate with Eurobond

Eurobond Adhesives has been serving the sign industry for 30 years and throughout that time has consistently

introduced ground breaking and innovative new products that have changed the way signmakers manufacture their signs.

On **Stand F51**, as well as showing its Penloc range of structural adhesives and Eurobond acrylic tapes, it will also be demonstrating a range of new products that offer designers and signmakers a new world of possibilities. These will include Snap&Fix, a high strength re-closable adhesive fastening system that is based on interlocking mushroom head



technology, which provides incredible high bond strength, but can also be removed when required. It is ideal for a host of different applications, such as mounting signs, inspection panels, cover plates and fascias,

The company will also be using the show to promote a range of special customer events it will be hosting throughout the year to celebrate its 30th anniversary.

For further information visit:
www.eurobond-adhesives.co.uk ■

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Miscellaneous

Get some Elite cover

An insurance broker that offers individually tailored products to meet the needs of companies operating within in the sign and display sectors, **Sign Elite** will be showing on **Stand A38**, where it will be offering visitors the opportunity to win **£75.00** worth of Real Ale from the **Saddleworth Real Ale** company!

Sign Elite's products, make no height restrictions and no exclusions regarding the use of heat guns and angle grinders away from the business premises and

Signelite

also offer £5,000,000 public/products liability cover as standard with an option to increase this to £10,000,000, if and when required.

In addition, cover is also extended to include damage to property being worked upon.

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

Life is so much easier with Clarity

Clarity will be demonstrating its highly-regarded management information software system, which is designed to clear quoting bottlenecks and increase quote capacity by 100 percent, without taking on extra staff.

Clarity's bespoke cost calculators enable sign and print companies to quote for jobs of any size and to accurately estimate the cost of producing built-up letters, fascia signs, POS, large format digital output, and more. Clarity Software is also



designed to link seamlessly with other commonly used accounting packages such as Sage and QuickBooks.

Visit Clarity on **Stand H60**

For further information visit: www.clarity-software.com ■

Satin superstar from Listawood

Leading manufacturer of dye-sublimation products, **Listawood Trade Supplies (Stand J10)** has developed a patent-protected satin finish for its **SatinSub PhotoMugs**. It will be featured for the first time at **Sign & Digital UK**.

The special satin/matte finish does not reflect light like a traditional gloss mug and provides a contemporary look and smooth tactile feel to one of the most popular products in the photo gift market. The **SatinSub PhotoMug** is available in a range of body styles, all designed to display high-quality and well-defined images created using the dye-sublimation process.



Listawood will also show a Latte-style version of the mug plus two exclusive miniature mug shapes that are destined to be well received in view of their compatibility with most coffee machines. Other products for dye-sublimation decoration will also be shown.

For further information visit: www.listawoodtradesupplies.com ■

Nova Chrome promotes dye sublimation

On **Stand F90**, **Nova Chrome** will be showing its range of dye sublimation printers and consumables, which help to fulfil the needs of companies wishing to enter this lucrative marketplace.

Visitors will be able to see demonstrations being carried out on a combination of Ricoh and Epson inkjet printers loaded with the company's dye sublimation inks and transferring images onto a range of compatible substrates. In particular, the company will be showcasing its Epson 7890 and 3D Vacuum Presses.

Nova Chrome will also show a full range of Unisub-branded dye sublimation



products, including aluminium sheet and pre-cut blanks, fabric-based items such as bags, T-shirts and mouse mats and glass and acrylic photo panels. The company will also show an extensive range of dye sublimation equipment from A4 to A0 size, either as individual printers and presses or bundled together in a Starter Kit.

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

Stop Press Stop Press Stop Press New launch from Trade Signs

Trade Signs is launching its exciting new **LPflex sign system**, which combines solid acrylic with **LEDs**, on **Stand F44**.

The LPflex sign system is a high-end sign system that can be used to produce a wide variety of striking designs, while also providing flawless illumination. Particularly suitable for use in architectural signage applications, where there is a requirement for high impact decorative effect, or to create illuminated letters from 200mm or above, it can be used both internally and externally.

Combining excellent durability, with low degeneration and high energy efficiency, LPflex signs are also maintenance free and retain a high level of brightness, offering an initial



light output of 2000cd/m².

Trade Signs will be offering visitors many examples of effective ways to use this new product on its stand

For further information visit: www.tradesignsuk.com ■

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This month, **Mark Godden** considers the implications of 3D printing and concludes...



3D printing is scary!

I distinctly recall an experience I had at a computer industry exhibition in the USA a few years ago. I was about to walk right past a particular stand, adding it to my 'do later' pile, when I noticed a model of something looking a bit like the internals from a car's differential.

For those not familiar with a 'diff's guts', it's essentially a collection of gears, Turn one, the one mating with it turns too. The model I saw had four input/output gears.

