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Subscriptions - Annual subscriptions are £14.00 including postage and packing • Europe €28 • Rest of world £28 Send Cheques and postal orders made payable to Sign Update Ltd to: Subscriptions Department, Sign Update Ltd., Allens Orchard, Chipping Warden, Banbury, Oxon OX17 1LX

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WELCOME Page

Looking on the bright side

It was great timing that whilst writing the lighting feature lighting for this issue, I was lucky to receive a beautiful piece of neon art for a landmark birthday. Created by a talented craftsman called Darren West @ The Neon Sanctum, it's a treat to see the skills involved to make and shape the glass tubing into an original piece. And although neon is still used commercially, there is no doubting the rise and dominance of LEDs in sign illuminations (and for good reasons), as our feature explores.

Another way to create "light" in these unsettling times, is to focus on the stories of sign businesses raising money for good causes. There are a few included, and it goes to show the social responsibility the industry has, especially within the communities where they are based.

Wayfinding is favourite topic that is covered in this issue, and we hear from specialists in this area about interesting products and successful schemes. Our third feature looks at the value of using lightweight polystyrene and extruded foam products, especially effective to create high impact letters and logos.

We hope you have an enjoyable summer and manage to take some holiday - think it's pretty well deserved! Keep sending us your news and views.

Till the next time....





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William Smith extends portfolio

William Smith has added 17 more colours and finishes from Avery Dennison's Supreme Wrapping™ Film range to its stock.

New colours and finishes include eight satin colours, seven ColorFlow™ colours, one addition in the Diamond series, and two European gloss colours.

With titles such as Roaring Thunder, Lightning Ridge and Ocean Green, these latest films come with the benefits of the Supreme Wrapping Film series. Such as "outstanding" 3D conformability and Easy Apply RS™ technology.

William Smith's Head of Marketing, Chris Bradley, said: "The Supreme Series has been extremely well received since we started offering it at the beginning of the year; so it's exciting to be able to add to what is already such a great portfolio so early on."

The new colours are available to order now from William Smith, in 1.52 X 25M roll size.

www.williamsmith.co.uk.



William Smith add more colours and finishes to their range of Avery Dennison films.

Going wide

Drytac has launched SpotOn® SynPaper for HP PageWide® XL printers, a 120µ (4.8 mil) white matte polypropylene film. It is coated on one side with a dot pattern printed pressure-sensitive polyacrylate adhesive.

The high-quality ink-receptive white synthetic paper has been designed specifically to print with HP PageWide technology. Although other technologies, such as aqueous and UV inkjet, also give excellent results, says the company.

Drytac's new SpotOn® SynPaper is a white

matte polypropylene film designed specifically for HP PageWide® XL printers

SpotOn® SynPaper is "ideal" for printing vibrant graphics for multiple indoor applications, such as those required for trade shows, seasonal sales and Point of Sale, It can be hand applied, bubble-free, for window, wall and panel applications and is removable up to six months.

Steve Broad, Sales Director for Drytac Europe, said: "Our SpotOn range has become increasingly popular, and we've worked closely with HP to develop an easyto-apply and remove graphics solution for HP PageWide XL printers."

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

www.antalis.co.uk



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PRODUCT News

ASLAN WrapTheHouse

ASLAN has launched digitally printable self adhesive products to decorate rough walls, called WrapTheHouse ASLAN DFP 45. To use in places where reflections need to be avoided, there is a choice of two new matt facade films, in either white or transparent.

These self-adhesive films retain their matt finish even after application and do not require additional protective laminate. All three varieties come with a special weatherproof adhesive, to provide reliable outdoor durability of at least three years on structured wall surfaces, such as rough plaster, concrete or masonry.



The new films have a weather-proof adhesive that will protect it for at least three vears.



ASLAN has three new digitally printed self adhesive films that can be used to decorate rough surfaces.

The self-adhesive films can also be removed easily in one piece, without leaving residue, after an application time of up to six months. Any structured facade can be turned into an effective advertising space in a short space of time for temporary promotions and sales campaigns, says the company. The new low-reflective variants, WrapTheHouse matt ASLAN DFP 55 and WrapTheHouse transparent ASLAN DFP 65, are ideal for customised wall designs for interiors and shops.

WrapTheHouse transparent ASLAN DFP 65 can be used to decorate rough walls with sharply contoured 'cut-out' letterings and images quickly and easily. There is no need for cropping, plotting, weeding or taping, and even delicate patterns and detailed colour gradients can be achieved with ease.

With a thickness of 80 µm, these PVC-films are an ideal, fully removable alternative to banners, signs, billboards and murals. All three self-adhesive films can be printed using solvent, eco-solvent, latex or UV-curing inks. They are available in 25m x 1.37m.

www.ASLANSchwarz.com.

New colours in special effect film range

In January ORAFOL introduced the new grade of unique films for car wrapping: the ORACAL® 970 Premium Special Effect Cast. This family of films has now been extended to include two exciting new glitter colours: Mandarin, which is a vividly bright orange shade; and Intergalactic Blue, which is a deep blue colour.

The new colours of Premium Special Effect films are available with a glossy surface, and in both a standard version and a RapidAir® version.

www.orafol.com



Amari partners with its digital supplies division to enhance digital portfolio

An innovative wall covering solution, developed by Kernow Coatings, is available from Amari Sign Display & Graphics partnering with Amari Digital Supplies (ADS). Called KernowJet Interiors, it enables the creation of individual wall art murals to install in a wide range of environments, such as retail, educational, hotel and hospital sectors.

KernowJet Interiors is HP latex inks-certified and can be printed on eco-solvent, latex and UV wide-format inkjet printers. It is a white embossed non-woven substrate, with a specially treated and "Bio-Pruf-certified" top coat that inhibits the formation of mould and mildew. The product has a Class 0 fire rating to BS 476 Parts 6/7; is EN 259-2compliant; and has a "light fastness capability" in accordance with the International Wool Scale BS/EN 20105/ISO 105 802 level seven of eight. It is also classified as a non-hazardous material to DIN 52900 based on ecological and safety assessments.

The wall covering can be applied using standard heavy-duty PVA adhesives, and removed to leave no residue and without damage to walls. It is also tear-resistant and can be repositioned to ensure perfect registration at all times, says the company. Once applied. KernowJet Interiors will not expand or contract to maintain non-visible panel joints. No special application tools or chemicals are required and after printing the wall covering can be washed using a mild detergent.



KernowJet Interiors is a new wall covering solution, available from ADS and Amari Sign Display & Graphics.

The KernowJet Interiors 500 and 620 series are available in different weights and with three standard and eight 'on-demand' embossed patterns. They are supplied in roll lengths of 50 and 30.5 metres respectivelv.

www.amaridigitalsupplies

Lite expands Easydot Range at PPB



PPB managing director, Richard Proctor.

PPB Ltd has added Neschen Easy Dot Lite to its portfolio of wide format digital media. This includes three to seven-year vinyl, over-laminates, banners, roll up and pop up media and display systems through to a matched floor graphic range.

Neschen Easy Dot Lite is an economic addition to the existing Neschen Easy Dot range stocked by PPB. It offers all the benefits of the Neschen Easy Dot face film and adhesive system but at a lower price point. This has been achieved using a more economic, light weight backing sheet, which also means less waste.

As with the rest of the Neschen Easy Dot range of wide format media, Neschen Easy Dot Lite is "ideal" for creating easy-apply, semi-permanent wall, window and floor graphics. It is printable using UV curable and eco-solvent based inks and has B1 and M1 fire rating.

PPB managing director, Richard Proctor, said: "Neschen Easy Dot Lite is a great addition to our portfolio and is already proving popular with many of our digital customers."

Neschen Easy Dot Lite is available from PPB in matt white, 1372mm x 50m rolls, for next day delivery. They can also sheet to size for flat bed printing.



PRODUCT News

High-gloss metallic film

Kernow recently launched KernowJet MetaliK Cut&Print® and MetaliK Inkjet®, which created lots of interest at FESPA.

The Kernow research and development team focussed on creating benefits and solutions using "ultra-dimensionally-stable polyester films". Shrinking lettering on a hot, south facing window and the risk of ugly exposed adhesive edges is over, says the

The MetaliK range offers widths up to 1524mm and different adhesives according to the use such as wet-application, removable, or permanent installations. When applied on glass, the double-sided metal effect "looks amazing and is a major benefit".

Features and benefits

KernowJet MetaliK Cut&Print is a 74um metallic, polyester film with double-sided, matched metal effect.

It is easy to cut with a plotter, even small complex shapes, and is "perfect" for lettering, logos and any metallic displays. The double-sided metallic colour is a major benefit says Kernow, especially where outdoor temperatures, vandalism or accessibility are an issue.

Printable with all standard eco-solvent, UVcurable and latex inks; HP-Latex certification is pending.

The 76µm KernowJet MetaliK Inkjet is onesided with a high-tack, waterproof, permanent adhesive. It is especially designed for laminating on boards before or after printing, depending on the printing equipment. It can be used for permanent lettering and logos, where the double-sided viewing is not needed.



Kernow's new metallic films were launched at FESPA this year.

Step on it!

Drytac, an international manufacturer of self-adhesive materials for the print, label and industrial markets, has launched SpotOn® Floor 200, a new film for floor advertising graphics.

The latest introduction to Drytac's product line is 8mm (200µ) embossed, printable, white matte, monomeric PVC film for floor graphics short-term, indoor applications.



Drytac SpotOn® Floor 200 film, which can be applied to a number of floor surfaces and doesn't need over lamination.

Thanks to a unique dot pattern printed pressure-sensitive polyacrylate adhesive, the new film can be applied to multiple flooring surfaces such as floor or ceramic tiles, sealed wood or concrete, waxed vinyl and marble. It also has a post-printed anti-slip rating of R10 (according to DIN 51130:2010) which allows for slip-resistant floor graphics without the need for overlamination.

Steve Broad, Sales Director for Drytac Europe, said: "SpotOn® Floor 200 has been specifically developed for ease of use and is perfect for short-term indoor applications. It is cost effective, simple to print and apply, and can be quickly and cleanly removed.

"Crucially, thanks to its impressive, postprinted R10 slip-rating, SpotOn® Floor 200 doesn't need to be overlaminated, which really helps to keep down the cost of production. Some anti-scuff laminates on the market can't achieve this rating, so we are extremely pleased with how the film performs."

www.antalis.co.uk www.drytac.co.uk







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PRODUCT News

Mini SloanLED modules

Perspex Distribution supply the latest LED module from SloanLED, Prism Mini, which are designed for narrow channel letters and shallow depths.

Each module is optimised to work in applications as shallow as 50mm and at only 25mm (length) x 18mm (width) in size, can be easily squeezed into the tightest of installations. Using only 0.46 watts of power each, up to 120 modules can be powered from a single 60W power supply.

The unique prism lens refracts an even spread of light over a wide viewing angle, which allows for advanced line spacing of LEDs at shallow depths. So signmakers benefit by needing fewer modules for brighter signs, says the company.

"Prism Mini modules solve a problem for many sign makers looking to illuminate narrow channel letters where standard sizes modules can't fit or struggle to produce an even spread of light," says Ryan Mann,



LED Product Manager at Perspex Distribution. "This new module establishes the Prism family as the go to solution for our signage customers and it joins the multiple white temperatures and four colour modules launched earlier this year."

Perspex Distribution have been distributing SloanLED modules for over five years offering free installation layout drawings, LED training and a five-year warranty on modules and power supplies. Sign makers and fabricators also benefit from the largest stock of LED optimised Perspex® acrylic sheets developed to enhance the illuminated colour for any sign.

www.perspex.co.uk/prism.

Swanline launches eco-friendly outdoor display board

Swanline Paper & Board (SPB) has launched an innovative new outdoor display board, which is moisture resistant and ideal for retail bollard shrouds and promotional

Cygnus Outdoor Display combines strong environmental credentials with water resistance lasting up to 15 weeks, offering retailers and those operating in other sectors requiring outdoor signage, such as leisure, construction and horticulture, a revolutionary solution, says the company.

Developed under SPB's Cygnus brand of packaging and display products, it contains up to 60 per cent recycled fibre, is FSC certified and is 100 per cent recyclable. Its 100

per cent paper fibre composition enables an "unrivalled" resistance to moisture, even compared to less ecologically sound polyethylene (PE) coated alternatives.

The outdoor signs and display market has, until now, been dominated by plastic substrates due to weather durability issues. If using a fibre-based material, a PE coating would need to be applied to create moisture resistance. Its design removes the need for a PE coating without compromising water resistance, graphic/print capabilities or environmental qualities.

Cygnus Outdoor Display is a two side coated board, suitable for all temporary exterior signage applications, such as hanging signs, bollard shrouds, A-boards and posters, and for use indoors where moisture or humidity is an issue. Unlike some other products, it does not require edge frames to protect it from water ingress which leads to board deterioration, according to Swanline.

Available exclusively in the UK, in calipers of 830, 1250, 1500 and 2200 microns, in bespoke or stock sizes up to 1700 x 3600mm, Cygnus Outdoor Display forms part of the wider portfolio of Cygnus branded products available from SPB for the corrugated packaging and point-of-sale sectors.



Bold new colour additions to 3M film ranges

3M is building on the success of Wrap Films 1380 and 1080 by adding dynamic new colours to both ranges. This further increases the design possibilities for installers of vehicle wraps, says the com-

Launched last year, Wrap Film Series 1380 helps improve productivity by offering "excellent conformability" that allows it to be applied on the most difficult recessed areas without the need for cutting.

3M is adding 11 new colours to the current Wrap Film 1380 range, such as Gloss Navy Metallic Blue, Gloss Sapphire Green Metallic and Matte Black Metallic. New colours 3M say are precisely on-trend with consumers. New standard colours are also available, such as Gloss Lucid Yellow for emergency fleet applications; and Gloss Flame Red for fire department cars.



Bold new colours including colour-flip finishes have been added to the Wrap Film Series 1380 and 1080 from 3M.

We're especially excited to launch three additional colour-flip films after the positive response the original trio received

3M has also developed 10 new colours for its popular Wrap Film Series 1080 family. The collection of new shades will "usher in a new wave of innovative wraps by refreshing a shop's repertoire with eye-catching finishes in reds, purples and holographic hues".

These additions are available in gloss, satin and colour-flip finishes, such as Satin Thundercloud, Satin Vampire Red, Satin

Caramel Luster, Gloss Lipstick Red, Gloss Black Cherry, Gloss Wicked and Gloss Plum Explosion. The trio of new colour-flip options: Gloss Flip Deep Space, Satin Flip Volcanic Flare and Gloss Flip Psychedelic, invoke cosmic depth and prismatic gleams; perfect for adding a unique and individual touch to any project, says 3M. Seven of the colours are available now, and the remaining three (Lipstick Red, Black Cherry and Plum Explosion) will be launched in the summer.

"At 3M, we are committed to developing diverse, high quality films that not only inspire graphics installers, but appeal to their customers as well," says Christian Stoehr, Portfolio Manager West Europe, 3M Commercial Solutions Division. "We're especially excited to launch three additional colour-flip films after the positive response the original trio received. These films add versatility and a unique aesthetic to any shop's inventory, and we're thrilled to see them in action.'

This expansion of the 3M Wrap Film Series 1080 line brings its colour total to 98. Made in 1.52m wide rolls so installers can easily cover vehicle sections without seams, Wrap Film Series 1380 and Wrap Film Series 1080 are backed by the 3M brand MCS brand Warranty. These provide installers confidence that the films will last and live up to their guarantees.



www.3m.co.uk



ImagePerfect profiles for Roland DG printers

Spandex has launched a range of its ImagePerfect profiles for Roland's awardwinning TrueVIS series of printer/cutters.

Currently 150 profiles have been introduced for use with the TrueVIS SG- and VGseries, alongside Roland DG's 7-colour EJ-640 printer. In total they cover five printer models and eight different colour configurations. The profiles are compatible with eight different media categories such as: PVC banner, textile, paper and vinyl.

The use of these profiles will make sure sign makers and printers using a wide range of ImagePerfect materials gain the best quality output when using their Roland machines, says Spandex. The profiles will enable customers to maximise production and to achieve high quality and scratchresistant products for use in both indoor and outdoor applications.

The ImagePerfect profiles are free of charge for all Spandex customers and can be downloaded from the Spandex and Roland websites.

Spandex's own brand, ImagePerfect, provides a wide range of digital printing materials available, from vinyls, banners and papers, to window films, textiles, backlit display media and other speciality graphics.



150 ImagePerfect profiles have been launched for Roland's TrueVis printer/cutters.

Spandex also has a wide range of ImagePerfect profiles for other ink technologies including solvent, eco-solvent and UV from manufacturers such as HP, Mimaki, Mutoh, Epson, Swissgprint, Agfa and others.

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PRODUCT News

Black is back!

APA has expanded its BLACK LINE film range with two "new and stunning effects, to meet the most discerning of demands". The line offers four black, matt films featuring Satin, Ultra Matt, Matt and Lavagna.

