Out of Home Advertising Extends Its Reach

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With the new **Mimaki JV300 Series** printers, you can go beyond conventional inkjet printing. Built on the proven Mimaki JV Series platform – a workhorse in the company’s roll-based printer line-up – the new Mimaki JV300 Series printers include innovative technologies that increase throughput and productivity, and keep operating costs low. Available in 54-inch and 64-inch wide models, these printers include eight ink channels and a variety of eco-solvent ink colors – including White, Light Black and Orange – to provide the flexibility to produce nearly any application on hundreds of media choices. Dye sublimation inks are also available for producing soft signage, sportswear and textile applications.

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Editor’s Note

Greetings from Cloud City

Unusual Atlanta weather didn’t stop attendees from flooding into SGIA in November.

By Denise M. Gustavson

In terms of the weather, this year’s SGIA was probably one of the most unusual. After arriving on Tuesday the fog rolled in and stayed with us through Friday morning. From the 44th floor of the Westin—and with the upcoming release of the new Star Wars movie on my mind—it felt like I was living in Cloud City—at least for a few days. But the weird weather patterns didn’t stop attendees from flooding into the Atlanta convention center.

According to the SGIA, total registration numbers topped out at 23,864 as of 2 p.m. on November 6th along with 545 exhibitors. Of those numbers 80 percent were print shops, 15 percent vendors, and the remainder included educators, press, and analysts. Interestingly, of the attendees, SGIA reported 54 percent were first-timers.

Many industry sectors saw significant growth of attendees at the 2015 SGIA Expo, including:
- Five percent growth in sign makers
- 14 percent growth in apparel decorators
- 6.8 percent increase in commercial printers, marking the third year of growth for this industry sector
- 26 percent increase in printers using flexography, marking a significant move to digital solutions in packaging

Of all the different technologies on the show floor, I think fabric had the largest showing—which makes sense since according to industry experts, digital fabric and textile printing is estimated to grow 34 percent over the next several years. Be on the lookout for special reports on the fabric and textiles markets in 2016 from both Wide-Format & Signage magazine as well as exclusive content on PrintingNews.com.

Additionally, for print service providers looking to extend their reach and their profits, out-of-home (OOH) advertising is certainly worth more than just a passing glance. From 2004-2014, OOH advertising’s share of total advertising spend grew from three percent to 5.2 percent, according to the Outdoor Advertising Association of America (OAAA) in its “Out of Home Advertising Today” report.

Also, companies intrigued by the promise of the Internet of Things (IoT) are focused on digital OOH (DOOH), believing the OOH industry will be a prime driver for what the IoT will ultimately become.

“Studies show that consumers spend 70 percent of their waking hours away from home, which means they are more exposed to OOH and DOOH ads than nearly any other form of advertising,” said Stephen Freitas, OAAA chief marketing officer. “They are almost certainly carrying their smartphones, and this makes the paring of OOH and mobile a powerful combination for effective advertising.”

Interested in learning more? Check out the article beginning on page 9.

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Denise

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PRIMIR Explores Wide-Format Market
PRIMIR has announced the completion of a new research study, “Wide-Format Inkjet Printing Trends and Opportunities.” The research, which was conducted by IDC, included interviews with wide-format printer manufacturers, distributors, and industry experts along with surveys of wide-format PSPs, marketers, and retailers.

This study examines trends and opportunities within the North American wide-format inkjet printing market, valued at over $20.3 billion in 2014 and projected to grow to $24.4 billion in 2018. The study found that growth in wide-format inkjet printing is contingent on two major factors: the conversion of traditionally analog printed display graphics into digitally printed display graphics (typically inkjet), and the development of new applications enabled by innovative ink and media that can be digitally printed.

According to the report, the top three applications that buyers reported purchasing are banners, posters, and signs. By comparison, wide-format PSPs indicated that their top five most commonly produced products are banners, signs, posters, photography, and presentation graphics. However, mainstream applications such as posters, billboards, banners, and signs are becoming commoditized with the continued growth of wide-format display graphics businesses and increased competition. As a result PSPs are looking for new, more profitable applications, and innovations that drive down the cost of production. Newer technologies, such as Latex, UV-curable, and dye-sublimation inkjet, all are growing as wide-format PSPs seek new markets and the ability to produce at faster speeds.

Versioning and micro marketing is one of the bigger trends in the market place—there is an increasing number of display graphics, but fewer of them contain the exact same message. This plays directly into the strengths of digital wide-format inkjet printing.

In addition, according to the PRIMIR study findings, more than 40 percent of print buyers have used a QR code or some other interactive media element in their printed display graphics. And a large majority of those buyers reportedly plan to continue using these types of interactive elements.

The wide-format inkjet printing market remains a growth business, but it is challenged by pricing pressures, buyers’ quality and speed demands, and the emergence of competitive digital displays and mobile advertising. To successfully compete, all of the market players must follow the digital display market and be willing to adapt by developing new partnerships, opening new markets, and developing new higher profit applications.

JK Group Approves Acquisition by Dover Corp
JK Group SPA (JK) will be acquired by Dover Engineering Systems, a business segment of Dover Corporation. It will operate as a stand-alone operating company within Dover’s Printing & Identification platform.

JK has three independent brands: Kiian Digital, J-Teck 3, and Sawgrass Industrial.

Alberto De Matthaeis, managing director of JK Group, said, “We believe our acquisition will only strengthen our position and capabilities on a global scale. JK Group and Dover share a common goal to accelerate the growth in the textile digital printing market and bring world class digital printing ink solutions to our customers.”

Great Scott! 3M Celebrates Back to the Future Anniversary
As a way to pay tribute to the 30th anniversary of the movie “Back to the Future,” the 3M Commercial Solutions Division wrapped a DeLorean using a vinyl color change film, 3M Wrap Film Series 1080 – BR241, Brushed Gold. To make the car even more futuristic 3M added 3M Wheel Weight System and 3M Automotive Window Film Crystalline Series.