I went over to the stand and I picked up the model. It was made from a matt finished plastic-like material. The carcass of the thing, the bit holding all the gears together, was white, and the gears themselves, variously, red, blue, green and yellow as I recall. I turned one of the gears and all the others turned in unison. It was very neat, in an executive toy, gadgety kind of way.

The most remarkable thing about the model was not the model per-se, but the way it was made. It had, only minutes before I arrived on the stand, emerged intact, coloured and working from the bowels of a specialised printer that, using the few handfuls of a powder that it fed upon, produced the model from digital data. No tools, No moulds. No nothing. Just digital data.

I was transfixed.

I looked at other models on the stand. There was a flexible rubber sole from a shoe, which had also been 'printed' as if from thin air. A few complex demonstrations of solid geometry, that no conventional tool or process I'm aware of could produce, got my attention too. I then watched it print a three millimetre thick lower-case Helvetica 'a' at about eighty millimetres height.

I was gobsmacked!

3D printers are today the coming thing if you buy into the buzz that's hyping the technology. With the benefit of having seen how a technology spitting out tiny blobs of

ink has evolved and totally transformed our industry, I think we'd better take notice. 3D printers have a way to go before they call time on your router, but the science is on its way to being sorted. These things are here and they work.

Practical applications now exist for today's generation of 3D print hardware. I've handled complex prototype plastic parts that function as well as the finished article. The military has used 3D printers for making spares for fighter jets and they are also used for medical applications too. 3D printers have even been used to make edible novelties. In fact, I saw a strategy on Twitter recently for getting a 3D printer for free – buy printer/use printer to print new printer/return printer for refund!

3D printers were in the mainstream news recently because someone had used one to make a functioning handgun!

To put things into perspective, we're not talking about objects appearing, Star-Trek-like from within a swirling pattern of light mysteriously projected into thin air. Objects made with 3D printers are, for the most part, built layer upon layer. Speed, if you can call it that, is in the glacial ranges. Whoosh factor has yet to be discovered in the 3D world.

Taken to extreme conclusions, 3D printers are going to be capable of making practically anything, given the right media and the right post-print processes to make a bit of materials magic. It's a matter of time, and investment. How long, and how much, is a tough call to make. It didn't take inkjets too long to make the journey from very fragile beginnings to the point where the technology is

now a dominant force powering the signing and allied industries.

The pace of development in 3D printing is pretty scary. Today, the devices, by and large, spit out plastic parts but very shortly a device will go on sale that prints Carbon Fibre parts many times stronger than plastic. Metals can also now be printed with some limitations, but it won't take long to overcome them.

With so many potential applications in industry generally, and in manufacturing in particular, how likely is it that a 3D sign-printer will emerge? Well, if you can print something suitable for use as a 3D sign, you clearly have a device that can print something suitable for use as a 3D anything else. It's more likely that a device for general industrial applications will find a purpose in signmaking initially. That said, there are specialist needs that are specific to signmaking and that may produce an element of customisation, perhaps delivered by one of the existing printer manufacturers who are currently making conventional inkjets.

Given our numbers in the signing and allied industries and the fact that we have many self-confessed 'gear heads' in our midst, it's a statistical certainty that someone known to us has a 3D printer already. You can, after all, walk into a Maplin's shop and buy one off the shelf for little more than you'd have paid for an all-in-one office printer only a few years ago. As to whether it's been used for making anything to do with signs that remains to be seen – the fact is, it could be.

Nobody will have spit out a backlit multi-coloured fascia yet. However, something much smaller and less ambitious would not be beyond the

talents of an inexpensive 3D printer. A nameplate, or some kind of dimensional embellishment would be well within the device's capabilities.

There's something quite tantalising about the possibility of downloading the data describing a tangible object from a location far away and then turning it locally into the real article. It's that promise that's fuelling much of the expectation for this technology. It's hard to say where the first really widespread application for the technology will come from, but art seems a likely port of call.

Ornamental objects, generally, have no functional requirement beyond the ability to persist. Decorative elements applied to flat surfaces share a similar space. If you wanted to put an ornamental surround over all the light switches in your home, you could do so with a 3D printer on the desk in your office. When you snap a knob off your microwave, you could print a new one. What about printing a case for your iPhone? Why not? Would you go scuttling off to B&Q for a picture hook if you could print one? I doubt it.

It could happen. You make signs today using what at one time looked like the most unlikely candidate for the job imaginable. You no longer take rolls of film to a shop and collect your pictures later. Whether printing a postcard sized snap or a 5M building wrap, the technology shares common roots.

I have no idea where these 3D tendrils will lead, but there's one thing I do know – if we want to prosper in the future, we'd better all keep very close tabs on them!

Mark Godden
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