The BLACK LINE range has RepoTack Air Free System technology that ensures safe removal and trace-free repositioning, thanks to the adhesive's special micro grooves that facilitate air evacuation during





Ideal for creating breathless details, the BLACK LINE films stem from the latest trends in the automotive market, says APA.

www.apaspa.com

Advanced software solution by Graphtec GB

Graphtec GB, who supply cutting plotters and complementary software, have introduced their Graphtec Pro Studio sign making software programme. Based on the FlexiSIGN family of software from SAi, for which Graphtec GB is a preferred partner and distributor in the UK and Ireland, the program has been designed for compatibility with the new FCX2000 series of flatbed

cutting plotters, and the FC8600 roll-fed machines. Later in the year, it will also be available for the CE6000 cutting plotter series.

This all-in-one CAD/CAM software programme provides all of the design and production tools necessary for the creation of professional designs. It also offers compatibility with over 30 different popular file formats, such as AI, CMX, EPS and DXF files, which can be imported, modified and cut.

Along with basic tool functions, Graphtec Pro Studio also provides more advanced functions such as shape editing, auto trace and weld and combine. Key features of the software include automatic registration mark creation, tiling, an ability to create multiple copies of the same object for cutting, the addition of weed and border cut lines and tool assignment and condition settings. Graphtec Pro Studio also supports the latest Version 6 of the Graphtec ARMS (Automatic Registration Mark Sensing) system that is available only on the new FCX2000 flatbed cutting plotter.

Complementing the software is the upgraded edition of Graphtec Pro Studio PLUS. This provides even more advanced functions to further increase productivity. For example, the software now provides the ability transform graphics and characters, enable automatic sequence number, bar code, QR and serialised number creation, power nesting and template creation for rhinestone production.

The new Graphtec Pro Studio sign making software is an all-in-one CAD/CAM software pro-

gramme that has advanced functions.

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PRODUCT News

A revolutionary new self-adhesive

A new "permanently re-positionable" selfadhesive vinyl solution has been launched by Swanline Paper & Board (SPB) to offer enhanced flexibility to the display and signage markets.

SPB, part of the Swanline Group, says Cygnus Gecko will revolutionise the industry's perception of self-adhesive solutions thanks to the high quality polymeric vinyl. This has been specially designed to be easily removed and re-applied multiple times, with no effect on adhesive performance.

Ross Griffin, Managing Director at SPB, said: "Unlike other 'removable' vinyls, Cygnus Gecko never gains strength and can be removed time and again, leaving no damage to surfaces or any adhesive residue.

Cygnus Gecko matt white can be used outdoors and is durable for up to two years

"This cost-effective solution offers our customers in the sign and display market great flexibility by enabling them to regularly adjust their displays to reflect current promotions and maintain customer engagement.

The vinyl is also available in a choice of matt white or chalkboard finishes to suit the surrounding environment and enhance the overall appearance."

Cygnus Gecko matt white can be used outdoors and is durable for up to two years. The chalkboard finish is intended for indoor use, for restaurant menus for example, and can be written on with traditional or liquid chalk.

The substrate is printable by solvent, eco solvent, UV and HP Latex technologies and has a class 0 fire rating making it ideal for applications in public areas. It can also be over-laminated with a polymeric laminate for further protection or enhancement.





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- Powder coated and finished to match Nanolight.



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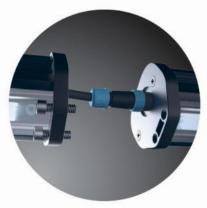
We have also created a new 4-way adjustable pictorial bracket set to complement Nanolight on existing wall mounted hanging signs. Simply clamp the brackets on to the sign and hook Nanolight on to the brackets in the same convenient way as our quick-fix brackets.



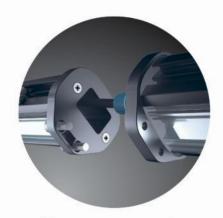


A ROBUST AND RELIABLE CONNECTOR TO JOIN TWO OR MORE UNITS

Nanolight can be manufactured to any length, supplied in sections of up to 4575mm (15ft). For sizes greater than 4575mm, two or more sections can easily be connected together using our innovative middle connector system. This consists of two parts, which bolt together to provide strength, each independently sealed to prevent water ingress. Power is transferred through a 'plug and play' IP67 rated connector, which can handle up to 240 volts.



Versatile IP67 rated power connector handles up to 240 volts.



The power connector is neatly concealed in a waterproof compartment.



Both parts bolt together to provide a secure seal.

MAIN BENEFITS

- Slimmest LED trough light with internal drivers, at just 47mm.
- Consumes only 11.5 watts per metre.
- Light output of over 1600 lumens per metre.
- Highly efficient: 140 lumens per watt.
- New quick-fix brackets.
- 5 years parts warranty.
- IP66 waterproof.

etre.

MADE TO ORDER: ANY LENGTH

- In sections of 4575mm maximum (5000mm sections coming soon).
 Sections can be joined together with our new middle connector.
- Choice of LEDs: 6000K cool white as standard. Or choose 3000k warm white.
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 Also available in most RAL colours upon request.

Visit our website or contact us for further details.

① Unit 1, Wortley Moor Lane, Leeds, LS12 4JD ① 01132 799745 ② sales@visiondepot.co.uk



LIGHTING Feature

The right light

Kathryn Johnson talks to well known manufacturers and suppliers of lighting to find out what are some of the most important things to consider when it comes to illuminating signs. There are also new and innovative products to help you achieve the best result – and that's not just a sign that looks brilliant, but one that is easy to maintain and cost effective too. And read about an inspiring case study from isGroup, who won the BSGA Best illuminated sign award in 2016.

Choosing the right lighting is an interesting concept, because there are so many factors to consider, says Applelec. They say that what's most important, is what the sign needs to do and where it will be located. Is the focus on energy efficiency, brightness, control options, future maintenance, affordability or a combination of these features?

With a large variety of choice for LED illumination on the market, they advise customers to try to get as much information about the requirement of the sign as possible. For some clients of Applelec's, they



SloanLED Prism mini module from Applelec.



The Printworks Manchester, for which the isGroup won best illuminated sign.

have products in prototype as they work to achieve a specific light output or uniformity. For most of their customers, performance and reliability is essential, with cost a close third. In the majority of cases, signs are not temporary installations; so once they've been installed their new owner should be

confident their investment will last. Selecting good quality illumination is one way to help guarantee the longevity of a sign, whilst greatly reducing the sign's energy consumption and future maintenance costs.

Cheaper LED products may work well for a period but their performance may be inconsistent. Numerous factors can affect LED degradation: cheaper LEDs tend to be less efficient due to their use of lower quality, poorly designed chips, which cover everything from heat management to circuit board soldering. Such LEDs need to be driven harder to achieve adequate brightness which leads to colour inconsistencies, a faster drop off in brightness and, ultimately, a higher failure rate.

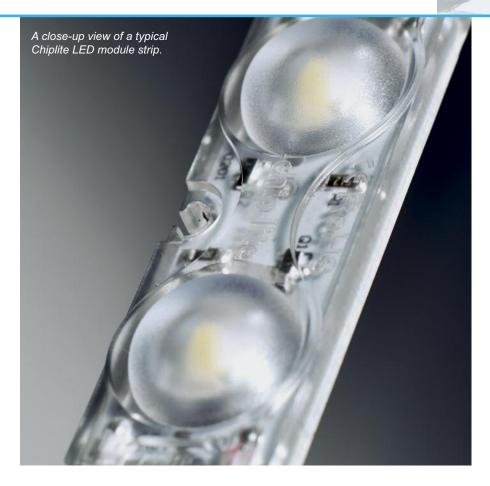
Majert, who make the Chiplite LED range, agree that using these cheaper LED lighting systems will lead to all kinds of operational problems in the short term. These relate primarily to premature fading or degradation of light output efficiency (including 'yellowing' and 'spotting' of the transmitted light) says the lighting specialists. The result is the additional costs of product replacement, onsite labour and access equipment hire.



A specialist in LED lighting technology since its introduction in the late 1990's, Germanybased Majert has an ongoing research programme to develop new and diverse solutions that use the most technically advanced components, to ensure long-term and problem-free operation in all conditions. These components include diodes, lens, heat sinks and circuitry.

"Quality LED lighting systems offer distinct advantages over traditional fluorescent and/or neon systems in terms of higher cost effectiveness, more environmental awareness and enhanced performance over a longer lifetime. Compared with fluorescent or neon systems, LED-powered systems operate at a much lower voltage (typically 12V). They are therefore much safer and more cost-effective in use; and capable of reducing energy consumption by as much as 70 per cent whilst enabling a product lifetime of 50,000 hours, contingent upon the nature of the application and environmental factors like ambient temperature," says Marco Klan, Sales and Marketing Director, Majert.

Energy efficiency is a key area that is often not considered robustly enough. Energy savings can vary widely between different LED systems; so at Applelec they can provide energy consumption calculations for the signage they quote for, including their SloanLED systems. They still find customers do not always illustrate this factor clearly enough to their clients. Yet it could mean that a seemingly more expensive sign actually works out cheaper over a two year period, due to reduced energy consumption, than an initially less expensive sign.



This may sounds obvious, but it is a point often ignored that could help businesses to win work, says Applelec.

SloanLED systems, available from Applelec, stand out in this arena as the company has an outstanding focus on energy efficiency. SloanLED successfully petitioned the UK government to include illuminated signage within the Enhanced Capital Allowances (ECA) categories.

LEDs provide superior illumination and improved colour rendering; the light is directional and the spread can be controlled, which make it easy for sign-makers to conform to mandatory requirements

This enables companies to claim tax relief when investing in energy reducing systems, such as LED systems from SloanLED. A five year warranty is a standard across the majority of the SloanLED range which is another marker of their performance and



.....Continued on page 24

The SloanLED Prism family from Perspex Distribution.

reliability.

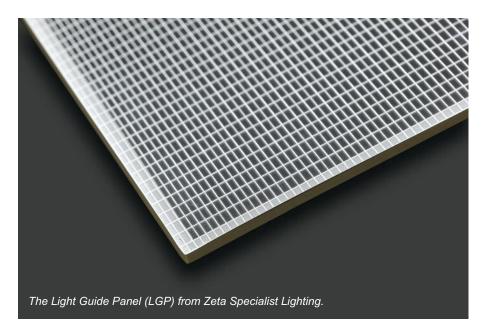
LIGHTING Feature

The right light

Perspex Distribution also supply Sloan-LED signage modules, and have launched a host of innovative products in recent months. The key to innovation is adding value to the signage project for both signmakers and end users, says the company. New products must offer consistent brightness and uniformity. But must also make sure that new modules are energy efficient and long lasting, which is as important as a well illuminated sign. This results in significant energy cost reductions, saving on maintenance cost and a quick and easy install that results in a good return on investment.

Zeta Specialist Lighting say that when you choose a lighting scheme, complying with legislation around light pollution has to be front of mind. This is where they state that LEDs offer huge advantages over traditional lighting technologies. LEDs provide superior illumination and improved colour rendering; the light is directional and the spread can be controlled, which make it easy for sign-makers to conform to mandatory requirements.

Flexibility is another key requirement, they say. They understand that one size does not fit all in sign-making and as they design, develop and manufacture in-house, they can offer bespoke solutions for their clients. For example, Zeta's large area LEDs such as the Zeta Embedded LED Panel (ELP) and LED Lattice Ladder, which deliver optimum distribution of light are custom-made for each application. This enables signmakers to seamlessly incorporate them into new signage or retro-fit to legacy signs.



Solar-powered LED solutions have been a game-changer.

The Light Guide Panel (LGP) is also available in bespoke sizes and shapes, as well as in single or double sided options.

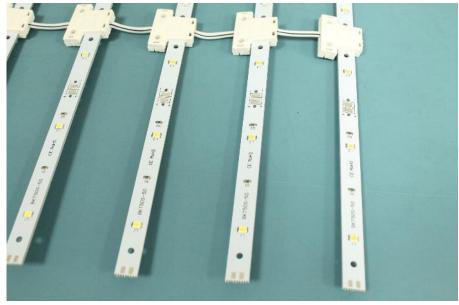
"Sign-makers today are looking for ways to provide innovative, creative and impactful signage," says Adrian Dennis, Managing Director, Zeta Specialist Lighting.

"Solutions such as the Zeta Zig-Zag LED Strip, which is widely used to illuminate letters or shapes, tick those boxes. The strip is arranged in zig-zags that enables the sign-maker to manipulate the lighting around corners, a key differentiating feature from other types of LED strip. When embedding the LEDs into block acrylic letter applications for example, you get sharp edges that you simply can't achieve on a moulded letter."

The cost and ease of installation and operation, reliability and low maintenance are also key criteria. Sign-makers are attaching equal importance to choosing lighting that delivers optimum, even illumination to solutions that are quick and easy to install, thus keeping install costs low. The ECOLUX SOLAR is a popular choice, says Zeta. It's simple to use; the sections can be connected together using a fitter-friendly plug and play system for longer runs. And it includes two different pre-set positions and bracket projections that enables the signmaker to achieve the optimum beam angle, without having to wait for darkness to make any adjustment.

"Solar-powered LED solutions have been a game-changer. They offer flexibility, along with substantial energy and cost savings. We're finding more and more that sign-makers are specifying solar products such as the Zeta Bespoke Solar Signage, Solar Poster Case and Solar Shelter Lighting Kits. Driven by the fact they are maintenance free and there's no ongoing running costs," says Adrian.

.....Continued on page 26



Zeta's bespoke LED lattice ladder.

Whatever the sign... Ne have the solution





GREGGS

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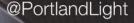
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LIGHTING Feature

Innovations in illuminated signage

Perspex Distribution's new SloanLED Prism range have transformed the landscape for signmakers, says the company. By using advance lens technology it allow sign makers creative flexibility to illuminate signage from 50mm deep to over 200mm deep. Whilst at the same time, offer a brighter, more economical solution that is quicker to install than previous options. SloanLED Prism uses a unique micro-prism lens designed to give the widest, most even spread of illumination. This broadens the spacing between rows, to disperse the light to avoid hot spots in shallow applications. This results in a blend of light from all the modules, versus a direct projection onto the face from each module individually.

The Prism range is available in for next day delivery in nine different module options including mini modules for depths of 50mm, a colour range and high output variants. The Chiplite range of LED lighting systems from Majert comprises a baseline of 12 different models. These provide solutions for the back lighting of, for example, sign boxes with a shallow depth of 40mm; individual built-up letters from 30mm in depth and upwards; side-illumination for down/up lighters; and advanced multi-coloured animated displays.

A recent important development for these products has been the addition of the new CL-FLEXO LED module to the earlier expanded CL X series of modules. This provides a "radically enhanced" solution for illuminated lightbox installations.

A key design feature of the module is the specially developed optical lens that provides a 170-degree lighting capability to enable shadow-free illumination of sign boxes.

This has been supplemented with the latest CL-NEON-FLEX LED module. Available in two versions to accommodate different installation requirements, the module simulates the effects of neon lighting and incorporates all of the design attributes of the CL-FLEXO model. In common with all Chiplite LED modules, both of these models carry RoHS (Restriction of Hazardous Substances) certification and a CE rating in accordance with BS EN 55015. They are also IP65 rated to BS EN 60529 relating to the sealing effectiveness on electrical enclosures against the ingress of dirt, water and other contaminants.

Marco Klan, Majert, said: "Chiplite LED modules provide a wide choice of luminous flux, power consumption levels and optical efficiencies to accommodate virtually any lightbox, sign box or illuminated sign tray lettering requirement. The Chiplite brand has been at the forefront of LED lighting technology from the outset, and has made a significant contribution to many of the most prestigious signage projects, both in the UK and throughout continental Europe."

At Applelec, all signage illumination is created with LED systems. It is here that technology for signage manufacture overall is at its most progressive, says the company. As LEDs advance they offer greater



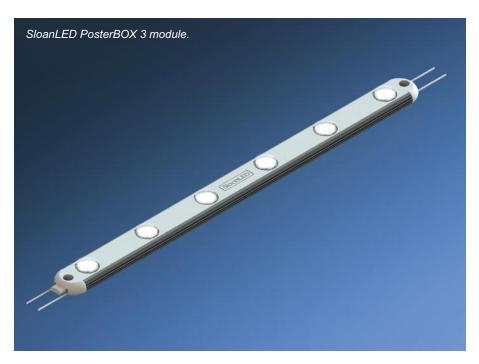
The SloanLED Prism range uses advance lens technology to allow sign makers flexibility to illuminate signage from 50mm deep to over 200mm.

choice and improved functionality, from incremental performance improvements to revolutionary new product designs and better control capabilities. Over recent years, they've seen LED systems become increasingly application specific, which leads to even greater performance when modules are used for their specific purposes.