The DeLorean Motor Company built fewer than 10,000 cars. As the result of a special factory project, three were gold. Knowing this, 3M wanted to pay tribute to the upcoming anniversary and turn a fourth DeLorean gold using 3M products.

Products used:
- 3M Wrap Film Series 1080 – Brushed Gold
- 3M Wheel Weight System
- 3M Crystalline Automotive Window Films

SpeedPro Imaging Headquarters Installs HP Printers
The Denver, CO-based SpeedPro Imaging headquarters installed an HP Scitex FB550 Industrial Printer and an HP Latex 360 Printer to demonstrate the efficiencies of direct-to-substrate printing and the value of lower operating costs to its franchisees.

“Our network relies on HP Latex and UV-curable printing technology to drive key applications, which result in increased revenue and profitability for our studios,” said Boris Katsnelson, president and CEO, SpeedPro Imaging. “Our collaboration with HP is critical for continuing growth and maintaining our position as a premier franchisor in the sign and graphics segment.”
**Canon Solutions America Partners with Media One Digital Imaging Solutions**

Canon Solutions America, Inc. has partnered with Media One Digital Imaging Solutions, LLC. Under the terms of the agreement, Canon Solutions America will begin offering the d.gen brand of large format dye-sublimation inkjet printers and textiles by a.berger as well as finishing solutions to its customer base. In addition, Media One will become an authorized reseller of the Ocè Arizona series of flatbed printers.

“Cushing will support Canon Solutions America’s efforts with its technical knowledge and after-sales support. In addition, Canon Solutions America will now be able to offer its customers a full soft signage solution, which will include the ability to offer financing through Canon Financial Services.”

**PrintingNews.com/10006967**

**Cushing Selected as a Finalist for the 2015 Loyola Illinois Family Business of the Year Awards**

Cushing, a Chicago-based digital printing firm, has been named a 2015 Loyola Illinois Family Business of the Year Awards finalist. Now in its 22nd year, the awards celebrate family-owned businesses which demonstrate a strong commitment to industry, community and family. Cushing has assisted businesses in Chicago and across the US since 1929.

“We are excited to be named a finalist,” said Cathleen Cushing-Duff, president at Cushing. “Family and the Chicago community play an integral role in our history and future.”

Presented by the Family Business Center at Loyola University Chicago’s Quinlan School of Business, the awards celebrate business success, multi-generational family member involvement and innovation. More than 100 entries were received, from an array of industries and markets. A panel of judges come together to determine the final candidates.

“It is an honor to be recognized with these amazing local businesses,” said Joseph X. Cushing, executive vice president at Cushing. “The credit goes to our outstanding team who brings each project together.”

**PrintingNews.com/10004705**

**FASTSIGNS Ranks No. 166 on List of Top Revenue Producing US-Based Franchises**

With double-digit increases in both global sales and total units, FASTSIGNS International, Inc. took the No. 166 spot on Franchise Times magazine’s 2015 Top 200+ list. Noted as the most respected ranking in franchising, the Top 200+ measures U.S.-based franchise companies by year-end 2014 global sales across all company and franchised units. FASTSIGNS closed out 2014 with global revenues reaching $388 million and unit count up to 575.

Today, the franchise has achieved record sales of $400 million globally and its location count is up to more than 590 locations across nine countries, with an additional 35-plus signed franchise agreements for new centers that are currently under development.

“We can attribute much of our growth to our ‘More Than’ brand positioning, our proven franchise business model, and our outstanding outside sales professionals,” FASTSIGNS International, Inc. EVP of Franchise Support and Development Mark Jameson said.

Jameson added, “We have more than 385 sales professionals globally who connect with businesses and offer the specialized and forward-thinking services our franchisees provide. Forming this team has dramatically increased sales across our expanded products and services.”

**PrintingNews.com/10054488**

**Minuteman Press Announces New Slogan**

Minuteman Press has unveiled its new slogan: We Design, Print & Promote… YOU! The new tagline was created to demonstrate the wide range of products and services that are available at Minuteman Press centers worldwide.

“Each Minuteman Press franchise location can meet the unique design, print, and promotional needs of any business,” said Bob Titus, Minuteman Press President/CEO. “We believe that our new slogan—We Design, Print & Promote… YOU!—is truly indicative of the full breadth of printing and marketing services that we provide to our customers on a daily basis.”

We Design, Print & Promote... YOU! is the latest in a long line of Minuteman Press slogans, replacing The First and Last Step in Printing. Today, in addition to meeting the printing needs of clients, Minuteman Press offers everything from brand identity solutions and strategic consulting to cross media marketing campaigns, promotional products, and much more. “As we continue to innovate and expand our offerings, we continue to provide the highest levels of quality and service that has always set Minuteman Press apart,” said Titus.

**PrintingNews.com/10165492**
News

Product of the Year Winners Define Excellence at the 2015 SGIA Expo

The SGIA Product of the Year competition raised the bar at the 2015 Expo with a new class of entries in categories from digital inks, finishing, and media to direct-to-garment, roll-to-roll, and UV flatbed.

“Every entry this year took printing technology to a new level,” said Ray Weiss, SGIA’s Digital Imaging Specialist.