As a UK distributor of SloanLED's LED systems, they have been impressed by their focus on research and the design of new LED products. For example, SloanLED's Prism module completely re-imagines LED lens technology. When talking about



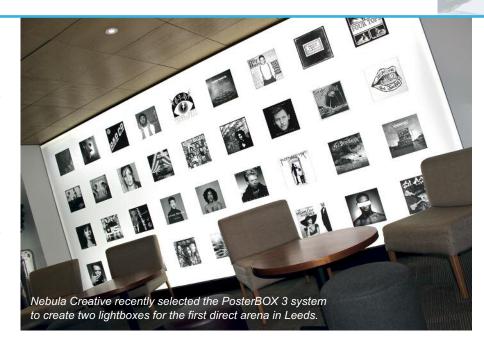
Chiplite's CL-NEON-FLEX LED module. which simulates the neon effect.



modules being designed for specific applications, SloanLEDs PosterBOX 3 modules have been designed to illuminate large, yet narrow flex face lightboxes. Here just two rows of LED modules are required to illuminate a maximum width of three metres, with single-sided lightboxes as shallow as 50mm or double-sided lightboxes at just 100mm deep both possible. Nebula Creative recently selected the PosterBOX 3 system to create two rock n'roll lightboxes for the first direct arena in Leeds. One lightbox almost 5m in length and a second at almost 10m in length.

The ability to control signage illumination is another area where technology has delivered improvements, and this they say continues to be one of the most interesting areas of development.

Solar LED lighting solutions for totems, monoliths, advertising poster cases, wayfinding and more, deliver high quality lighting performance



From the ability to run signage at different levels of brightness according to the time of day and external/environmental requirements; to the control of LED colour, even within a warm to cool white colour temperature range through Dynamic White LEDs; lighting control is an area where development is continuing at pace.

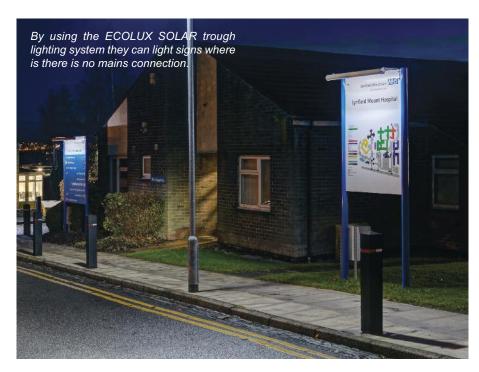
It's overwhelmingly clear that LEDs are the most popular lighting choice among signmakers today, thanks to their flexibility, long-life properties and the quality of light they deliver. Technological advancements have seen even higher standards and quality, and increased demand has resulted in much more competitive pricing and a faster return on investment says Zeta.

Zeta's ultra-efficient LEDs are available in a range of colour temperatures along with RGB options, providing scope for sign-makers to offer a range of different effects and mood lighting.

But more importantly, they offer sign-makers, and their clients, additional cost and time savings. LEDs consume much less energy: when used on-grid, Zeta's LED signage solutions such as the new Light Guide Panel (LGP), consume up to 70 per cent less power than traditional lighting systems, and they are virtually maintenance-free.



A solar-powered LED totem from Zeta.



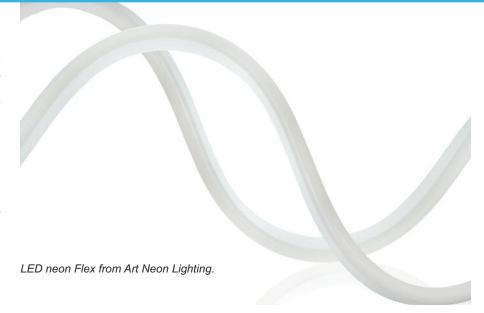
LIGHTING Feature

Designing and developing solar-powered lighting solutions is Zeta's mainstay. They say that the combination of ultra-low power consumption LEDs, with solar-powered systems that remove the requirement to lay cabling for mains-powered signage illumination, has really opened up opportunities for sign makers to deliver sustainable and creative solutions.

Adrian Dennis said: "Solar LED lighting solutions for totems, monoliths, advertising poster cases, wayfinding and more, deliver high quality lighting performance. It enables signs to be illuminated in areas where trenching to link in to a mains connection is both cost- and time-prohibitive.

"For example, the new Zeta LGP can be combined with the Zeta Bespoke Solar Signage Kit, to illuminate totems and monoliths where there is no on-grid power supply. In addition to enabling signage to be illuminated, the real value-add is that both installation and running costs (solar-powered systems consume zero energy) are significantly lower."

They have also seen increased demand to retro-illuminate existing signage to deliver added impact; and many sign makers are leveraging the benefit of their LED solarpowered solutions. One popular solution is the ECOLUX SOLAR trough lighting system that features a new super lens. It enables even illumination on larger format signs and billboards up to three metres deep. The new lens which was designed using state-of-theart ray-trace simulation software, opens up



this innovative flexible solution for use in much bigger applications. The ECOLUX SOLAR is optimised to limit spill light underneath the sign by concentrating peak intensity lower down the sign face.

LED Neon Flex, from Art Neon Lighting, is another way to harness the benefits of LEDs but create a different effect: the timeless neon illumination. Three models of Neon Flex provide flexibility to choose the best size and direction of the bend for a project. Established in 1999, Art Neon provide a range of professional LED light sources, fixtures and signage and lighting components. All of their products are sold under their own brand, called BERGMEN.

Key product features

- · Indoor and outdoor use
- · High flexibility
- · Horizontal and vertical bending
- Structure able to cut
- Even light emission
- · Invisible lighting spots
- · High UV and salt resistance
- · IP67 dust- and waterproof protection grade
- Long lifespan

An award winning signage illumination case study



isGroup won the BSGA Illuminated sign of the year award in 2016, for The Printworks in Manchester, a Grade Two listed building that over the years had been disfigured by advertising. isGroup was appointed to help transform the venue with a new illuminated signage scheme that helps reveal the building's architectural style. In addition to the tenant signage and a giant digital screen above the main entrance, they created an eight-metre wide replica Les Paul Gibson guitar for Hard Rock Cafe with the six strings formed in golden, neon style lighting that was LED illuminated.



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LIGHTING Feature

They had to create eye catching signage to sit along the facade of the Printworks for the tenants. They are all well known brands such as Chiquito's, Wagamamas, Prezzo, Harvester, Papa G's and Tiger Tiger.

The brief involved:

- In house manufacture of nine tonnes of supporting steelwork
- Bespoke design and manufacture of digital screen cladding
- Installation of flex face boxes advertising corporate brand
- Liaison with Manchester City Council and Transport for Greater Manchester
- City centre out of hours schedule to minimise disruption
- Full arrangement and co-ordination of access equipment



An eight-metre wide replica Les Paul Gibson guitar for Hard Rock Cafe with the six strings formed in golden, neon style lighting that was LED illuminated.

Safe and effective installation

The team navigated a series of challenges throughout the project, including adhering to agreements with Manchester City Council. They required the signage façade and LED digital screen to be positioned at a high enough level to allow the 19th century character of the listed building be seen to the full extent of Corporation Street. Great care was taken at planning stage to ensure the finished facade would complement period architecture of The Printworks building.

Working in a busy area of Manchester City Centre to remove the nine tonnes of steelwork that held together the signage façade structure, and replace with the new installation at a higher level, meant precise project management was essential to ensure an effective and safe installation.

IsGroup made nine tonnes of supporting steelwork for the project.

Technical knowledge

isGroup worked closely with structural engineers to ensure the building infrastructure was able to support the new steelwork; and ran pull tests in preparation for the installation of an impressive 13.4 x 7.7 metre LED digital screen supplied by Ocean Outdoor.

Using its extensive technical knowledge, isGroup was also able to provide a solution for the digital screen's open framework. As well as assist with the design and execution of a cladding structure, comprising red composite panels fabricated on-site to additional bracketry.





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How many LED modules
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- ▲ Reduced labour install time
- ▲ Brighter signs with an even illumination

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PRODUCT Choice

Signage company finds niche in grand format

When entrepreneur Malcolm Cairns faced redundancy from his managerial position at a print and signage company, he set up his own business from his garage with a printer, a laminator and guillotine. Six years later Graphic Print & Sign (GPS) has found its niche as one of the UK's few print specialists that can offer grand format as well as standard print and finishing services.

The Newcastle based business has progressively invested in roll to roll inkjet and flatbed UV printers to help it grow. But the biggest step for the young company was the recent acquisition of a Mimaki 3.2m roll-to-roll UV printer and a 3.2m wide DYSS X7-3220C digital cutter from AG/CAD.

The KASEMAKE 3D modelling feature even enables us to create 3D PDF files that give the customer an opportunity to review a virtual 3D prototype prior to production



Extra wide banner hanging at the Life Science Museum in Newcastle.



DYSS X7 super head cutting at GPS.

Malcolm Cairns said: "The majority of our work is for design and advertising agencies, sign-makers, litho printers and large format print companies that don't have 3.2m wide capacity. The Mimaki UJV55-320 was delivered in November 2016 and the DYSS X7-3220C Super Head followed in January. As a result, grand format work has grown rapidly to account for 20 per cent of our business already. Our subcontract costs have fallen and we are continually winning new customers."

After deciding to target the grand format sector and selecting the Mimaki printer, the choice of digital cutter was quite straightforward, says Malcolm. "We knew that we wanted a 3.2m wide digital cutting table to complement the Mimaki, which immediately ruled out most machines. AG/CAD was one of only a couple of suppliers that could offer this width and the features we wanted. But we also required a machine with a length of 2m, due to limited floor area. Only AG/CAD listened to our precise requirements and were flexible enough to be able to offer an exact fit.



Large format PoS sheet processed on DYSS X7.

"With the digital cutting being a significant investment, we went to AG/CAD's headquarters and did extensive trials. We took fabrics that we had printed on the Mimaki and then followed this with Dibond, acrylic, vinyl, Foamex, banners, meshes and even corrugated board.

The demonstration convinced us as the cut quality on all materials was outstanding. On top of this, AG/CAD's ability to supply the correct size machine and then guide us through technical factors such as appropriate tooling, suitable CAD software, plus the overall support and service really did seal the deal."



Prior to getting the DYSS X7-3220C, the family business was committing at least one member of staff to hand cutting on a full time basis. "As a relatively small company, we felt that the business was running us and not vice versa. It was labour intensive and time consuming But the DYSS has turned this on its head and given us the freedom to focus on other aspects of the business. This will enable us to grow in the longer term."

The variety of work at Graphic Print & Sign can change on a daily basis from 3m by 20m banners, 50m long rolls of vinyl or wallpaper through to runs of two hundred 8' x 4' Correx sheets.



Range of Jobs on DYSS X7 at GPS.

Jonathan Cairns said: "A lot of our work is fast turnaround and before we had the DYSS X7, all profile cutting was sent for external processing with an average leadtime of three to four days. This disrupted our workflow, plus the extended and sometimes unreliable lead-times could be a concern for customers. The DYSS X7 has brought all this work in-house, enabling us to keep strict control of turnaround times that are often within 24 hours."

To make sure the DYSS X7-3220C handles longer-than-bed jobs accurately from a roll, the machine uses the intelligent K-CUT Vision System to locate registration marks printed at various points along the roll media. And then re-calibrates the cutting paths in accordance with the marks. Fully automatic, this procedure compensates for any drift or stretch on long print jobs to ensure optimal precision and repeatability.

Malcolm said: "Another key part of the system AG/CAD supplied is the KASEMAKE CAD software. From early on we appreciated its functionality, ease of use and its ability to integrate with common platforms such as Illustrator, which helps to streamline our pre-press processes. The KASEMAKE 3D modelling feature even enables us to create 3D PDF files that give the customer an opportunity to review a virtual 3D prototype prior to production."



Malcolm (left) with Son Johnathan (Right) in Front of DYSS X7 Extra Wide Machine.



PRODUCT Choice

DIS Group invests in EFI printer

DIS Group, a design, graphics and signage installation company recently bought its second VUTEk printer in less than six months. By buying its new EFI Quantum LXr 3.5m-wide roll-to-roll printer from supplier CMYUK, Wolverhampton-based DIS is "building an army of the best print technology".

DIS Group Account Director, Dave Purcell, said: "Competing in the graphics arena requires imagination, flair, the ability to think creatively, and the best equipment for the job. That's why we've invested in the new EFI Quantum LXr printer."

The EFI Quantum LXr modular and scalable printer has seven picolitre drops, fast production speed and a unique collection of optional accessories. It incorporates powerful LED-curing technology and resolution up to 1200 dpi; and has an in-line finishing system to enable all-in-one printing, slitting and collecting.

Dave said: "We invested in the new Quantum LXr to reinforce fast turnaround times and firmly cement our place at the top of our market.

"The EFI Quantum LXr offers unrivalled speed and print quality and is perfect for bespoke, highly detailed, close viewing projects; from retail roll outs and window displays to museum exhibits and point of sale/purchase displays."



DIS Group with CMYUK in front of the EFI Quantum LXr 3.5m-wide roll-to-roll printer.

DIS Group bought the EFI Quantum LXr through CMYUK's newly launched Consumable Supported Asset Finance (CSAF) initiative. This is a unique way of rewarding customers with contributions towards their monthly hardware finance payments when they switch some or all of their materials purchasing to CMYUK.

Robin East, Group Director for CMYUK, said: "DIS raises the bar on innovative graphic solutions and has become a model customer for CMYUK, using many of our specialist materials for very high quality printing applications.

www.cmvuk.com/CSAF www.dis-group.com.

Neschen Easy Dot is a winner for Pure Innovations

Neschen Easy Dot matt white is proving popular with PPB Ltd's digital customers for a wide range of advertising messages. Pure Innovations Ltd is one of the customers using Easy Dot as its in-house digital substrate.

Andy Kendrick, Production planning and purchasing manager for Pure Innovations said: "Neschen Easy Dot prints and converts consistently, giving us a good high white end product. A recent example is a range of cabinet decals produced for a leading food retailer. The decals were

printed on our latex roll fed printer and produced mainly to attach to the top of the cabinets. Their lifespan was three months, so both quality and ease of application and removal were a consideration."

Pure Innovations has been buying a wide range of digital substrates from PPB Ltd for over two years. PPB's full digital quality media range launched in 2015, comprises of three to seven year vinyls, over laminates, banners, roll up and pop up medias and display systems.

Neschen Easy Dot's product features

- 100µm monomeric, white PVC film with a matt surface.
- · PE release liner ensures the flatness and a proper sheet feeding through UV-offset and screen printing machines (less reaction on humidity in the air)
- Suitable for printing with UV-offset and screen printing technologies.
- The dot pattern of the adhesive (dot coating) creates air channels between the dots.
- · Residue-free removable from many surfaces.
- · Environmentally friendly water-based adhesive.
- · B1 test certificate according DIN 4102-1.



Marshall Print expansion requires new Kongsberg X24

The drive towards increased productivity led to Marshall Print's recent purchase of a new Esko Kongsberg X24 digital cutting table with conveyor belt, sourced from and installed by CMYUK.

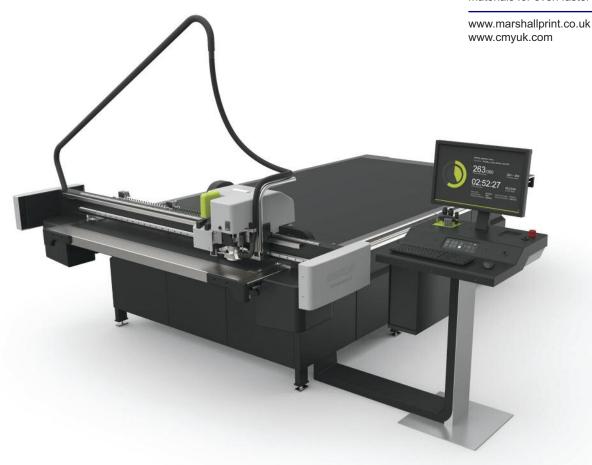
The Esko Kongsberg X series has been designed to grow with the needs of the company; meaning users can upgrade and add more cutting, creasing and milling tools as business develops. Featuring the robust Kongsberg sandwich steel tabletop construction, the X series will never warp or go out of true, even after decades of heavy use, according to the company.

With four vacuum sections and a work area of 1680 x 3200mm, the X24 can handle materials in sizes up to 1740 x 3575mm. This means that Marshall Print can deal with the toughest finishing jobs that arise during its hectic production schedule.

Marshall Print also took up the conveyor feed option, enabling automated sheet or roll feeding of materials for even faster workflow

Working with a diverse range of clients across the UK, such as major high street brands and city councils, they provide full service print production from banner printing, through vehicle wraps, to IPAF certified installations.

Thanks to the Kongsberg's shared resources functionality, the i-cut production console analyses incoming files and automatically selects the right tool; the correct table settings; and the ideal cutting sequence. This results in faster more consistent production, no matter who operates the table. The sign production application kit makes it easy to produce signs from flexible, roll material and rigid sheets. An integrated camera and software provide vision cutting; while advanced tools enable high quality, high speed milling and cutting of a wide variety of materials. Marshall Print also took up the conveyor feed option, enabling automated sheet or roll feeding of materials for even faster workflow.