2015 Product of the Year Winners:

- **Category 101: Digital Inks**: SubliJet-HD Sublimation Inks for Virtuoso SG 800 Printers by Sawgrass
- **Category 102: Finishing** — Display Exhibit Hardware: VM-SHELF by Visual Magnetics
- **Category 104: Finishing** — Equipment — Laminators: New Kala Mistral 1650 by Rolinx Performance Products
- **Category 105: Finishing** — Equipment — All others: AES1900 by Miller Weldmaster Corp
- **Category 106: Finishing** — Laminates, Adhesives, Films, Coatings: EFi Armor coatings by EFI
- **Category 107: Media** — Films: VM-DryErase MNW by Visual Magnetics
- **Category 108: Media** — Non-PVC: CLING-KING Spider Mat — FN: NS-CK-SOL-WT014 by Newlife Magnetics LLC
- **Category 110: Media** — Rigid: Liquid Chalkboard by Panel Processing Inc
- **Category 111: Media** — Textile — Apparel: Jennifer S/914 by Pacific Coast Fabrics
- **Category 112: Media** — Textile — Flag: Flag Superb by Top Value Fabrics
- **Category 113: Media** — Textile — Framing Systems: DD 6788 MoJo (Backlit Fabric) by Fisher Textiles
- **Category 115: Media** — Vinyl (Pressure sensitive): GECKO-GRIP (PRINT DIRECTLY ON MICRO-SUCTION ADHESIVE) by DAF Products Inc
- **Category 117: Screen Printing** — Automatic Graphic Press: Oval Evolution by Ryonet + Roq
- **Category 118: Screen Printing** — Automatic Garment Press: Stryker Automatic Screen Printing Press by M&R Companies
- **Category 119: Screen Printing** — Automation: ATMALINE CL50 — automatic glass printing by dip imaging corp
- **Category 120: Screen Printing** — Pre-press: i-Image XE CTS Imaging-Exposure System by M&R Companies
- **Category 121: Direct-to-Garment Printers**: M-Link X by M&R Companies
- **Category 122: Flatbed/hybrid (under $100K)**: ValueJet 1617H by Mutoh America Inc.
- **Category 123: UV Flatbed ($100K–200K)**: Anapurna M2540i FB by Agfa Graphics
- **Category 124: UV Flatbed ($200K–500K)**: Jeti Mira by Agfa Graphics
- **Category 125: UV Flatbed +White ($100K–200K)**: EFI H1625 LED by EFI
- **Category 126: UV Flatbed +White ($200K–500K)**: EFI VUTEk H2000 Pro by EFI
- **Category 127: Small Flatbed (Industrial/Small Item Decoration)**: UJF7151plus by Mimaki USA Inc.
- **Category 129: Roll-to-Roll Solvent/Latex (under 80 inches)**: HP Latex 370 by Hewlett Packard Company
- **Category 130: Roll-to-Roll Solvent/Latex (over 80 inches)**: ValueJet 2639X by Mutoh America Inc
- **Category 131: Roll-to-Roll UV (under 80 inches)**: JV400SUV-160 by Mimaki USA Inc
- **Category 132: Roll-to-Roll UV (over 80 inches)**: Durst Rho 312R by Durst Image Technology U.S., LLC
- **Category 133: Roll-to-Roll Direct Disperse Ink on Textile**: Durst Rhotex 322 by Durst Image Technology U.S., LLC
- **Category 134: Roll-to-Roll Dye Sublimation on Textile**: SureColor F9200 by EPSON America Inc
- **Category 135: Roll-to-Roll Dye Sublimation on Metal**: Virtuoso VJ 628 by Sawgrass
- **Category 136: UV Hybrid/Flatbed High Volume Prod. Class**: Jeti Tauro H2500 by Agfa Graphics
- **Category 138: Large-Format Scanners**: ColorTrac SmartLF SG Series Large Format Scanner by Paradigm Imaging Group

SPGPrints Americas

SPGPrints Americas has announced the addition of two sales personnel at its American headquarters.

Jeffrey Ardo (right) was appointed graphic sales manager, taking responsibility for SPGPrints’ DSI UV-inkjet label press and rotary screen printing program.

Tyler York also joins the SPGPrints Graphics Sales team.

Agfa Graphics Announces Gunther Mertens as Regional President for North America

Agfa Graphics has announced that Gunther Mertens succeeds Peter Wilkens as Regional president for North America. He will also be a member of the Global Graphics Management Committee (GMC).

Also, Michael Ciaravella joined Agfa Graphics as its vice president, sales for the US.
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SmartLF Gx+T 56 CCD Series
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Social Media
The WFI LinkedIn group, with more than 6,620 members, continues to grow. Have you joined the conversation yet? linkd.in/a7W6p8

Top Tweets
Twitter: 6,620 people follow Wide-Format & Signage; 19,400 people follow Printing News; and 5,688 follow Quick Printing
- RT @Drytac RT @wfi: “Any place with floors, walls and windows has wrap potential.” ht.ly/SuLCA
- RT @JeffreyHayzlett Ha! Yes! RT @PrintingNews: #print is still the most trusted medium. You can’t get a virus. Worse you can get is a paper cut @JeffreyHayzlett
- RT Dan_Antonelli Read about #vehiclewrapdesign, software, and ‘The Death of Cool’: bit.ly/1GYnXAv via @wfi #Branding #SmallBiz
- RT BigInkVisual @wfi published a story on @BillyMacMusic after BIG INK’s recent event! More info ow.ly/U9m0N
- RT @macfixer_1 #GreatScott! #3M Celebrates #BackToTheFuture Anniversary youtu.be/KF-acicxQwM via @wfi @macfixer_1

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swissQprint sets up US subsidiary
swissQprint AG has established a subsidiary company in the USA. swissQprint America, Inc. will intensify present business activity stateside.
Polytype America Corp. had been entrusted with sales of swissQprint UV inkjet printers in the USA for the past five years, and has made plenty of inroads in this time. Polytype has decided to withdraw from this partnership, which in turn has led swissQprint to set up its own organization. swissQprint America, Inc. was established in October. In November, swissQprint America, Inc. opened a showroom in Wisconsin.

Hayden Kelley Appointed CEO of Drytac
Drytac has announced changes to its executive leadership team. Hayden Kelley (top right) has been appointed as the company’s new global CEO.
Kelley, who currently serves and will retain his role as managing director of Drytac Europe, succeeds his father Richard Kelley, the company’s founding chairman and former CEO. Richard Kelley will continue to serve as chairman, leading the Board of Directors and providing counsel on corporate business strategies. Marc Oosterhuis will remain president of Drytac North America, overseeing strategic operations in the US and Canada.
Additionally, Drytac has promoted Darren Speizer (right) to vice president of sales & marketing for North America. In his new role, Speizer will be responsible for developing and implementing strategic business initiatives in the US and Canada. He will also oversee the sales and marketing teams in both regions.