PRODUCT Choice

Amayse-ing results achieved at Twickenham Stadium!

Amayse installed exterior window graphics at Twickenham Stadium in London ahead of Harlequins' Big Game 9 in December 2016. Prior to the event taking place, Amayse produced and installed window graphics on the exterior windows of Twickenham Stadium to help promote the match. These were printed using a VUTEk GS3250r 3.2m-wide UV roll-to-roll printer onto CLEAR FOCUS One Way Vision™ BudgetVue film. This allows graphics on one side, and a clear, unobstructed view from the other. The film was purchased from the UK independent supplier of digital print technology and materials, CMYUK.

Suitable for virtually all glass surfaces, CLEAR FOCUS One Way Vision™ films offer the perfect window-graphics media for vehicle and building wraps, POP, retail and commercial window signage, says CMYUK. The BudgetVue range used by Amayse for the Harlequins' Big Game is ideal for shortterm applications, as it has a lifetime of up to one year, with three-months clean removeability guaranteed.

The printed graphics were installed in a few hours by a specialist team, experienced in working at height, the day before the match. The graphics were clearly visible to the fans attending the game, as well as to the competing clubs as they were situated right above the players' entrance. These graphics were hugely valuable to the event sponsor and play a big part in enhancing the event atmosphere, says Amayse.



CLEAR FOCUS One Way Vision™ film from CMYUK was used by Amayse to create stunning window graphics at Twickenham Stadium.

The graphics on this occasion were cleanly install new graphics overnight.

removed the following week. But when Twickenham is hosting another fixture the following day, Amayse can remove and re-



Sponsored by IG, Harlequins' Big Game has become a fixture in the Aviva Premiership calendar for all rugby supporters. Once a year, the club swaps its usual venue The Stoop, for Twickenham Stadium, to host a festive fixture like no other. Last year's match took place on 27 December 2016 against Gloucester Rugby Football Club, with more than 70,000 people attending the family-focused event that raised valuable funds for Great Ormond Street Hospital Children's Charity.

Greg Craigen, Managing Director at Amayse, said: "Our installers commented that it was the best one way vision film that they have worked with, which is great news!"

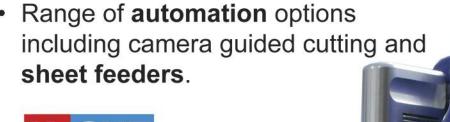
Mick Crook, Commercial Director at CMYUK, said: "The graphics produced by Amayse are amazing and the clear focus 80/20 product gives maximum colour punch due to the 80 per cent print area, which is perfect for large event graphics at Twickenham."

www.amayse.com www.cmyuk.com.



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INTERVIEW

SAi invest in the Cloud and celebrate an anniversary

Martin Hinchliffe from Sign Update (SU) interviewed Marc Hermans (Marc), Director of Sales (EMEA) on what's happening

SU: You celebrated an anniversary at FESPA this year; what are you up to now?

Marc: It was the 25th Anniversary of Flexi. We continue to focus on the subscription model, as we believe that in a few years from now, you'll only see solutions that are offered on a subscription basis, and no longer perpetual in our market segment.

SU: You market your Sai Flexi as the only all-in-one design, print and cut software for sign and print providers. Is having an all in-one system really all that important, as when you go out and buy a machine they're often bundled with a RIP anyway?

Marc: The RIP is an important part, because you have to translate the input data to the right pixels. In between you have your colour engine, which plays an important role. This is because it has to ensure that the colour information at the input side, is translated correctly to the colour information on the output side, so you get predictable colours.

A lot of machines these days come with a bundled RIP solution, similar to HP who is bundling our Flexi print basic as an OEM (Original Equipment Manufacturer) edition that we did for them with the Latex 315 and 335. We're also a supplier of these OEM editions to many of the main manufacturers in our segment.

SU: Is this a main source of sales; being bundled when the machines are sold?

Marc: Yes, the OEM business is an important part of our revenue. Next to the OEM business we have our channel sales worldwide, of our branded name products. The main difference between the OEM and the standard editions, are in some part functionality, which is available in our branded edition but not the OEM. The OEM version has limited drivers, they only support the machines the software is bundled with, while our branded editions have support for all popular machines.

We have over 1300 printer drivers and support for over 1400 cutters that come with the software off the shelf. The nice thing about our branded products are that the customer can mix and match any printers with any cutters. You'll see in a lot of sign shops there is a mix of brands depending on offers they've bought, or because certain application types require a certain kind of printer. Even though the printers may come with their own RIP inside the box, it makes it quite difficult for a sign maker to control all the different printers from different RIPs and still want to be productive with consistent



Marc Hermans.

colours. This is where SAI steps in, and says we'll offer you this one environment that will do everything and we will drive all these printers for you. There is less room for mistakes, it makes it easier and more controllable.

In many applications, if you want to create a shadow on text or a logo you would copy and paste, move it to the back, shift the bits to the right, up or down and then give it another colour. This is fine for printing, because the RIP would flatten everything. If you had no good cutting software you would actually be cutting the logo twice. For two colours this is still feasible, but if we're talking three or four colours, then there is a chance that you'll get a bubble caught under the vinyl. This is where our technology steps in and we'll only recreate that path that is visible, so that you not only get a nicer vinyl logo, but also minimise on the amount of vinyl used, there is less waste.

Another example is when you want to create stickers using contour cutting. With a bitmap, you'll have to create the contour around the image, which is a difficult task to do. With us, it's very easy, in other software, you may have to create a mask or invert the mask, for example.

What makes us different from other products is that right from scratch, we have been designing a solution that was really for sign making, to ensure that things could be done quicker, more efficient with less error.



SAi celebrates the 25th anniversary of its market-leading Flexi software.

SU: What is your core market?

Marc: What's important to understand is where we're coming from: 25 years of innovation and development. We go back to the days when sign making systems meant cutting vinyl, which was initially offered by proprietary or closed systems. You had a few companies offering software solutions, but it meant that if you wanted to buy a new cutter, you had to buy the cutter from them. If you want to buy a new typeface, or a new scanner for vectorisation you had to buy it from them. It was all closed, with Scanvec and Amiable in those days as two separate companies, you had new companies coming up with systems that would allow a signmaker to have an open system, so that he could pick what cutter they would like to use, but also have an open system on the software side so that they could have any typeface they'd like to use. They could also use any logo imported as a vector, postscript or whatever.

About 20 years ago we had the first large format printers coming to market. This was a technology that we also embraced. Next we had engraving and CNC routing, which was a technology that we included, in the same environment. Flexi evolved as a complete solution that can handle designing, pdf printing, print and cut, direct cutting and even engraving.

SU: Is engraving just a module within flexi?

Marc: The EnRoute plus is a new module that can be used as a companion for Flexi. With this you can easily get your tool path calculated, which is what you need when you're going to drive a router.

SU: There's been a lot of talk about the MyFlexi app, what's that about?



Intricate wooden application achieved with EnRoute

Marc: SAi has been investing heavily in the SAi Cloud platform, which manages all the subscriptions / licences. In the past software would get a box with a hardware key, an installation CD and a password.

We came up with the platform where our licences are distributed completely electronically, meaning that the customer gets an activation code and then goes to the SAi Cloud platform to get up and running.

If you have connectivity to this platform, you can have nice little extras, especially when you're away from your PC. The customer can access their data anywhere in the world, and MyFlexi gives an overview of things that are happening. It can get quotations done online. It's a little toolbox that we give the customer and a platform that we're going to be developing extra's for over the coming years.

While travelling, users can look at the jobs in the queue so that they can phone up the office and get things given priority. Also importantly there is lots of statistical information so that the sign maker can see the amount of jobs he's producing and the number of square metres he's printed on various machines etc.

SU: Are RIPs still important as they used to be?

Marc: RIPs are a crucial part. In the early days ripping was translating bitmap images. You would try to scale them and make sure that they have colour consistency on the output. Nowadays a lot of data is transferred as a pdf, which can be very complex, with spot colours, transparencies, for example. These have to be translated correctly to the output of the printer. The RIP needs a good pdf engine in it so that it understands the pdf language.

A lot of clever designs are using spot colours. Spot colours require a special treatment in the ripping process. For example; a Coca-Cola logo will need to be very close to the Coca-Cola red otherwise the customer will not be happy.

Most sign makers have a mixed environment with various brand machines. We help them to control all these machines from one simple environment. If they know Flexi and they change printer, they just need to modify the setup and get some new profiles in. The way it works remains untouched. That's quite important.

SU: Any final comments?

Marc: Subscription is the future. SAI is the only one in our area with this complete infrastructure up and running. Sign makers have periodic cycles with quiet months and busy months, for example the Christmas season. From a financial point of view, the subscription model works well as they can just add a couple of licences for a couple of months. We give them a huge financial flexibility. The biggest bonus for users is they always get the latest software and updates included.

Total Flexi licences worldwide are over a million. The latest cloud platform has over 70,000 companies using licenses on our cloud, with up to 50 licences per company.

www.thinksai.com



Flexi 12 is the most versatile version to date of SAi's flagship software packages for signmakers and wide-format print businesses.

WAYFINDING

Ways to find the right signage

Wayfinding signage is a part of everyday life. It is expected yet often understated and tends to be more noticeable by its absence. At one point or another, it is highly likely that we have all uttered words to the effect of: 'Well it's not very well signposted,' or 'There must be a sign somewhere!' Signposts, road signs, markers and other forms of wayfinders are functional and necessary; and they come in countless shapes, designs and materials.

We asked a number of wayfinding signage experts their views on current trends and developments in this area. Here's what they said.



Kyle Giles, Marketing Executive, William Smith.

How do you see wayfinding signage progressing?

As with any type of signage it evolves with time. Some would say with advancements in technology that digital signage may be the future for this category; however, I can't foresee this anytime soon.

Evolution not revolution, the focus should be on ensuring the existing range of wayfinding systems becomes more intuitive and advanced, whether this be from an aesthetic perspective, or a technical one. One thing I am sure of is that this type of signage will always be required.

What are the most popular products and why do you think this is?

I can only speak for my company on this one, but post and panel is a particular favourite with customers. Out of town developments, for both the retail and business sectors are becoming more common. Because of this, post and panel, and other way finding systems for that matter, are

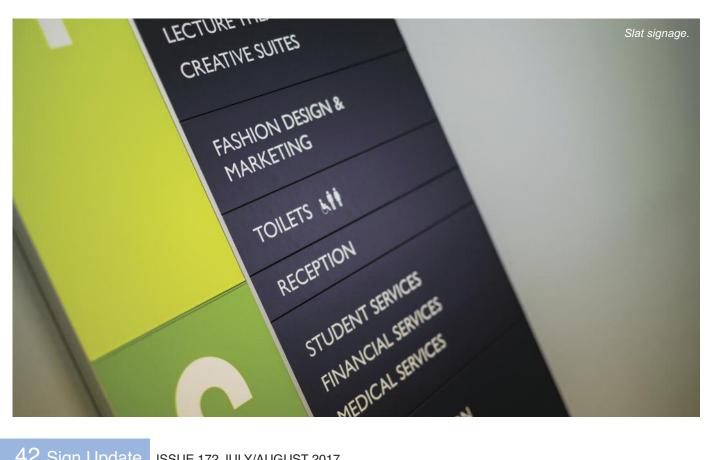
required to direct people around the large spacious areas.

Continuing with the subject of our post and panel system... fabricated out of aluminium, it is highly robust and durable. Add in the fact it is customisable, with four unique extrusion profiles available, and planks which can be cut to exact specifications, it is quite easy to see why it is proving such a success.

One product I can't leave out is our STY-LOS Fingerpost system. A mainstay since 1989, it is still as popular today as it was back then. Again, like all of our products it is well engineered and timeless, serving a purpose and then some.

What tips do you give to clients?

Always ensure your drawings and designs are accurate. The more precise one can be, in relation to their requirements, the less chance there is of an error occurring.



Also, I'd always recommend that designs are kept simple. A wayfinding system is not in any way, shape or form, like a commercial sign. Its sole purpose is to direct people to a point of location and if it is not achieving that, then it is failing with its only objective.

What is your favourite type of wayfinding signage?

My own personal favourite would be slat signage, most likely to be seen internally in large office blocks, or buildings with multiple departments within. I don't foresee it ever being out of date.



Post and panel signage.



Wooden fingerpost.



STYLOS fingerpost.

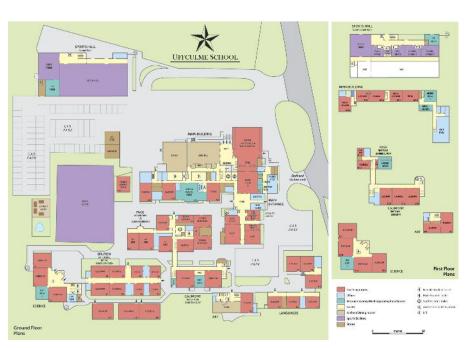


Nick Bullmore, Director and owner of Latitude Mapping Ltd.

What is happening in the world of wayfinding maps and plans?

Mapping is changing. The way that we create maps – the way people use maps.

For us as cartographers, like in many industries, technology is allowing us to be more creative, work more quickly and at a lower price. For the client, the mapping can be supplied in a number of formats for a variety of uses such as print, web, digital and touch screen.



School site plan.

WAYFINDING

We, as a nation, are using maps more now than ever in the past.

Mapping is everywhere and many people using them on a daily basis probably don't even consider themselves a map user. Whether you are using sat-nav in the car, a travel app on your phone, searching on Bing or Google maps, or even watching the weather on TV, you are a map user.

This change has brought map usage to a far greater number of people and has even seen a growth in sales of traditional paper walking and leisure titles.

For the client, good accurate mapping can be of real value in any public space and visitors can benefit from maps or plans for ease of navigation, for safety and of course reassurance.

In times of staff cuts in many organisations the easier you make it for visitors to navigate by themselves, the less staff resources are used. Good mapping and signage can save on staff time and costs.

One of the most frequent questions that I get asked when exhibiting at trade shows is 'Why are you here? You're not selling routers, plotters, letters, vinyls or inks!'

I often respond by asking the visitor 'Have you ever been asked to supply mapping by a client? Whether it be a school, hospital, hotel or estate agent'. The answer is often 'Yes, but I didn't know how to go about it.'

Latitude Mapping Ltd don't do signage! What we do is create quality, bespoke wayfinding and location mapping that blends with and complements the signage.

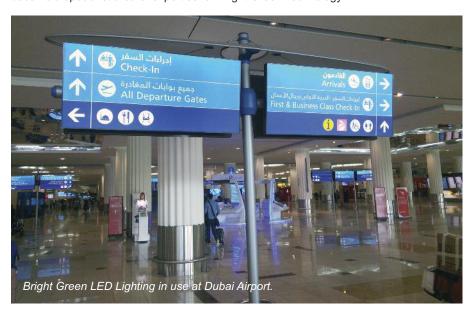
If you are supplying wayfinding signage the chances are that a high quality, bespoke, map or plan installed at key locations such as entrances and reception areas will complement and enhance the signage supplied.

In some way or another, every public space can benefit from maps or plans for ease of navigation, for safety and of course reassurance for the visitor.



What changes has the industry seen?

Traditionally wayfinding signage used fluorescent tubes which failed frequently, so the focus is now on retrofitting and installing all new boxes with LEDs, saving energy and money. Airports process millions of passengers every year, with people often spending hours and having to navigate long distances within terminals. Illuminating wayfinding in airports has become a specialist area of expertise for Bright Green Technology.





Andy Clark, CEO.

With the forecast future increase in passenger air travel, efficient wayfinding is critical.



WAYFINDING

What is your most popular product?

Bright Green Matrix is our most popular product - it's simple to install, robust and has been is use for more than 7 years around the world. It provides diffuse, bright lighting in a choice of colour temperatures and can cope with all kinds of environmental conditions. Emergency packs are also critical. Most retrofit projects involve emergency signs so it's important to have LED options and control gear for these.

There are Bright Green LED systems installed in various international airport hubs such as Heathrow, Dubai and Kuala Lumpur.

How do you ensure signs are visible?

Surprisingly, visibility is not just down to brightness. Stripy signs lit by fluorescent tubes can be difficult to see. We often find that lower brightness which is diffuse gives the best result. Also, by choosing LED optimised acrylics, we can maximise the light transmission and hence the quality and efficiency of the sign.





Paul Vickery. Director of Nova Aluminium Systems

What is your own preferred method of wayfinding and why?

Wayfinding is one of the most common signage aspects you will find. Whereas our industry has changed dramatically over the last two decades it seems that a good number of wayfinding projects still opt for a signage concept that has been with us for centuries. It probably all started with fixing a plank of wood to two wooden posts which gave directions to the nearest ale house.

Well, wood may not be as common a use now as it was then but the format hasn't changed that drastically.

Aluminium is now widely used and Pole and Plank from Nova is one of the easiest to use systems on the market.