Durst Strengthens North American Sales Staff
The Durst US sales team has been strengthened in recent weeks with the addition of textiles / soft-signage printing expert Bob Rychel (at right), and an expanded role for Large-Format Digital Sales Manager Tom Green—who will now directly serve the Southeast Region.
Rychel comes to Durst with 25 years of experience in the large-format digital graphics marketplace — including the last eight focused on the textile / soft-signage segment.
Green, a 20-year printing industry veteran, joined Durst in 2013. In his expanded role, Green is introducing direct digital UV inkjet printing into businesses in Durst’s Southeast Region.
Out of Home ADVERTISING EXTENDS Its Reach

For brands looking to extend their reach, out-of-home (OOH) advertising applications are a dream come true.

By Joann Whitcher

To understand the impact of out-of-home advertising, take note of JCDecaux, a leading player in the market. Having won the Transport for London’s bus shelter contract, worth an estimated $1 billion, the Paris-headquartered company recently announced its vision for its “London Digital Network,” to completely digitize London’s famed Oxford Street with double-sided digital bus shelters.

The concept is to outfit the bus shelters with 1,000 brand new 84-inch digital screens, 40 percent larger than the existing screens. JCDecaux’s vision is to see the network span across London’s key retail zones, from Shoreditch, to Brixton, and from Knightsbridge to Richmond.

In order to deliver the LDN campaigns, the channel will be supported through big data and a new supply-side platform called SmartBRICS. Retail spend data from CACI, social media feed, and frame-by-frame audiences from route can be used to target campaigns to optimize audience delivery. The SmartBRICS engine will enable campaigns to serve the right copy to the right screen in the right location at the right time.

Additionally, JCDecaux will launch “Connected London”, an exclusive panel of 5,000 Londoners who will provide daily data on mindset, attitudes, brand preferences, and lifestyle. This new community will provide essential insight into what makes Londoners tick and how they can be targeted via the LDN.

For brands looking to extend their reach, out-of-home (OOH) advertising applications are a dream come true. While digital signage is a big part of OOH advertising, the medium is adaptable to any environment, indoor or outdoor. Along with digital signage, it includes everything from billboards to vehicle wraps to transit adver-
tising, kiosks, street furniture, and oversized signage facing out onto city streets or mall interiors.

For print service providers looking to extend their reach, OOH advertising is worth more than just a passing glance. From 2004-2014, OOH advertising’s share of total advertising spend grew from three percent to 5.2 percent, details Outdoor Advertising Association of America (OAAA) in its “Out of Home Advertising Today” report. More recent figures offered by the industry association demonstrate out of home (OOH) advertising revenue rose 3.8 percent in the second quarter of 2015 compared to the previous year, accounting for $2.25 billion.

Not convinced? According to Kantar Media, total ad spend in the US was down nearly seven percent for the second quarter, with OOH and local radio the only traditional media to see significant growth.

“All major OOH categories continue to grow, and nine of the top 10 product categories are showing increases for the year,” commented OAAA president and CEO Nancy Fletcher. “This is particularly significant given the comparison to other traditional media and second quarter GDP growth of 2.3 percent.”
The nine revenue growth categories include Miscellaneous Services and Amusements; Retail; Media & Advertising; Public Transportation; Financial; Insurance & Real Estate; Government, Politics & Organizations; Communications; and Automotive Dealers and Services.

Also enticing for PSPs is the fact that both large brands, from Apple to Estee Lauder to McDonald’s, use OOH advertising applications as well as a diverse platter of local businesses.

While the entire OOH segment continues to see steady growth, digital OOH is increasingly proving its effectiveness with the use of high-tech measurement techniques that range from passive audience detection to mobile engagement and more, said Stephen Freitas, OAAA chief marketing officer.

DOOH—along with more traditional forms of OOH—allow brands to communicate in compelling ways that can facilitate meaningful engagement with active people.

“A clear indication of DOOH’s vitality is the attention it is garnering from technology companies,” he said. “Apple iBeacons are being integrated into more DOOH campaigns, facilitating mobile use to

(Above) Publicis Kaplan Thaler created a multi-format campaign for Citi which won a 2015 Silver OBIE.

(Below) Agency Marty Weiss & Friends created this bus wrap for Sobieski Vodka.
trigger purchases. Earlier this year, Google formed a joint venture with a plan to replace payphone booths with free WiFi hot spots across the five New York boroughs.”

Also, companies intrigued by the promise of the Internet of Things (IoT) are focused on DOOH, believing the OOH Industry will be a prime driver for what the IoT will ultimately become.

“Studies show that consumers spend 70 percent of their waking hours away from home, which means they are more exposed to OOH and DOOH ads than nearly any other form of advertising,” Freitas said. “They are almost certainly carrying their smartphones, and this makes the paring of OOH and mobile a powerful combination for effective advertising.”

Members of the International Sign Association (ISA), acknowledged Brandon Hensley, ISA chief operating officer, are talking more about the increase in allowing the public to connect and interact through mobile devices with signage.

ISA sees DOOH as a growth area for its members, added Hensley. “DOOH (digital out-of-home) media benefits location owners and advertisers alike in being able to engage customers and/or audiences and extend the reach and effectiveness of marketing messages. The overall industry has been growing around 15 percent to around $2.1 billion, according to Patrick Quinn, CEO and founder of PQ Media, a market intelligence provider.

Also, according to PQ Media, the US is the world’s largest DOOH market based on revenues, and ranks fourth in consumer exposure...
OUTFRONT Media created this billboard campaign for Georgia Tech.

Morgan sees multiple markets growing, both in terms of industry interest in producing the application and in customers’ demand. One such area is vehicle graphics. “The barrier to entry is at an all-time low, and machinery and materials are lower priced than before allowing more people to add these capabilities,” said Morgan. “This can be problematic when job bids are quoted/won using inferior materials. We’ve always used long-term films coupled with continued education for our installers to stay on top of industry trends. The better material really pays off in ease of use, staying power, and removability.”

Another hot area is retail branding, he explained, “as retailers are purchasing larger atmospheric branding pieces that reinforce brand but are a bit wider in artistic scope.”

Still another area that is capturing a lot of attention is wallscapes. “In the last few years cities and businesses have added revenues from leasing building sides for banners,” said Morgan. “In other instances such as Louisville, wallscapes have been used to tout the cities history and reinforce its national image.” It’s a win-win for all involved, as what was wasted space is beautified, showing the locale off to good advantage and drawing in locals and tourists to the area.

Interior wrapped walls are also generating a lot of interest. Brands are able to create a unique experience for the consumer, and also easily update information or the design. USA Image Technologies offers a wide range of textures and application types, using textured wallpaper; seamless artist-grade canvas; floating edge-mounted vinyl wall graphic; pressure-sensitive vinyls; and/or textured surface/brick wrap.

Until a few years ago brick areas were impossible to wrap. Now, advanced installation techniques combined with the latest in ultra-conformable materials have bridged the gap, allowing providers such as USA Image Technologies to offer customers wraps applied to textured surfaces of all kinds.

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Morgan says that now that it’s possible to wrap the ‘freight and install’ elements are the limiting factors. “Let’s think about cost to install versus cost to produce. We’re going to have to price our work based on what the customer is going to pay for.”
Cutting Remarks: Standalone Vinyl Cutters & Plotters Boost Productivity

By Richard Romano

Say you have a roll-fed wide-format printer that is happily printing out sheets of vinyl or other material for signage, decals, heat transfer applications, apparel decoration, and any of the myriad applications for which these units can be used. In most cases, you probably have a print-then-cut device, which means that the unit cuts the output as it’s coming out of the printer. That can be a productive workflow, but there are compelling reasons for opting for a standalone cutting device, whether it be a vinyl cutter/plotter—entry-level or higher-range—or even a flatbed cutter.

The term “plotter” in the vinyl cutting world refers to a unit that is able to “plot” a cut as a shape, be it a standard rectangle or circle or what is referred to as contour cutting. The fineness of the detail you can cut is a function of the precision of the plotting—whether it’s a simple rectangle or oval or something complex like, say, the fjord-festooned coastline of Norway.

It’s About Time

So, then, why opt for a standalone cutter? It depends on how you’re doing your cutting now. Some shops still use manual labor for many finishing processes, such as cutting. The mantra today is automation, and cutting is one of those tasks best left to machines. “The speed and accuracy in which these cutters can complete a job far out performs anything a person armed with a straight edge can accomplish,” said Dave Conrad, director of sales and marketing for Mutoh. “Plus, cutters provide shops with the ability to expand their application and product offering to include things they may not have been able to offer, such as bumper stickers, decals, labels and detailed lettering design.” Mutoh offers its ValueCut cutting plotters in three cut sizes (24-, 52-, and 72-inch).

“We see a lot of customers pairing up cutters with standalone printers,” said Daniel Valade, product manager, VersaStudio, VersaUV, and Vinyl Cutters, for Roland. This has been largely due to growth in apparel decorating. “There are a ton of media manufacturers making all kind of heat-transfer materials for apparel. There are pre-embroidered, pressure-sensitive flocks and pressure-sensitive twills, so they can do full-fledged hockey jerseys and things like that without having to have them hemmed.” Roland offers is GX-640 and GX-Pro series of wide-format vinyl cutters in 36-, 46-, 54-, and 64-inch sizes.
The primary reason for getting a standalone cutter, even if you do have print-and-cut capabilities, is simple productivity. “Having a separate cutter allows your printer to do what you purchased it to do, and that is print, while you can send finished print jobs to the cutter while you start your next print job,” said Conrad. “Printing a job, moving it to a cutter, then starting to print another job while the first is cutting makes for a more productive workflow, maximizes the ability of the shop’s equipment, and provides more flexibility for printers to accommodate workloads throughout the day.”

That said, depending on the size of your shop and the volume of work you do, it can actually be more productive to rely on a multi-use print-and-cut machine. “Integrated print cutters can be more productive if you’re not running a staff 12 or 24 hours a day,” said Valade. That is, hit “print” before you leave at p.m. and it will print and cut by itself overnight.

**Going Under the Knife**

When shopping for a cutter, the best advice is to ask the same basic questions that you asked when you were buying a printer. Determine what you need to cut now, as well as what you expect to cut six or 12 months down the road. Will it keep up with how you envision your business growing? Will it still serve your needs if they change?

It’s always difficult to anticipate what new applications will become popular, but at present some of the fast-growing specialty products include awards, window tinting, decals for vehicle graphics, labels, and wayfinding signage. “These are all markets that a vinyl cutter helps a print shop get into,” said Conrad. “The ability to provide unique or customized precise, clean cut images that can be easily applied in a fast and simple process opens the doors for not only increased business and revenue but also paves the way for new market opportunities.”

“Apparel is a very popular application in the vinyl cutting world,” said Valade. “It’s starting to take over signage and decals.”

**Motor Away**

So before you go out and pick up a vinyl cutter, you should have a clear idea of the kinds of things you are going to be cutting. Size, thickness, and weight of the material are obviously prime considerations, but how detailed you need the cutting to be also is important. Both of these considerations affect the type of motor the cutter uses. Most vinyl cutters/plotters use one of two types of motors: a stepper motor or a servomotor. “For smaller graphics, digital servomotors are able to plot the cutting path very accu-
Colex Sharpcut with conveyor

rately over a stepper motor, which has a defined set of gears,” said Valade. “You start to lose accura-
cy in smaller cuts [with a stepper motor-based cutter].”