The system incorporates three double sided planks at depths of 100mm, 150mm and 200mm. Header panels can be produced to any size.

Three different post types are available, including round, square and a D post; a wall quadrant post can also be used for wall mounted signs.

Pole and Plank uses a unique method to locate both the planks and header panels into the respective post.

Each plank, and indeed the header panel, incorporates screw ports which allows a specially designed shoulder screw to be driven home leaving it in the correct position for the screw head to engage within the post, giving the overall structure great strength.

This means only four points of contact when offering panels into the post, making the loading process far simpler.

Pole and Plank

Simple, effective wayfinding.

Pole and Plank uses 2mm rigid sheet for the fabrication of header panels, again incorporating inherent strength.

Directional signage should do just that, direct. It needs to be precise and positioned so that its message is easily noticed. Pole and Plank modules do this perfectly, allowing multiple planks and panels to be used within one unit at the height which suits the location, directing users in all directions.

Of course, there are most certainly more modern wayfinding systems which can be seen in most city centres and they look fan-

Pole and Plank is far from being revolutionary, but for wayfinding in institutions such as hospitals, universities and schools you need to look no further than my favourite, that centuries old idea of a wooden plank and two wooden posts detailing where that ale house is!

What is happening in the world of wayfinding signage?

It is a known fact that every time one thinks all has been invented and done, something new is created, which takes everyone by surprise. If I had to guess I would say that computerised indoor directional software based wayfinding is definitely on the move; solar panel signage also comes to mind; new accessibility regulations are bound to become more prominent in advanced countries, and so on.

Technologically, I predict existing technologies will improve and there might be a breakthrough in long-term 3D digital printing techniques.



Erez Halivni, CEO of Vista System.





Vista light double sided suspended directory at Gautrain Project, South Africa.

It is really hard to "guestimate" what will be the next hot thing, similar to the digital printing that completely changed the production of signs, as well as LED lighting, which developed exponentially to swiftly replace the traditional neon lighting.

Regarding digital signage, the premise is that when prices go down, electronic signage shall take over. I say that this will never happen, and not just because of price fluctuations, but simply because it is not necessary. There is no added value in an electronic sign on WC door. It entails unnecessary maintenance, it is electricallydependant, it has no design justifications and generally speaking - an overkill!

There is no doubt some of the signs will turn digital but the vast majority in wayfinding shall remain static, as traditionally done

What is your own personal favourite product and why?

Modular sign frames are the best choice in today's static signage market, without a doubt!

They provide the right equilibrium between expensive, complicated and time consuming custom-made signs, and standard of-the-shelf fixed sizes.

Modular sign frames provide a huge range of models and sizes, bespoke sizes included, while providing great value for money, quick delivery, easy installation and maintenance.

Modular sign frames are the ideal solution for any signage project. Big or small.

Which are currently your most popular products?

Door and wall frames are always in demand for projects. It all starts with indoor signage and then proceeds for the public areas, parking lots and surrounding spaces. A prosaic reason lies in quantities. Office buildings, hospitals, universities demand high volume of these relatively small indoor signage solutions.

Due to the disability act and extensive legislation that grows in momentum in enlightened countries, accessibility features in door and wall frames would also increase. I expect it to spread over to Europe and other advanced countries. That means the entire method of engraving and graphics will undergo dramatic transforma-

Modular sign frames accept most types of graphic substrate, including Braille / ADA engraved or printed materials, making them perfect for the job.

What tips do you have regarding wayfinding signage?

As a manufacturer, I am all for "keeping it simple". It is important to stress that a reliable, trustworthy producer, who can provide a wide array of solutions for a single project, is a valuable asset for any sign professional.



Vista System triangular pylon, Manatee Technical Institute, Florida, USA.

WAYFINDING



Andy Thorne, Managing Director of Simplex.

What wayfinding products do you offer?

Simplex firmly believes in listening to what our customers want. This has led us to develop our latest product, "LOOK," a family of set size monoliths ideal for all your wayfinding needs. By listening to requests and subsequent feedback, we believe we have engineered a system that architects, wayfinding experts, designers, town planners and professional sign makers will embrace.

Which face panels and frames are currently proving most popular?

Face panels can be made of practically any substrate but most popular are aluminium or reverse printed glass. The frames can be painted but also look stunning in the brushed and anodised stainless steel effect finish which is proving a firm favourite with customers who have seen it.

And how does your pole and plank system work?

This same ethos of listening to customers was behind the design of our pole and plank system. Having worked with many different systems over the years, we were able to incorporate the good features of similar systems but also to design out the bad points that customers didn't favour; the result being an extremely easy system to put together that is both competitively priced and attractive to the eye.

Do you offer tailored wayfinding signage services to customers?

Not all wayfinding signage needs to be a modular system. These days more and more designers prefer bespoke signs rather than off the shelf systems.

With our fully equipped metal fabrication department we can cater to these needs too and quite often will mix systems and fabrications for a truly unique look. As a strictly trade only supplier we are here to help sign companies, large and small, to achieve the look your customers want.

How long have you been offering wayfinding services? And what, would you say, makes Simplex specialists in this area?

For almost thirty years Simplex has been helping sign companies win wayfinding business.

We are proud to have a reputation built firmly on quality work with excellent customer service.

The extent of Simplex's wayfinding products can be viewed on their website www.simplexltd.com, or alternatively contact them by e-mail at sales@simplexltd.com or by phone on 01903 750333.





What does the future hold for wayfinding signage?

With continued advances in signage and design technologies, the possibilities for wayfinding signage are ever evolving. Designers are now able to specify a huge variety of types of wayfinding signage from simple printed directions

When might you use fingerpost signage?

Fingerpost style wayfinding is always popular for pedestrian areas, as they display accurate directions clearly, are robust enough to withstand wear and tear from high volumes of traffic and are high enough to avoid obstruction.

Do you have any tips for clients?

A brightly colour coded theme can be helpful in guiding visitors to the right place as in "Think Park", Manchester where digital prints have been applied to powder coated aluminium freestanding signs and wall mounted panels.

For additional information on wayfinding signage you can visit our website at www.icesigns.co.uk



Philip Bairstow, Managing Director, ICE Signs Ltd.



The classic cast aluminium or iron finger post has been given a modern interpretation using stainless steel with etched and painted letters at Brewery Wharf, Leeds.



Above and below right: Colour coded signs at Think Park in Manchester.



The stainless steel theme is continued in the wall mounted directional signs.





PROJECT News

Hardy Signs vehicle wrap for victory parade

Jubilant fans took to the streets of Huddersfield to celebrate their team's historic play-off final victory on the Monday bank holiday at Wembley Stadium, reports Hardy

On Tuesday night, the town saw more than 25,000 attend 'The Terriers' victory parade following their promotion to the Premier League just 24 hours earlier. The parade left the John Smith's Stadium heading to St George's Square with the team, staff, family and friends travelling in a fully branded, double-decker, open-top bus. Hardy Signs Limited of Burton on Trent were commissioned by the football club to supply and install the full colour, vinyl wrap in time for the event.

A team of 10 experienced installers set to work after the final whistle, to apply the printed film to the entire exterior of the bus. Having successfully completed a similar project of two parade buses 12 months previous, Hardy Signs say they were the natural choice to produce the graphics and apply them in such a short time frame.

"We feel that our experience in this area and the ability to work to such short deadlines is where Hardy Signs score," says Nik



Hardy, Managing Director. "We wish Huddersfield all the best in their Premier League campaign next season and look forward to helping other clubs, teams and organisations with their success stories in the future."

www.hardysigns.co.uk

Suzuki accelerates sales with illuminated signs

Suzuki has been on a recent drive to increase customer sales globally through innovative marketing solutions and encouraging customers to go in to more welcoming dealerships. Suzuki reviewed

the vast portfolio of work W&Co had done with automotive clients such as BMW, MINI, Land Rover and Ford, and was confident they were the right company to work with to realise their ambitions.



W&Co was approached directly by Suzuki Caribbean, based in Guadeloupe and Martinique, to develop and manufacture illuminated signage and displays for several dealerships across the Caribbean islands. Using W&Co's wealth of knowledge and expertise in displays, signage and commercial automotive project experience they were able to supply everything Suzuki needed, says the company.

In the Guadeloupe car showroom W&Co manufactured individual illuminated built up letters, which were mounted to a curved canopy over the dealership entrance. This made an overall sign width of eight-metres wide. Combined with internal freestanding displays and wall mounted LED light boxes it all helps the car brand "stand out and encourages more customers to enter the showroom increasing potential sales".

W&Co looks forward to designing, developing and manufacturing illuminated displays and signs for more Suzuki Caribbean car showrooms in the future.



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PROJECT News

Christie LED welcomes visitors at London's Barbican Centre

Christie® Direct View LED has been installed above the Barbican's Silk Street entrance, welcoming thousands of visitors to the centre each day. It provides a clear and bright identity to the Barbican's main entrance that can be seen from a distance. The 'Day One' content is a welcome message set against a skyline of London. The skyline is what can be seen from the top of Cromwell Tower in the Barbican Estate.

The seamless strip of 28 tiles (in a 14x2 letter-box strip) needed to be seen from the outside, yet be fixed inside behind several glass panels above the glass doors to the long entrance. Measuring nearly sevenmetres across, the signage can be seen from a distance as you turn into Silk Street. This unusually shaped signage will have tailored images and messages created in-house by the Barbican's marketing department.

Sir Nicholas Kenyon, Managing Director of the Barbican said: "We're thrilled with the new addition to our entrance. Christie's screens create a bright, dynamic welcome for our audiences and we look forward to creating imaginative, vibrant content to greet and inform our visitors."

"The Barbican is an absolutely iconic venue and also a listed building," says James Belso, Senior Sales Manager, Christie. "However the team wanted to give the Silk Street entrance much more identity to guide visitors and grab people's attention. Direct



The Christie® Direct View LED screen at the main entrance of the Barbican in London.

LED technology was pretty much the only practical solution to cope with the high ambient daylight and long run times. The install provided some challenges; as a listed building, no major changes could be made to the building without the necessary planning permission, which the Barbican were granted by the City of London."

"The team will create native resolution content that is pixel perfect for the specific configuration," says James. "It will be completely tailored and designed to look and fit into the fabric of this listed building.

"The Christie Direct LED, as with all our other display and projection at the Barbican, is played out and managed by our Christie Pandoras Box media players. It's wonderful to have the opportunity to display a range of solutions right in the heart of the City, and in such a public and iconic space."

The LED signage follows the installation of several Christie projectors inside the building, including laser phosphor projectors, to support the Barbican's new programme to display art in its public spaces.

www.christieEMEA.com



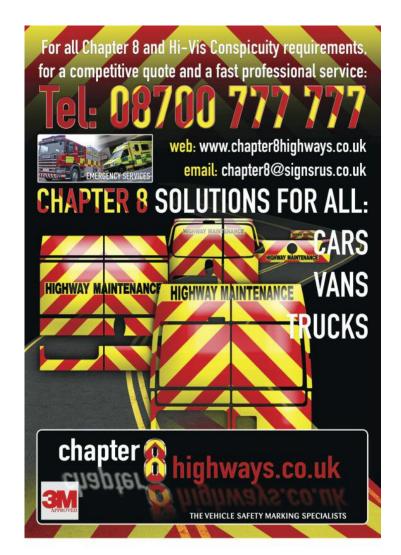
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PROJECT News

Epson links with designers to showcase fashion, garment and décor applications

Epson teamed up with fashion and décor designers to showcase the quality and potential of its SureColor dye sublimation and direct to garment (DTG) digital printers at FESPA 2017.

The booth showed beautiful haute couture womenswear designed by Richard Quinn, and printed by him onto fabric and Mylar foil using an Epson SureColor SC-F dye-sublimation printer. Since he graduated from Central St Martins last year, Richard has won the international 2017 H&M Design Award, and is one of Dazed Magazine's 'Dazed100' cultural influencers in 2017. Richard is setting up his own digital/screen print studio using Epson technology in London, where he will design, print and make his collections all on site; as well as run digital print workshops for new designers. During FESPA, the SureColor SC-F9200 printed Richard's vibrant designs and he visited the show to chat to visitors about his experience and processes.



Richard Quinn outfit printed on Mylar using the Epson SureColor SC-F inkjet printer

"Digital printing gives me a lot of creative freedom and allows me to apply my textile designs not just to fabric and Mylar foil, but also to complete products," says Richard Quinn. "I like to use vintage and floral collage effects and, using the SureColor SC-F dye-sub print process, it's very easy to create products, print across seams and even inside items like gloves. I can produce vibrant effects and know that I can match colours easily across different materials and products."

The Epson garment space featured touchscreens developed by YRStore, which allowed customers to create their own designs for T-shirts, polo shirts, sweat shirts and hats.

Contemporary décor designs produced by Evgenia Guliev at Niederrhein University, Germany, plus 10 students at Birmingham University, demonstrated the flexibility of Epson inkjet technology to produce a wide variety of décor products. The wallpaper, sofas, cushions and lamp in the Epson lounge and hospitality areas on the booth featured a variety of striking designs produced using Epson's latest SureColor SC-S eco-solvent and SC-F dye-sublimation printers.

The 10-colour 64-inch SureColor SC-S80600, including red, white and metallic for accurate colour matching and high print quality, printed 2.2m Digimura Tactile wallpaper samples, finished by Fotoba on-site, for visitors to take away.



Richard Quinn collection printed with the Epson SureColor SC-F dye-sub printer(medium)





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PROJECT News

Signs all delivered as tour de Yorkshire rolled into town

The FASTSIGNS Huddersfield team created and placed up 600 temporary road signs around Kirklees, for the Tour de Yorkshire cycle race that took place at end of April.

Over one million people visited the area for the event, and the signs helped to make sure that the race runs as smoothly as possible, as well as assisted in keeping spectators, residents and competitors safe and informed.

This is a great example of one of our franchisees working on a large-scale event to deliver effective and essential signage



Pictured are just some of the road safety signs of the huge amount ordered by the organisers of the Tour de Yorkshire.

The three-day event that started in Bridlington on 28 April, saw amateur and elite riders, such as Sir Bradley Wiggins and Lizzie Armistead, tackle some of Yorkshire's toughest climbs and cobbled streets. Cyclists arrived in Kirklees at Clifton. Brighouse on the third day of the ride, as part of the 195km journey to the finish line in Sheffield.

Owner Mark Davies said: "Thousands were expected to turn out for the Tour de Yorkshire, both to watch and take part, so managing traffic and parking effectively was a priority for the organisers.

"Our job was to create nearly 600 blackand-yellow temporary signs that were displayed close to the route, warning people about possible delays and parking restrictions. With so many signs to produce, our team of six kept the printer going until the job was complete."

John Davies, Managing Director of FAST-SIGNS UK, said: "This is a great example of one of our franchisees working on a largescale event to deliver effective and essential signage. Mark and his team has a loyal customer base and after seeing them excel on this project, it is easy to understand why."

FASTSIGNS Huddersfield, which is part of the global FASTSIGNS network, has been established for 12 years.

Cycle Event Sun 30th April arking Prohibited 12am to 5pm

www.fastsigns.co.uk/874-huddersfield



Vintage barrel van returned to form

Hardy Signs was commissioned to supply and install customised graphics to a unique vintage vehicle in Burton on Trent, following a substantial restoration project.

The iconic 'Barrel Van', previously used to advertise the beers of the Everards Brewery, has been returned to its former glory by the volunteers at the National Brewery Cen-

The 1961 Austin Morris was originally commissioned for Whitakers of Halifax to market their Cock 'o' the North brand. It was then used for a wine company as a promotional vehicle finally ending its working days at Everards Brewery.

Having been forgotten in storage for many years it was rediscovered four years ago and in need of repair.

Everyone at the National Brewery Centre is delighted with the finished vehicle

The vehicle volunteer group has restored both the engine and the bodywork, which allowed Hardy Signs to apply the finishing touches with customised graphics.

Working closely with the NBC volunteers and the brand team at Everards, a suitable design and layout was established and the brightly coloured decals were produced.

"The bespoke shape of this particular vehicle meant that we would need to use a vinyl wrap film," says Scott Sudale of Hardy Signs Limited.

"Our experienced installers would need to allow for the curvature and the many fixtures and fittings on the surface, whilst maintain a 'hand-painted' feel."

"Everyone at the National Brewery Centre is delighted with the finished vehicle," says Vanessa Winstone, Collections Officer at the National Brewery Centre.

"Hardy Signs' expertise has been invaluable on the project, and the vehicle now forms part of a fine collection of vintage vehicles related to the brewing industry including land rovers, Model T Ford and a Leyland Beaver lorry."

www.hardysigns.co.uk



The restored Barrel Van that now forms part of a collection of vintage vehicles relating to the brewery industry.