Cutting heavier and thicker ma-
terials requires more horsepower,
but heavier doesn’t always go hand-
in-hand with thicker. Magnetic
substrates are becoming popular,
and running them through a vinyl
cutter can be fraught with prob-
lems. It’s tempting to think that,
to get through a heavier, denser, or
thicker material just applying more
force will work, but that can short-
en blade, motor, or overall cutter
life; so, what some units will do is
make several precise passes over
the same cut.

Optical Registration
When you use print-and-cut devices
for contour cutting, the system
prints crop marks or other registra-
tion symbols, which are then read
by a sensor. Those symbols tell
the cutter where on the sheet the
graphics are and tells the machine
where to cut. Thus, when looking at
a standalone cutter, to take ad-
vantage of this feature, you’ll need to
ensure that the cutter has a built-in
and compatible optical registration
system. After all, it makes no sense
to print registration marks if the
cutter can’t read them.

But Soft!
Over the years, vinyl cutters have
become bigger, faster, more versa-
tile, and easier to use. However, one
of the biggest improvements has
not been to any of the mechanical
properties of the machines, but to
the software, where new features
have also made vinyl cutters more
versatile and productive. Take tiling
graphics. “Someone who is using a
24-inch plotter may need a 54-inch
wide graphic, so we can clip and
tile those graphics entirely within
the software and it will calculate
the overlap that is needed,” said
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There has also been a trend to-
ward greater compatibility between
the cutting software and programs
such as Adobe Illustrator and Corel-
Draw, so users who prefer to work
in those programs can stay in them
without having to port the file to
a separate program. Roland, for
example, whose Cut Studio controls
its vinyl cutters, has plug-ins for
both Illustrator and CorelDraw.

One Step Beyond
As you evaluate your cutting/fini-
ishing needs, you may even need
to think beyond the vinyl cutter to
the next level—a flatbed cutter,
which can handle a greater variety
of thick and rigid materials, as well
as all the things a rollfed vinyl cut-
ter can do. (See sidebar at left.)

For shops that aren’t constrained
by lack of space, freeing the cut-
ting from the printing allows them
to optimize the productivity of
both machines.

“The best way to maximize the
value of a cutting plotter is to keep
it cutting,” said Mutoh’s Conrad.

Find this article at
PrintingNews.com/12126238
Before designing wayfinding signage of any kind, it is important to walk the property and try to view it from a visitor’s perspective, ensuring the information they are most likely to need is exactly where they are going to need it.

Traditionally, when the need to change was a factor, wayfinding signage focused on modular designs, which consisted of a large frames that smaller pieces could be swapped in and out of. But while this worked well for interior wayfinding, it could pose problems in durability for exterior applications. As the technology has improved, digital signage has opened up the ability for locations—from private properties to cities to federal locations such as highways—to have the same degree of nimbleness while not compromising on the look and feel of the signage.

Another factor impacting wayfinding signage is the increase in regulations surrounding it. “Over the past few years we’ve noticed the tendency for local municipalities and regulations to tighten,” said “JT” Jim Tatem, president of Signarama. “Permitting issues, ADA and accessibility consideration, as well as safety concerns, are on the increase.”

Part of the problem, he went on to note, is that more sign companies aren’t getting involved in the process. Regulations are being written and put into effect with only a partial understanding of things like materials, installation, and usage. One way to combat this is for PSPs to simply get more involved, he said. If the shops are active members of the community, then when the time comes to review signage restrictions and regulations, lawmakers will be much more open to hearing the other side, leading to laws that take everyone’s needs into account, instead of just those of the vocal minority.

Thinking Outside
While wayfinding signage can be found both inside and outside, the exterior category carries with it some unique challenges. There are a range of factors that must be taken into consideration for outdoor signs that don’t play as much of a role inside.

“One difference is the distance at which interior and exterior wayfinding signs are viewed,” said Metcalf. “Generally, interior signs

A Changing Market
Like most types of signage, digital has become a major force in the exterior wayfinding category, and that push is only going to continue. A big reason for this is the ability digital brings to update on the fly, ensuring that information is always up to date. This is especially necessary when it comes to wayfinding, when elements like road construction, new buildings, or tenant changes all can impact the signage.

Property managers are more frequently asking for wayfinding signs that can be updated quickly in the event a tenant or directional information changes, and digital signs are a perfect way to do that,” noted Matt Metcalf, owner of the FASTSIGNS franchise in Englewood, CO. “With the Great Recession and the steady rebuilding of the economy that we’ve experienced, it seems more and more the ability to be nimble with sign changes is of great importance to our customers.”
Modular signs, where the main structure is permanent, but the smaller signs can be more easily changed out, has been the most common form of external wayfinding signage for many applications.

are viewed at a closer distance, whereas exterior signs can potentially need to be viewed from farther away. This means we have to ensure the sizes of the signs make sense so they can be viewed from the appropriate distance.”

Another major consideration is, of course, the weather. Outdoor signage must be made from durable materials that won’t fade or wear down too quickly. “Especially in Colorado, where the elements can take their toll on the signs, we ensure that the materials we use are durable enough to stand the test of time without fading or deteriorating too quickly,” Metcalf continued.

Tatem agreed and went on to add that things like ADA compliance, along with the location and visibility of the signage, can play a huge factor in exterior applications. He also noted that the size of exterior signage has to be taken into account much more in exterior applications, as do the materials used, which is why concrete and other hard, durable materials are more often used for this type of application.

Getting Started
For shops looking to add exterior wayfinding signage to their mix, there is a range of hardware and software that are “must-have” to be successful.

On the hardware side, Metcalf said, “For printed wayfinding signage, a shop should have printers with UV-cured inks and/or a laminator to apply UV protective coatings, which will increase the life of the signs. In addition to traditional sign printing methods, having the ability to router or engrave signs is extremely useful.”

Tatem agreed and added that software and peripherals are just as important. “Having a vector-based design software, vinyl plotter, router or engraver, as well as digital print capabilities, is key for shops in order to enter this segment of our industry.”

But just having the right equipment isn’t enough. Shops can’t just sit back and wait for the work to come in for this segment, they have to get out and find it. And there are a few different ways to do that.

Metcalf, for example, suggested focusing on the locations themselves. “In many cases, the best marketing is to get to know a customer before they need wayfinding signage. Rather than waiting for a customer to come to you with a wayfinding need, you can proactively identify the need for them and suggest a solution.”

He took that one step further, noting that not all markets or opportunities are created equal. For PSPs, the trick is finding the ones that will be the most profitable. “Identify opportunities within markets, such as industries with the most growth potential. With exterior wayfinding, those industries may be commercial properties, hospitals, and other industries with large footprints.”

Tatem, on the other hand, took a different approach. He went further up the proverbial food chain, suggesting PSPs look at sites long before the need for signage is an issue. “Our franchisees say they target market their local architects, builders, and developers. They also offer a complementary wayfinding assessment study on site and provide feedback and solutions based on that survey. They say educating customers on current and changing regulations is key.”

In addition, Tatem believes there are some interesting opportunities in niches even within the exterior wayfinding vertical. “Quite simply the biggest opportunities in the segment right now are going to be areas of old, illegible, outdated wayfinding signage, as well as offering ‘green’ wayfinding signage solutions. Partnering with industry leaders that offer eco-friendly options in wayfinding signage is going to be key.”

Either way, both men noted, being proactive about going out and finding solutions is the only way to be profitable in this particular niche. Along with that, staying educated and up to date about both federal and local signage laws will allow PSPs to go to a prospective client as a voice of authority and a partner, rather than as a commodity that will be handed to the lowest bidder. This is especially true when it comes to partnering with municipalities, builders, building owners, or other businesses that will be adding and changing out exterior signage with any kind of regularity.

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Digital Textile Printing: New Opportunities with Mimaki

Digital textile printing has traditionally been synonymous with dye sublimation, textile pigment, and acid and reactive ink for wearables, soft signage, interior décor, environmental or other applications. A resurgence in digital textile printing is being driven by the shift from traditional analog screen print to digital wide format production. Focusing on interior and soft signage applications, there are now opportunities available using latex, solvent/eco-solvent, UV-cure and solvent UV inks for these applications. As a leader in digital textile production, Mimaki offers printing equipment using each of these technologies, offering the option to utilize the best ink based on the target application.

Latex ink can be used to print directly to materials that cannot be post-processed using the high temperatures of a calendared heat press. Latex inks are best suited for surface printing onto wallpaper, canvas, and coated or uncoated non-wearable fabrics.

The JV400LX Series use eco-friendly, economical latex ink that is suitable for most any workspace. Another plus is that latex prints require no additional degassing, making them ready for immediate use or lamination. Mimaki white latex ink is available as an underprint or overprint on transparent or colored media; orange and green latex ink extend the color gamut.

Solvent/eco-solvent ink is versatile and widely used for outdoor durable signage, graphics and specialty applications such as T-shirt transfers. No post-processing is required, and new inline drying technologies – found in JV300 Series printers – means inks are dry and ready for immediate use.

Mimaki offers a wide range of eco-solvent printers in the JV300/JV150/CJV300/CJV150 Series. All offer new printhead technology with gamut-extending eco-solvent inks and variable drop printing for nearly anything from fine art reproduction, wall décor, and stunning backdrops. CJV Series printers add on-board cutting capability for an all-in-one option and can use silver inks making this printer ideal for producing remarkable T-shirt transfers. Additionally, all JV300 and JV150 Series printers can be configured to run dye sublimation inks, for traditional transfer applications.

UV-cure ink is widely used in flatbed printers to produce installation-ready signage onto rigid media, or in roll-based models to print onto media such as banner vinyl for exhibition graphics and vehicle marking. Low-heat UV-LED curing substantially expands the range of applications by enabling direct-to-substrate printing.

Mimaki offers several models of UV-LED flatbed printers ranging from benchtop to extra large formats. Also available is the UV500 roll-based printer offering outdoor durability when using LUS-200 inks, specifically developed with 3M for applications requiring the 3M MCS warranty. If an extended warranty is not required, LUS-120 inks offer exceptional durability at a lower cost per square foot. The UV500 with LUS-120 inks can print directly to canvas and closed woven materials making it ideal for producing outdoor awning signage, and tent or umbrella graphics.

Solvent UV ink combines the best of both: the solvent component attacks the acceptance layer of the media and subsequent UV curing contributes to durability and produces vivid colors with a smooth, glossy finish. It is best for tightly woven soft signage and interior décor applications.

The JV400SUV Series combines the flexibility of solvent ink with the durability of UV cured inks. This unique chemistry results in smooth, glossy, scratch-resistant prints that simulate the appearance of being coated yet retain the color brightness expected from a solvent printer. Cooler, immediate UV ink fixing facilitates quicker production turnaround and the ability to print on heat-sensitive media.

Opportunities and growth potential

Soft signage is a growth application, particularly in the exhibit industry because it is lightweight, easily rolled and packaged, and more durable than many hard surface applications. Stretch-frame fabric lightboxes are gaining popularity as they can be made to look like design elements in a retail or office environment, or as part of an exhibit. Windsails, dancers, and other attention grabbing applications for retail are also candidates. Canvas and some poly fabrics can be used to produce outdoor applications using existing solvent/eco-solvent, UV or solvent UV printers.

Interior décor and environmental graphics for office lobbies, medical treatment rooms, hotel guest suites, etc., are desirable because of their softer feel that imparts a more welcome feeling. Wall coverings, wallpaper, flooring and mats, curtains, upholstery, wall art and bed coverings are all items that can be produced digitally. Dye sublimation, reactive, textile pigment, latex and some UV/solvent UV technologies can be used for these applications.