Huge display structures for film companies

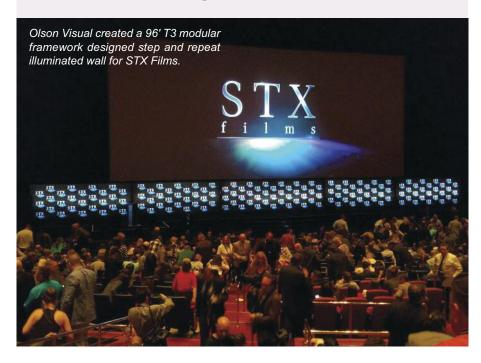
Olson Visual was commissioned to create two 170' and 96' illuminated walls to help Focus Features celebrate their 15 year anniversary, and STX Films to engage visitors to CinemaCon 2017.

Using the Tecna Display's T3 modular framework system, Olson created one of its largest displays for Focus Features: a 170' long illuminated wall with graphics depicting highlights of their top films. The entire display had to be built as three separate structures due to the location of a fire exit door. The wall segments, all eight foot high, were 101, 57 and 13 feet long and all were illuminated using the brilliant white light of the Wandlite LED tube.

A key aspect to the display was that the 101' illuminated wall section was cladded in a SINGLE SEG fabric panel, the largest printed graphic Olson have created. All the graphics, printed onto PVC free textile on UVI inkjet printers, were edged with silicon and mounted onto the T3 framework using Tecna Display's 45° Silverlite profile that gives a clean finish to the display.



A crowd of more than 4,000 visitors watched as the T3 structure with the beautifully printed STX logo patterned graphic would light up and go dark instantly when a film trailer was played on the large screen overhead



STX Films stuns visitors at CinemaCon 2017

Olson Visual also created a T3 modular framework designed step and repeat illuminated wall for STX Films that was 96' in length, 6'-9' in height and 24" in depth. The structure was lit using a LED lighting system that allowed the event producers to remotely control the intensity of the lights. Lights could be dimmed or even shut off during interviews and trailer previews.

The 96' wall was broken into five separate segments, each staggered to make the step and repeat display. Due to space on the stage and available time, the team at Olson pre-built the five segments and wheeled them in for installation and dressing with graphics.

Rick Olson said, "A crowd of more than 4,000 visitors watched as the T3 structure with the beautifully printed STX logo patterned graphic would light up and go dark instantly when a film trailer was played on the large screen overhead. It was another example of why T3 is the best choice for event structures."

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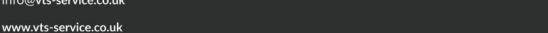














PROJECT News

Bee Strong Bee Manchester

A West Yorkshire Year 9 student, Millie Fraser, wanted to do something to raise money and show support to the victims of last month's Manchester bombings.



Millie had the idea of making Bee pin badges (the symbol of Manchester), and with the help the Art Teacher Megan Needham at her school in Rishworth, near Halifax, laser cut and produced 30 Perspex® Acrylic badges that she sold within an hour of being made.

With many more requests for badges, Millie's mum soon contacted local businesses for help and a local laser cutting machine supplier, HPC Laser, quickly offered to cut a new batch of 5000 yellow Perspex® acrylic Bee shapes using their industrial lasers. With the help of family and friends this second batch was promptly produced and almost all Bees have already been sold with over £15,000 raised for the Manchester Red Cross appeal.

The Bee badges are being distributed by over 40 local businesses including high street chains and the emergency services for a donation of £5 or more.

Perspex Distribution have been happy to supply more yellow Perspex® acrylic to the campaign to as the team try to keep up with



demand as they have high hopes to double their fundraising total in the near future.

Please visit their Facebook campaign page @BeeStrongBeeManchester which will continue to be updated with their latest campaign news and badge distribution points.

Company workspace transformed with Udeco Crystal Floor



Anton Visual has created stunning floor graphics at Strukta Group's offices using Udeco Crystal Floor media.

Anton Visual recently helped to transform Strukta Group's headquarters with the design, production and installation of a suite of graphics including walls, flooring and signage applications.

Of particular interest was the flooring application, which has transformed the heavily used kitchen area of Strukta Group, says the company. The floor graphics were printed onto Udeco Crystal Floor, bought from CMYUK, using Anton Visual's Océ Arizona 550GT wide format printer, and feature a bird's eye view of the streets of New York.

Udeco Crystal Floor is a durable, soft PVC floor graphic material suitable for a wide range of applications within retail, expo and architectural environments. As the design is printed on the reverse, it offers the most durable top material layer in the industry and has full slip test certification.

Edward Fennell, Sales Manager, at Anton Visual, said: "Using the flatbed UV technology with white ink flood coat means that the visual impact is really impressive. Having such an easy to maintain, hard wearing solution is great for the client too."

www.antonvisual.com. www.cmyuk.com.



Artist helps viewers "see" the beauty of the wind

3M provided support to artist Andrew Lee, for his sculpture installation "The Invisible Wind", which was specially commissioned for the new Royal Horticultural Society (RHS) Flower Show at Chatsworth House in Derbyshire, in June.

Andrew has employed the colour-shifting effects of Dichroic Film from 3M in his "flags" sculpture. The 201 flags each align themselves with the direction of the wind, and allow the viewer to see the patterns of shifting currents and vortexes present in the invisible air. The Dichroic Film is unique in that it gradually changes from one colour to the other, so when a new direction of air flow occurs it is then represented by a distinctive colour change.

Dichroic Film is flexible, formable, and can be applied to various substrates such as laminated glass, to replicate the visual effects of dichroic glass at a fraction of the cost, says the company. It is available in gold-blue or copper-bronze colour options, which transition between warm yellow/magenta/blue; or cool magenta/blue/aqua colours respectively,

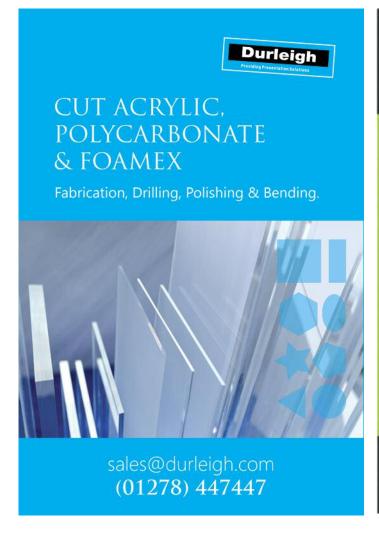


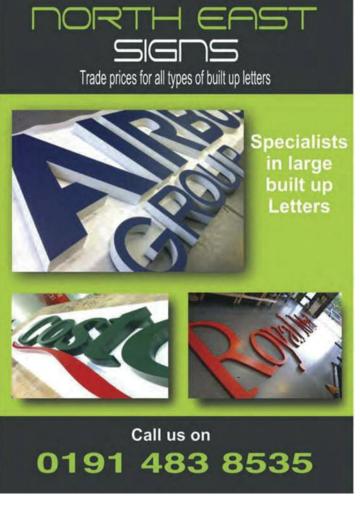
depending on viewing angle and ambient lighting. The non-metallic, corrosion-free film does not interfere with equipment such as mobiles or Wi-Fi, and is supported by a long-term manufacturer's guarantee.

Andrew Lee is among several accomplished artists who are working alongside garden designers to develop attractive and inspiring exhibits for the inaugural Chatsworth House Flower Show.

Pen Webley Marketing Team Leader at 3M, said: "3M is delighted that Andrew chose Dichroic Film to express his new creative ideas and we hope that The Invisible Wind, which conveys his feeling for this amazing aspect of nature, can also inspire other creatives like interior designers and architects to use this material in their own projects."

www.3M.co.uk/innovativefinishes www.wonderfulnature.net





POLYSTYRENE AND FOAM

Lightweight polystyrene packs a punch

Polystyrene and extruded foam products are valued by signmakers for their versatility, light weight and cushioning properties, especially in the creation of lettering and logos

"Polystyrene is a popular material with customers due to its versatility; available in many densities, it is economic and cost effective. A major benefit lies in the fact that it is strong yet lightweight which is an important factor for display purposes and relatively quick and easy to produce compared to the cost and weight of say, a 2-metre high letter in steel along with the logistics of delivery to a venue.

At Eccleston & Hart we manufacture expanded polystyrene and produce letters and graphics and many more products using CNC technology, hot wire machines and CAD/CAM technology to a lead time of approximately five working days," comments managing director Michael Eccleston.

Our customer base ranges from an individual buying letters for a child's bedroom ex stock from our webshop to a large corporate business ordering 2 metre high bespoke letters for a conference. Display and exhibition business is the main user for our letters and graphics service. We can produce bespoke logos, letters and numbers in your required font and size for signage, advertising shoots, television sets, window displays, conferences, exhibitions and all kinds of special events.

We have been innovators and users of CNC/ hot wire technology for over 25 years and it is certainly a proven success, producing high quality, EPS precision products to within + or - 1mm.

Our own factory signage is appropriately made in polystyrene and has been in place for over 10 years

Customers are able to specify a font or email a file of their requirements; we can then vectorise the image/graphics to produce the CAM programme. The graphics are then cut using a multi hot wire profiler.

It is possible to produce for example a six letter word 60cm high within 2-3 hours so the process is relatively quick. However we production

display/graphics accounts for only a small percentage of our business and we usually work on around a three-day lead time.

We have produced a great number of display/graphics products over many years for example, the entrance to the IDEAL home show, a 1-metre high WONDER graphic for Birmingham's St Phillips Cathedral and HOW & WHY, 1metre/2metre high for a

There are many finishes and coatings that can be applied to polystyrene; our customers will find their own methods to suit their requirements usually, however, we often apply a (water-based) painted finish as requested and for short term use this is both effective and economic.

Every material has its advantages and limitations. Acrylic would have advantages over polystyrene in terms of the finish and colour, if the budget allows. There are many additional materials that lend themselves for use in graphics including wood, glass and even cardboard. It really depends on which substrate is most appropriate for the job, meets the customer's budget and lead time and provides product longevity. Our own factory signage, for example, is appropriately made in polystyrene and has been in place for over 10 years now."



Expanded polystyrene can be used to produce letters and graphics.



Getting message across loud and clear

"In today's economic climate we are seeing a trend whereby our clients want bigger impact for much less than ever before", observes Martin Lemiesz, managing director of Lemon Signs.

Using extruded foam as a base material allows us to meet client's requirements whether it is a short term exhibition prop, giant lettering or external signage which will last for years to come at a much lower cost when compared to traditional materials including acrylic and stainless steel.

Bespoke one-offs

All of our extruded foam products are bespoke one-offs designed, manufactured and finished in-house, allowing clients to achieve a fully customised solution. To meet the broad range of products clients are looking for, multitudes of finishes and strength grades are available from simple single colour painted built-up letters to multicolour, multi-material effects from sparkly and glossy to rubber and flock often used on intricate logos and crests.

With regard to exhibition or conference displays, extruded foam offers significant cost savings along with a much lower overall weight allowing for easier and less expensive transportation. The same is true when used to create external signage. Furthermore, foam letters can prove a much safer option in extreme weather conditions and in the unlikely event of one of them falling from position, risk of injury or property damage is much reduced.

Finishing foam letters, logos, props and crests is the most time-consuming element of the manufacturing process while achieving very high levels of smoothness and glossy finishes are difficult and no competition to acrylic or steel. For those reasons most extruded foam letters are produced in a matt 'organic' finish similar to painted plasterboard; this makes them more visually appealing which suits various settings and once again, keeps costs down.

At Lemon Signs we are always exploring developments in technology to improve customer experience, testing new finishes, coatings, fixings and more recently LED illumination options.

The major weakness of foam letters is their lack of impact damage resistance which can easily mark them; this can be overcome by using special coatings but of course this raises the overall cost and extra care must be taken when handling product during manufacturing and in transit.

On the flip side, we could easily park a car on our letters without them cracking or being squashed dramatically. Once, installed on a facade of a building out of reach, foam letters have the potential to last as long as those manufactured using more traditional materials."



All extruded foam products are bespoke one-offs designed, manufactured and finished in-house

Setting the stage in small timeframe

Countrywide stage letters: at a glance this might appear quite straightforward as the letters were simple and painted in one colour. However, due to an extremely tight deadline we did not manage to get thicker foam in on time so each letter had to be built out of three layers of 100mm thick material. As a result, much of the four days' lead time was taken up with gluing, filling and sanding.

Each letter measured approx 1 x 1.75m and required an opening at the back to accommodate weights to be added by the client to provide stability.

This set was finished in white paint which had to dry in transit to the venue; overall cost was less than 3K which could not be achieved using other materials.



Most extruded foam letters are produced in a matt 'organic' finish similar to painted plasterboard.



POLYSTYRENE AND FOAM

Finishing in style for eye-catching effects

"The market for polystyrene usage in the sign and display industry tends to fluctuate according to how much cash customers have to spend," observes Nickolas Pearce-Evered of CNC Polystyrene. "Currently we are enjoying a virtual 'binge' with lots of demand for 2D and 3D lettering projects.

Inexpensive in comparison to say acrylic or stainless steel, it is easy to work with and cut using hot-wire while coatings of paint and other finishes provide an element of strength to a material that can easily be broken if not handled carefully.

If the application is a shop window display for example, it is unlikely to get damaged and will look good for much longer than a polystyrene model used as a prop for TV adverts or the theatre.

Texturing and faceting

While it does not have the same effect as more expensive materials, the way in which it is finished can provide stunning effects and it is possible to use a milling machine to create detailing including textures and faceting.

CNC Polystyrene works with sculptors, model makers and set designers to produce large advertising props and bespoke items for many household names including BBC, Next and Tesco using the latest milling and CNC hotwire machines and even robotics."



CNC Polystyrene works with sculptors, model makers and set designers to produce large advertising props and bespoke items.

While it does not have quite the same effect as more expensive materials, polystyrene can be finished with style

Optimistic sign promotes business opportunities

One interesting project the company worked on was to create an influential, positive and optimistic word into a solid model that would not only be eye catching but promote the huge business opportunities that were available approaching the International Festival for Business in 2014, Europe's biggest business event for 50 years.

"Standing at 5ft tall and 30ft long, this logo was produced using CNC cutting edge technology with materials including high density polystyrene, clear acrylics and Impact sheet," explains Nickolas. "The large model logo made its way around the UK from London to Liverpool - the heart of the International Festival for Business, stopping off at places such as the top of the BT Tower, the Financial Times and the Echo

Equipped with state of the art four and sixaxis CNC machines, the company says it can mill anything "to within a hair's width accuracy". Polystyrene sculptures and larger than life props are a speciality using the latest three-axis 3D laser scanning equipment to replicate any item.

"Once it came to life, the model exceeded everyone's expectations as the classic and simple yet classy blue silhouette brought the vision to reality.



Lettering is produced using CNC cutting edge technology with materials including high density polystyrene.

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POLYSTYRENE AND FOAM

Marquee signage strikes a winner for football club

A key element of the scope of works associated with the relocation by West Ham United to the London Stadium in the Queen Elizabeth Olympic Park was the delivery of a striking, modern and effective branding and signage package which clearly identified the stadium as the home of the club. These works were required for implementation to an immovable deadline ahead of the 2016-17 season and in particular the first football match held in the Stadium against NK Domzale on 4 August 2016.

"We chose Image Technique to deliver a significant part of the branding and signage package following a competitive tender process and having had previous experience of working with the company was reassured that they had the capability of delivering a project of this size and complexity to programme on time, to the required quality and on budget," explains stadium relocation project director Stewart Pegge.

"Image Technique was awarded a large, prestigious and varied package of works which included iconic marquee signage installed to the roof of the stadium and 16 large hanging feature signs in the concourse area displaying shirt numbers, honours and motivational messaging.

"The package presented a number of challenges including short turnaround times, stadium restrictions and the need to engage with a number of external stakeholders which Image Technique responded to, approaching the project positively and practically ensuring project delivery. Image managed various installations around the stadium simultaneously to a very well defined programme enabling key interface and coordination on what was a very busy

Excellent craftmanship

"Scott Groom project managed the package from start to finish ensuring complete ownership of the project at all times. He resourced the project appropriately with engineers displaying excellent craftsmanship and hardworking ethics. We feel Image Technique delivered to a very high standard on this project and were a very reliable and trusted partner, rising to the challenges and issues along the journey of the project with their proactive and experienced approach."



Large hanging feature signs in the concourse area display shirt numbers, honours and motivational messaging.

Selfie culture and 3D branding

"In almost 50 years of business we have seen big changes with the evolution of the internet and social media making the most impact on trends within the industry", comments Graham Sweet, proprietor of **Graham Sweet Studios**

There has been a rise in the use of 3D hashtags, polystyrene letters and other forms of 3D branding which are being used at events across the country for photo opportunities and marketing purposes.

We are living in the age of 'selfie culture' and people of all ages are taking photos of themselves in front of landmarks, at key events and venues, meaning that now more than ever social media is being used as a platform for advertising by sharing images.

Easy to transport

Polystyrene letters are an attractive solution due to the fact that they are lightweight and can be easily transported to numerous events. Economical and very cost effective, they are ideal for one-off and longer term

At Graham Sweet Studios we always do our utmost to meet customer demand and understand that sometimes a few weeks' lead time is simply too late. Appreciating that many customers are themselves often on a very tight deadline we will always strive to hit this while still maintaining our very high quality products and service.

Considerable investment in our infrastructure allows us to improve quality and meet tighter deadlines. We will always aim to deliver a fast turnaround - sometimes even on the same day and therefore work closely with local and national couriers who travel across the country to meet our customers' needs.



In this age of 'selfie culture' people of all ages are taking photos of themselves in front of landmarks, at key events and venues.

Polystyrene is an attractive material to our customers as letters produced from it are far lighter, easier to transport and more cost effective than acrylic, metal or wooden letters of the same proportions. Although polystyrene in its raw, plain white form can be fairly fragile we can apply a special coating to the letters which will strengthen them and prolong their lifespan. In addition it will help to increase the letters' fire protection which is often required for conference and exhibition use.

Facing the letters with materials including MDF, acrylic and brushed gold and steel effect laminate are great for a premium finish. With the methods we have developed over time and with a great deal of care we ensure that the facing is perfectly flush with the letter. Once painted you would often need to look closely just to see the edge.

We strive to achieve the most effective finishing on our polystyrene letters and over the years have experimented with different materials and finishes. We can produce bespoke finishes which include rock, rust, metal and wood which always attract attention at exhibitions.

Graham Sweet Studios has seen numerous changes in technology over the years. Many of these have enabled us to manu-



Facing the letters with materials including MDF, acrylic and brushed gold and steel effect laminate are great for a premium finish.

facture products quicker and more accurately. Advances in software now mean that we are easily able to send 3D visualisations to our customer so that we are able to finalise the design before we start production. Though the initial part of the design and development process has been influenced greatly by advances in technology the quality of the finish of our products greatly comes down to our highly skilled and efficient team.

With the time we have saved with the initial process we are now able to invest this time back into the business and improve on all aspects of Graham Sweet Studios."

Sculptors have a word for it

Chunky 3D lettering in materials from extruded foam and polystyrene to stainless steel has been used for many years in the design of signage in the worlds of retail, exhibitions and events.

In business for more than 40 years, St Albans-based Fonteyne Signs includes the art of sculpting in its repertoire.

"We cut letters from polystyrene by hand rather than using CNC machines," comments Tony Lobue. "This allows us to create unusual shapes and complex typefaces that are not so easy to accomplish with a computer-generated form. Polystyrene is inherently fragile and it takes great skill to cut the letters using hand-held tools. Of course lead time is longer than using machine cutting so this a specialist item but





the end result is striking so if a customer wants something that will really make a powerful impact we will make it to their specification. In addition, paint finishes can be customised: matt, shine, glittery - any desired effect can be produced.

"Sculpting by hand obviously takes much time and patience and while 3D printers might be able to accomplish such work eventually - I think it's still a long way off. "You will often see polystyrene lettering displays at exhibitions and events as its light weight allows these to be transported and installed very easily: mounted onto walls and affixed to a simple platform for floorstanding applications."



Buyout at Sign Systems helps secure business for the future

Existing senior managers at Sign Systems (UK) Ltd have recently completed a buy out to help secure the future success of the business.

Sign Systems has been trading for over 25 years, and is today a design, manufacturing and installation business producing signage for a range of commercial organisations and businesses.

Enjoying growth over recent years under the ownership of Steve White, the company's clients include Adidas, Caterpillar, Coca Cola, Rightmove and Specsavers. The acquisition, led by Jon Wood and Kim Bosworth of Sign Systems, sees a staged buyout, with Steve White maintaining an important, ongoing involvement in the business over the next few years, says the company.

Steve White, said: "The buyout was all about the people within Sign Systems. I can honestly say I have enjoyed 99 per cent of my working days at Sign Systems; and still do.

"As the managing director, sole owner and in my twilight working years, a management buyout seemed the right way to move the business forward under the management of long term employees. Jon and Kim know the business inside out and offer continuity to our clients; if not improvement."



Left to right: Tom Gray, Jon Wood, Kim Bosworth, Steve White, Helen Sallis, Rod Whitehead.

Kim Bosworth said: "It is our intention to focus on securing new business and to ensure that good working relationships with our existing customers remain. We are also looking to recruit within our sales team in readiness for Steve's departure in a few vears' time. I am excited about our new venture, however, Steve will be truly missed by all at Sign Systems."

Helen Sallis and Rod Whitehead of Independent Banking Professionals (IBP) along with Richard Minshall of Minshall Accountants supported the structuring and finance of the transaction.

Tom Gray, corporate partner at Fraser Brown Solicitors acted for the buy-out team, with Austin Moore of Austin Moore & Partners advising the seller on the deal.

Europoint improve service



One of the new Europoint Iorries.

To offer its clients a complete service, Europoint is "gearing up to grow its presence in the UK as major suppliers of sign print and plastics".

A key decision was to buy its own local fleet of vans and trucks, based out of the three centres across the country, to continually improve its service offering. Owning a commercial fleet represents a substantial investment into the business and allows Europoint more flexibility to deliver extensive market leading brands more efficiently, says the company.

James Foster of Reade Signs said: "The new vans and lorries look great and with the improved delivery times this has enabled me to order more through Europoint."

Europoint is confident that the new vans will let them choose how to better store and move customer orders during transportation, to maximise floor space and increase the number of drops possible on vehicles. Not all customers have access to fork-lift trucks so the new vehicles, designed with ease of off-loading specifically in mind, will also allow for smoother transfers, according to Europoint.



PPB's Leeds move to enhance customer service

PPB Ltd has completed its move to a specifically converted warehouse and office premises at Cross Green in the north east of Leeds. The move was carried out in early March this year and was planned to ensure minimal impact upon customer service.

Logistically this was a big exercise with over 100 trailer loads of stocked items being moved from the old site. The move also included the relocation of PPB's in-house state of the art sheeting and re-rewinding equipment plus saw and guillotine.

This move will have several important benefits for PPB customers, says the company. Firstly, PPB has taken the opportunity to update the dust extraction system on their Schelling saw by installing a Modesta system. This is not only more effective for the removal of dust and debris, but is quieter and more energy efficient than previous equipment. This investment will lead to improved product quality with a reduced risk of dust contamination on converted products.

Secondly, by having one large 61,000 sq. ft. warehouse with 4000 pallet spaces and a bespoke layout, PPB will be able to offer faster order response times through improved workflow from goods-in, conversion, to goods-out. This is together with an increased number of loading bays, improved picking productivity and enhanced stock management. The new warehouse houses PPB's paper based products along with its new industrial plastics and Westland digital display portfolio.



Die cutting inside the new specifically converted warehouse and office in Leeds.

The further investment in machinery and stock allows PPB to provide a high value service to sign makers, fabricators and wide format digital markets

The warehouse and racking have all been specifically designed to handle large format products, to make sure that PPB can hold a wider selection of stocked items.

This investment comes after PPB invested in a specially designed new warehouse and office premises in London to fully service London and the Home Counties, in which they took up occupation in September 2015.

There will continue to be very close stock management between London and Leeds with same day delivery available, as well as an out of hours delivery service if required, with larger accounts often benefiting from two to three deliveries per day.

Richard Proctor, Managing Director for PPB said: "Leeds was the latest stage in our strategic growth plan. With good road links to the north and the M1 to the south, we are well placed to both accept incoming deliveries from our suppliers and to give fast and effective access to the rest of the UK for our own deliveries to customers.

"This investment is part of our ongoing strategy to provide the widest range of plastic, paper and board, display materials and finishing services for the screen print and digital display markets. The further investment in machinery and stock allows PPB to provide a high value service to sign makers, fabricators and wide format digital markets."





Mimaki sublimation inks achieve **ECO PASSPORT Certification**

Mimaki Engineering Co., Ltd. has announced that its Sb54/310/410 and Sb320/420 sublimation inks have achieved the ECO PASSPORT certification from OEKO-TEX®.

ECO PASSPORT is a mechanism by which textile chemical suppliers demonstrate that their products can be used in sustainable textile production. It authenticates the safety of chemicals used during the production of textile dyes, pigments and finishing agents. OEKO-TEX® is the first system proving the safety of textiles in Europe, and Nissenken is the exclusive certification authority in Japan. Certifications cover each stage of raw materials, product and company environment. The STAN-DARD 100 by OEKO-TEX® product certification has a history of over 20 years, with more than 150,000 recipients in the world.

Safety certification of raw materials for the Mimaki inks was achieved through the Nissenken Quality Evaluation Centre. The certification validates OEKO-TEX® STANDARD 100 compliance, a worldwide consistent, independent testing and certification system for raw, semi-finished, and finished textile products at all processing levels, as well as accessory materials used. This authentication is strict and only applies to products that meet over 300 requirements of relevant harmful substances.

Mimaki is exclusively distributed in the UK and Ireland by Hybrid Services and the company's national sales manager, John de la Roche says: "This certification reinforces Mimaki's market-leading approach to developing ink, inkjet systems and reducing overall environmental impact."



Mimaki's sublimation inks achieve certification from OEKO-TEX®.

Vivid announce partnership with Color-Logic foiling software



Color-Logic plug-ins and palettes for the Adobe suite are easy to work with and save huge amounts of time. according to Vivid Laminating Technologies.

Vivid Laminating Technologies has confirmed an exclusive partnership with US-based Color-Logic $^{\text{TM}}$.

The Color-Logic suite of colour communication systems and software tool sets works with Adobe's Photoshop, Illustrator and InDesign applications. They allow designers to work with an exclusive pallet of 250 unique metallic foil colours, all achievable using a digital printer and Vivid's Matrix Digital Foiling and Laminating System; and its Aqua Aura silver or rainbow holographic

Vivid's Product Manager Lewis Evans said: "Our new Aqua Aura range of luxury foils are available in over 20 colours. By using the Color-Logic tools, you can now achieve 250 different metallic colours, all from one single roll of foil and with just a click of a button."

Color-Logic plug-ins and palettes for the Adobe suite are easy to work with and save huge amounts of time. says the company. For example, the

Photoshop plug-in intelligently analyses the levels of colour within a photo to create an image ready to be foiled, including shadows and lighter areas. The finished effect "jumps out of the page and dramatically enhances print".

"Color-Logic is a disruptive technology that adds value to print, whilst differentiating a client's branding," says Mark Geeves, Color-Logic's Director of Sales and Marketing. "Vivid's expertise in foiling, combined with our innovative colour system, creates exciting new opportunities for printers to grow their high-value print production business, whilst reducing overall stock inventory."

Vivid's alliance with Color-Logic offers the user two levels of software integration. The standard package includes the full design suite and FX viewer for one user. The premium package allows up to five simultaneous users of the design suite and FX viewer, combined with five Pattern-FX that adds dimensions to the print.

www.vivid-online.com



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Midkent College To commemorate the occasion of the Topping Out Ceremony performed by Paul Clark MP and Sir David Melville CBE at the Midkent College Medway Campus 10th November 2008 The Medway Campus has been built with the help and support of the Learning and Skills Council Contractors: Kier Build Architects: Nightingale Associates

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Enfield signage centre help raise thousands for charity

Enfield's FASTSIGNS signage centre has helped raise over £20,000 for Cystic Fibrosis Trust, Macmillan Cancer Support and the North London Hospice.

The fundraising follows the tragic passing of Simon Cooper, son of FASTSIGNS Enfield owners Angela and Paul Cooper, who lost his long battle with Cystic Fibrosis and, later, lung cancer in 2016.

A designer at the signage franchise centre and keen musician, Simon played drums with the inclusive theatre company Chickenshed for many years, as well as with Chas Hodges form Chas 'n' Dave. Throughout his life, Simon worked tirelessly to raise money to help others suffering from similar conditions. He received a liver transplant in 1999 and double lung transplant in 2012. He was also an NHS Transplant Ambas-

During his final months, Simon and his sister Rebecca organised the "Simon Says Let's Party" charity ball, with the goal of raising £10,000. When Simon passed away in July last year, Rebecca took the view that "the show must go on!" Through the efforts of his family pulling together in such difficult times, Simon's original fundraising target was doubled and a massive £20,000 was raised with more still coming in.

Angela said: "The incredible amount raised is a testament to how many people he inspired and the fantastic support of our family, friends and colleagues.

"We have a lot of charity activity planned to carry on his work including supper quizzes, ladies lunches and sponsored walks, as well as the creation of a foundation in Simon's name to continue his goal of helping others."

One of the charities to benefit from the money raised by the "Simon Say's Let's Party" charity ball was the North London Hospice, where Simon received care. Campbell James Findlay, communications officer at the hospice, said: "North London



Simon Cooper, with his sister Rebecca, who have raised thousands for charity.

Hospice provides end-of-life care free of charge in the three boroughs we serve. As we only receive a small proportion of our funding from the NHS we rely on donations for the care we provide. Simon was an inspiration to many during his time at the hospice we thank his family and friends for all the support they have given."

www.fastsigns.co.uk/



Innova Solutions help raise over £20,000 for local charities

As a major employer in its community, Innova Solutions understand the importance of their corporate social responsibility and recently helped to raise money for local charities.

As main sponsors of the Trawden Beer & Music Festival, they brought the community together for three days of food and drink, all accompanied by some brilliant local music.

This year's festival, in it's third year, saw them raise a record breaking £20,000 for four local charities: Pendleside Hospice, Derian House, Petal Childhood Cancer Research and the Rosemere Cancer FounGlenn Dunleavey, Managing Director of Innova Solutions, had the idea for the festival in his role as a member of the Colne Noyna Rotary Club. Glenn said: "We're incredibly fortunate to have our offices in this beautiful village and are very proud of our local community. We welcome any chance we get to support it and the Trawden Beer & Music Festival is the perfect opportunity for us to give something back."

The festival has grown year on year, and Innova Solutions have supported it from the start, not only by sponsoring and pledging, but by getting hands-on with the set-up.



Trotec wins EDP Award at FESPA 2017

Trotec's large format SP2000 laser cutter won the European Digital Press Association (EDP) prize for "Best Laser Cutting System" at FESPA.

The CO2 laser machine has a working area of 1680 mm x 2510 mm, four-sided access and automatic safety features. The SP2000 is a versatile tool for cutting or engraving a diverse range of materials such as paper, cardboard, acrylic, wood and textiles.

The SP2000 forms part of the SP series of large format lasers, developed with the printing industry's needs in mind. A fully enclosed beam path and easy access to the working area keep operators safe. While Sonar Technology™ auto-focusing, a travelling exhaust and cutting speeds up to 2m/sec ensure high productivity without any compromise on the quality of finish, says the company. The ability to recognise printed registration marks results in accurate and consistent print and cut results every time, even for intricate and detailed jobs.



Management buy-out at Metamark

Metamark (UK) Limited has completed a £62 million management buyout of the business from the founder shareholders, Mark Bateson and Mike Stuart. The management team was led by Paul French and backed by Primary Capital, a mid-market private equity firm.

Metamark manufactures and distributes self-adhesive sign vinyl and digital print media in UK, Europe and around the world. The management buyout allows more growth, as the company looks to further invest in plant and equipment at both the Lancaster and Woking sites; whilst increase the UK market share and look for further international expansion opportunities.

The buyout was led by Paul French, lan Simister and the senior management team at Metamark, who have led the business for

the last five years since the original owners backed away from the day to day operations. In this time the management team have implemented various projects with the board, which have resulted in doubling revenue and profits.

Mark Bateson said: "After many years of building the company based in an entrepreneurial style and culture, it is important to us that this legacy prevails in the hands of a proven management team in terms of both capability and style."

Paul French, CEO of Metamark said: "The management team at Metamark are very much focused on continuing the good work of the past years; and ensuring the key pillars of success, being trust and performance, remain at the heart of the business during the next chapter of this exciting journey.'



(Left to right) Ian Simister and Paul French from Metamark.



Fastsigns franchise provides jobs boost in maidstone

FASTSIGNS has opened its newest UK-based centre in Maidstone. The signage centre has created four new jobs after officially opening its doors for business on 18 May, following the opening celebrations.

Franchisee Muhannad Ziyadah is managing director of the new centre, a purpose-built facility at Integra, Bircholt Road. With a floor space measuring 3,000 square foot, it will deliver graphics, signage and visual communications services to local businesses and members of the public.

Muhannad, who has worked in the print industry for more than a decade, chose Maidstone because of its thriving business community and good infrastructure.

Muhannad said: "It was important for me to work with a well-known name like FAST-SIGNS, which has centres in so many different countries. I was reassured by the communications I had with head office, which included a call from John Davies. I felt confident that we would be well-supported both before the launch and when we were up and running.

"Now that we're open in Maidstone, I am looking forward to immersing my new business in the local area, and will be available to support local events with signage and graphics.

"I wanted to offer our customers complete solutions, rather than single products. We have invested over £150,000 in setting up the business and have purchased high end machinery such as an Epson S60 printer and a Mimaki Graphtec Plotter to help us provide a great level of service to our customers."



The Mayor of Maidstone, Cllr Derek Butler, officially unveiled FASTSIGNS Maidstone with new franchisee, Muhannad Ziyadah..

www.fastsigns.co.uk

TrueVIS SG printer/cutter series wins EDP Award

Roland DG's latest addition to its TrueVIS printer/cutter range, the TrueVIS SG Series, has won 'Best Print and Cut Solution' at the European Digital Press (EDP) awards. The success of the SG-540 and SG-300 integrated print and cut devices follows that of the TrueVIS VG Series, which won in the same category in 2016.

Gillian Montanaro, Head of Marketing EMEA for Roland DG said: "The TrueVIS range takes integrated print and cut to the next level in terms of innovative features and performance-enhancing

functions, which deliver benefits to the user in terms of efficiency, ease and stunning quality of output. The SG series delivers advanced TrueVIS technology at an unbeatable price and is the ideal versatile solution for print service providers who are starting out, or for those looking to boost their production capabilities."

The EDP Association (European Digital Press Association) annually evaluates and celebrates the best new developments in print production, presenting awards to the very best solutions in the industry.



Gillian Montanaro, accepting the EDP award for Roland DG's TrueVIS SG print and cut machines.

Antalis' Digital Academy summer of workshops and seminars

Antalis' Digital Academy has announced a busy programme of events for the summer, such as new workshops, new locations and its inaugural Digital Breakfast Seminar.

Taking place on 30 June 2017 at the academy in Coalville, Leicestershire, the new Digital Breakfast Seminar is aimed at print business leaders. It will provide them with the opportunity to network as well as the chance to hear from two inspirational

The seminar is part of Antalis' ongoing commitment to provide a hub of information, live demonstrations and training to those looking to expand their digital print offering, says the company.

July sees the return of their Adobe Digital workshops, tutored by Martin Perhiniak, voted one of the world's top 10 Adobe tutors. Each of the five, day-long workshops covers a different Adobe-related topic, from foundation level to advanced.



The Antalis' Digital Academy in Coalville, Leicestershire, which runs training programmes, seminars and workshops.

Giles Bristow, Antalis' Digital Support Manager, said: "We are very excited about hosting a breakfast seminar, which we hope will become a regular forum for business leaders to come along and learn more about what is on the horizon for digital print; get inspirational insights; network with likeminded people; and generate ideas about how to develop their own businesses.

"We have a core of workshops that are constantly in demand, such as the colour management and vehicle courses."

Full details of workshop dates and availability can be found on their website:

www.digital2business.co.uk

vigital Signage

Sign, digital and LED event in China

OLED China 2017 and Digital Signage will be held from 20 to 22 September at Shanghai New International Expo Centre (SNIEC), along with two other UBM Trust flagship events Sign China 2017 and LED China 2017. The four events will bring together 1,300 exhibitors that will cover 100,000 sqm exhibition space. Each event will share their own resources to complement their industrial advantages, which will further extend the industry chain, says the organisers.







As the first show to combine the four areas: OLED, digital signage, LED and traditional signs, it will become a new opportunity for professionals in the industry. Companies such as Intel, Microsoft, Samsung, LG, Panasonic and NEC have kept increasing the investment on the usage of intelligent signage.

www.ledchina-sh.com/en-us/OLED www.digitalsignage-sh.com/en-us/

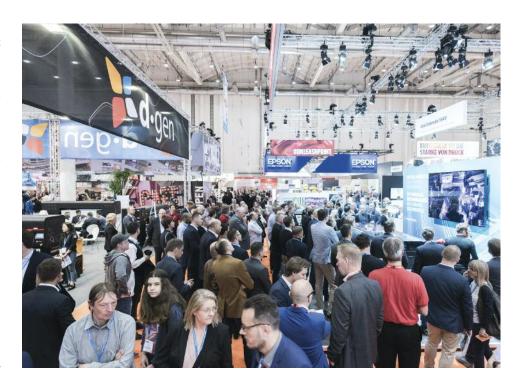
and

FESPA 2017

This years FESPA in Hamburg, from 8 to 12 May 2017, brought together a speciality printing community, with many exhibitors reporting record sales, and an audience of senior decision-makers coming with an immediate intention to invest, according to the organisers.

The event's 'global print expo' strapline was reflected in its diverse international visitor profile, with printers and signmakers coming to Hamburg from 139 countries, making it the most international FESPA ever.

Of the 20456 unique visitors who came to FESPA 2017 and its colocated events, the majority opted to stay at the event for two days, which brought total attendance to 39224. With almost 100 first-time exhibitors on the show floor, visitors had access to a comprehensive line-up of suppliers of technology, materials for printing and sign-making, consumables and accessories.



2017 awards

The winners of the FESPA 2017 awards were announced at its annual gala dinner, which took place at the Grand Elysée hotel in Hamburg on Wednesday 10 May.



The Best in Show award winners: Atelier für Siebdruck.

The winners of the application categories are:

Point of Purchase Products

- Paper & Board

Augustus Martin, UK **Point of Purchase Products**

- Plastic

HQprint Daniel Ries, Germany

- Posters

Atelier für Siebdruck, Switzerland

- Original Serigraphies and Giclees and Fine Art reproductions, books, brochures

Atelier für Siebdruck, Switzerland

- Decals, Printed Labels, Fleet Marking and Window decals

Signbox Limited, UK

- Special Effect Printing

Atelier für Siebdruck, Switzerland

- Special Effect T-Shirt and Garment Printing

T-shirts and Other Garments

MIDI PRINT LLC, Russia

- Roll-to-Roll Printed Textile

The Look Company, Qatar

- Glass, Ceramic, Metal and Wood Products

Digital Plus Ltd, UK

- Direct Printing on Three Dimensional Products

P&P Promotion SRL, Italy

- Non Printed Signage, Functional Printing

HNS Signs, UK

- Classic Stripes PVT. LTD, India



Also announced at the dinner were the winners of the three following categories.

The 2017 Young Star Award, which is marked across all categories and is open to those aged between 15-25. This year's Award went to Sandra Zomer from the Netherlands for her entry, titled illusive mind, who received a cheque for €1,000.

This year's People's Choice of the Year winner, voted for online by FESPA's global print community from the shortlisted entries, was won by OMUS PTY LTD of Australia for its Louis Vuitton pop-up store entry in the Non-Printed Signage category.

We've received positive reactions from exhibitors for the Berlin event, which is evident from the floor space already booked and optioned, even before FESPA 2017 began

The Best in Show Award, decided by the judges across all of the entries that they felt offered the most outstanding example of print, went to Atelier für Siebdruck, Switzerland, for its entry titled Le Monde des effets in the Special Effects Category.

World Wrapping champion crowned at FESPA picture 3 caption: Jonas Sjöström, the World Wrap Master Winner, with Martynas Bertulis and Ruan Greef.

Jonas Sjöström from Sweden was the winner of FESPA's World Wrap Masters Series. Second and third prize went to Martynas Bertulis from Ireland and Ruan Greef from South Africa respectively. All three winners received cash prizes.



Jonas Sjöström, the World Wrap Master Winner, with Martynas Bertulis and Ruan Greef.

The series comprises regional qualifying competitions around the world, culminating in the series final (at FESPA 2017, Hamburg) where the regional winners competed for the title of World Wrap Master. The events in Hamburg began with the European Wrap Masters qualifying event, where 24 contestants battled it out to become European Wrap Master, with Chris Hooper from the UK taking the title.

During the final, finalists from the European Wrap Masters were joined by national winners from previous Wrap Masters events in Africa, Asia, Brazil, Turkey and Mexico. Over the final two days contestants were challenged with wrapping a Formula 4 race car and one side of a speedboat in 60 minutes. This resulted in Jonas taking first place to become World Series Champion.

Head Judge Ole Solskin, from Denmark said: "The guys are on a level that we've never seen before, they really deserved to be here. They've done an outstanding job."

Dates announced for FESPA 2018 in Berlin

The 2018 global print expo will take place over four days from Tuesday 15 to Friday 18 May 2018 at Messe Berlin, Germany.

The next global print expo is expected to cover nine halls of the Berlin Messe, to showcase screen, digital and textile printing solutions. FESPA 2018 will again be colocated with European Sign Expo for non-printed visual communication solutions.



Roz Guarnori, (née McGuinness) Divisional Director, FESPA, said: "We always consult with our exhibitors on the location of our shows and Berlin was one of the favourites. We've received positive reactions from exhibitors for the Berlin event, which is evident from the floor space already booked and optioned, even before FESPA 2017 began."

One of the world's leading conference organisers itself, Berlin Messe is in an accessible position, located just a 10 minute car journey from Berlin airport. This makes it easily reachable for international visitors and just a short journey from the city centre, which is home to over 750 hotels.

www.fespa.com.



APPOINTMENTS

Trotec Laser welcomes new area manager for Ireland

Manufacturer and supplier of laser cutting technology and materials, Trotec Laser, welcomes Andrew Dudley as its new area sales manager for Ireland and Northern Ire-

Andrew joins Trotec from Roland DG (UK) Ltd. where he started as a bench engineer after graduating from the University of Southampton. Andrew progressed to assistant product manager and finally to business manager for 3D and Dental, a position he held for over six years.

Trotec's laser showroom in Dublin, Ireland is popular for hands-on laser demonstrations, customer training and support. Andrew will be based out of the showroom as well as offer field-based support and training to customers.

Martin Horne, Trotec UK managing director, said: "Andrew brings a wealth of experience in laser's neighbouring industries of 3D printing and milling. There is an increased demand for laser technology within Ireland so we are delighted to be able to provide full-time resident support to the region."

Andrew said: "I am delighted to join Trotec, a company which is recognised for its quality products backed by solid customer support. I look forward to working with my customers to understand how laser technology can benefit different markets in Ireland.

www.troteclaser.com



Andrew Dudley.

Hybrid hires textile professional as Mimaki textile range grows



Brett Platt.

Experienced textile industry professional, Brett Platt, has joined Mimaki's exclusive UK and Irish distributor, Hybrid Services as Textile Product Manager. Mimaki's textile printer range has been recently expanded with the announcement of a number of machines, such as the entry level TS30-1300 dye sublimation printer that debuted at FESPA earlier this month.

"With a career in textiles spanning more than 20 years, Brett's knowledge and experience make him ideal for the new role," says Hybrid director, Phil Thomas. "Following several high profile product launches already this year, Mimaki's direct to textile and dye sublimation printer range comprises an enviable array of solutions and Brett's appointment has happened at the perfect time."

Brett will work alongside Hybrid's network of specialist textile resellers to support companies prior to their investment and throughout the life of their machine.

Brett will be based at Hybrid's Cheshire showroom that features a selection of the latest Mimaki textile printers. "With the availability of Mimaki's new textile inks and printers, we're continuing to add to the hardware available to demonstrate both at Hybrid and around the UK and Ireland with our resellers," says Brett.

www.hybridservices.co.uk

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GLASSIF

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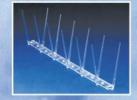


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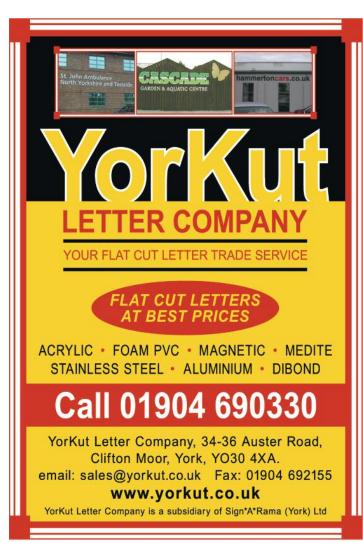




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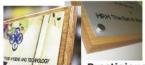
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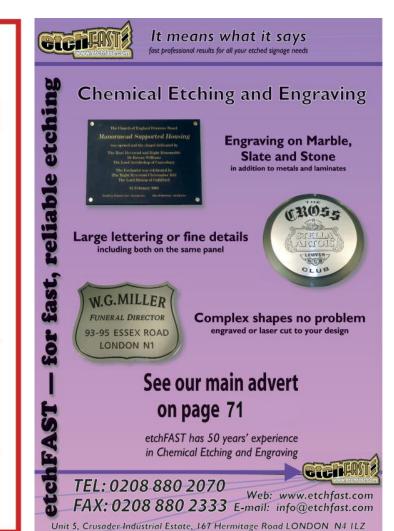
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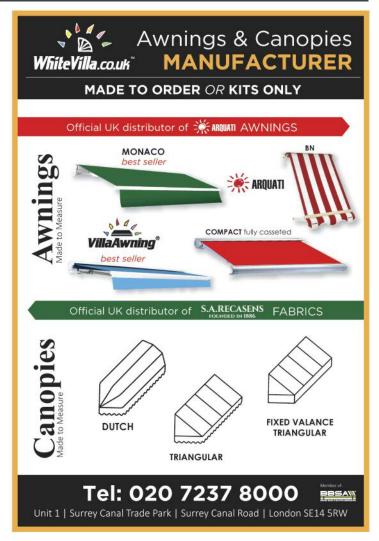
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Signwaves is the UK's leading supplier of point of sale equipment. From trade exclusive Stand-Off Sign Fixings to a wide range of glass mounted, wall mounted and suspended poster holders, there are a multitude of fittings available to mount displays in any location. Pavement and forecourt signs, illuminated displays and portable exhibition displays also form part of the Signwaves collection.

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Serving the Sign Trade for over 40 years, we are a leading manufacturer of modular sign systems, notice boards & information displays. Our Avenue poster case provides high quality yet affordable, external poster display. Sizes from A4-A0, in wall, post, and rail mounted versions, with headers and sign panel options. We also manufacture illuminated menu cases for hotel and restaurant settings.

SIGNWAVES

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Tel: 01493 419300

enquiries@signwaves.co.uk www.signwaves.co.uk

Signwaves supplies poster displays suitable for both indoor and outdoor use. As the UK's largest manufacturer of point of sale signs and displays, Signwaves can provide you with high quality poster frames, snapframes. menu cases and lockable noticeboards. Express made to order service is available for a selection of custom coloured Slimlok Menu Cases, Poster Cases and Noticeboards

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Serving the Sign Trade for over 40 years, we are a leading manufacturer of modular sign and display systems, notice boards & other information displays. Our 6 major sign systems are used and combined, to create a wide range of sign display solutions, including full signage schemes. With all products made to order, we specialise in tailoring solutions to suit each client, location and application

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SIGNSCAPE AND SIGNCONEX

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SIGNWAVES

Lefevre Way, Gapton Hall Industrial Estate, Great Yarmouth, Norfolk **NR31 0NW**

Tel: 01493 419300

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Signwaves is a UK manufacturer of sign and display products for internal and external use. The range includes pavement signs and aboards (including Swinger and Ecoflex sig-nage), snapframes, poster mounting and exhibition displays. Signwaves also offer trade exclusive Stand-Off Sign Fixings and Premier A-Board Frames with low prices quaranteed

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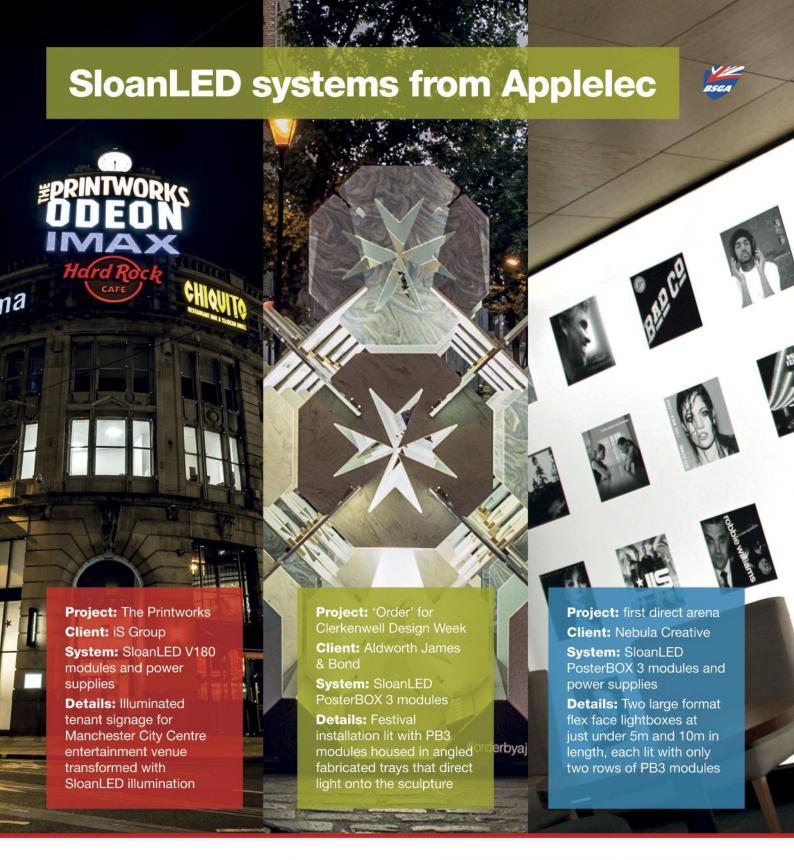
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