When you choose Mimaki for your textile printing needs you can be confident that you’ve selected a product that not only matches the best possible ink for the intended application, but also incorporates an advanced feed system and clutched take-up roller that delivers accuracy over long runs, variable drop long life piezo heads that deliver photographic image quality, expanded gamut inks and an integrated bulk ink system that delivers exceptional value per square foot and the long life reliability that only comes from the meticulous engineering of a purpose-built product.
Mutoh has been a leader in the industry for over 60 years. Mutoh America, Inc. is committed to delivering the highest quality products and services to our customers and partners. As a leading manufacturer of ValueJet wide-format printers, ValueCut cutting plotters and Smart Printing Technology we provide creative and cost effective innovations and business opportunities for individuals and organizations.

**The ValueJet 1324X**

With the amazing ValueJet 1324X from Mutoh, you get a high-performance 54” Eco-Ultra printer featuring cutting-edge print technology and precision engineering for an affordable price. Utilizing an all new state-of-the-art print head, the ValueJet 1324X gives you unsurpassed print speeds for a printer in its price range, printing up to 565 sqft/hr. The ValueJet 1324X includes the new Mutoh Edition FlexiSign & Print RIP software, total two year on-site limited warranty and take-up system, an $8,415 value!

**The ValueJet 1624X**

The 64” ValueJet 1624X prints up to a blazing 600 sqft / hr, giving you a remarkable new printer that is second to none. The Eco-Ultra ValueJet 1624X’s technological advancements set a new standard for large-format printers. Utilizing a state-of-the-art print head, this exciting new ValueJet gives you unsurpassed performance for a printer in this price range. The ValueJet 1624X includes the new Mutoh Edition FlexiSign & Print RIP software, total two year on-site limited warranty and take-up system, an $8,773 value!

**The ValueJet 2638X**

The blazing fast ValueJet 2638X delivers high impact billboard prints with incredible durability. Standard features include; a heavy duty feed and take-up system, RIP, media cradle, installation and one year on-site limited warranty. With dual staggered print heads delivering print speeds up to 1,168 sf/hr and optional one liter ink bags that save users almost 30% on overall ink costs, the VJ2638X is the most productive ValueJet yet. The ValueJet 2638X comes standard with the new Mutoh Edition FlexiSign & Print RIP software, a $3,295 value!

**The ValueJet 1624WX**

The Mutoh ValueJet 1624WX is ideal for every day sublimation printing. Its competitive price and outstanding performance makes it a smart choice for entry into the dye-sublimation market. The ValueJet 1624WX makes it easy to get into the world of soft signage. Create dye-sublimation applications easily such as promotional items, custom apparel, banners, flags and much more! It’s the smart choice for adding additional capacity and offerings to your print shop.

**The ValueJet 2638WX**

Mutoh’s ValueJet 2638WX – 104" grand format printer has a staggered dual-head design for faster production speeds to create super wide images with unmatched image quality. With print speeds of 1,168sqf/hr and print widths that are over eight feet wide, the VJ2638WX not only saves you time and money but is also capable of producing high quality, super wide images for a number of popular applications like; designs and patterns for trade show graphics, flags, banners, custom clothing, interior design, point of purchase displays and more.

**Smart Printing Technology**

Mutoh incorporates Smart Printing Technology into every ValueJet printer to help enhance the overall printing experience. From superior ink technology that is more environmentally friendly to remote printer monitoring applications for your smart phone, Mutoh has the technology. Mutoh makes it easy to manage your printer’s color and print repeatability; and each ValueJet printer includes wave pattern ink capability that helps eliminate banding. The new X series printers even include Mutoh’s Drop-Master print technology, a revolutionary print automation technique which eliminates the need for cumbersome and time consuming media dependent head adjustments.

For more information regarding Mutoh and its products visit: www.mutoh.com | Facebook: www.facebook.com/mutohamerica | Twitter: www.twitter.com/mutohamerica
Instagram: instagram.com/mutohamerica/ | LinkedIn: www.linkedin.com/company/104283
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Fisher Textiles’ reputation and pride in providing quality textiles with unsurpassed service is reflected in over 25 years of experience and workmanship in producing industry leading fabrics for dye sublimation, latex, solvent and UV printing. Many companies have embraced “green initiatives” and we offer a complete line of fabrics, Enviro-tex, that are made from REPREVE recycled yarns spun from recycled water bottles. It is our mission to keep our value proposition high while maintaining excellent quality and service to our entire customer portfolio. We stand behind our products and take pride in providing the best fabrics in the digital printing industry.

Our customer service and technical support is unmatched. Highly skilled and trained employees provide a quick response and personal attention to every inquiry. Fishers’ capital investment of inventory and three warehouse locations in Indian Trail, North Carolina; Carson, California and Brampton, Ontario allow us to fill just in time requirements. Most orders ship within twenty-four hours.

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For prints with a large amount of white space requiring the brightest while possible, our GF 6732 Apollo® is an excellent choice. It has an extreme white point, weighs 3.2 oz and stocked at 120” wide. It utilizes a diffuser fabric behind it, GF 6735 Diffuse, to enhance the print and prevent hotspots. Dye Sub transfer compatible.

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Lintec Corporation has been in business since 1934 and has been operating in the USA since 1988. Lintec has manufacturing operations in Tampa, FLA and Woburn, Mass. Additionally we have sales offices in Phoenix, AZ and Chicago, IL.

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Since then we have also developed custom top coatings to allow customers with eco-solvent-based IJ printing machines to print on optical clear materials as well.

Our customers have made some designs and applications that have astounded us. If you and your customers would like to discuss options where we could help to improve your glass interiors please contact us at 800-806-8977 and Jcoyne@lintecamerica.com.
Routing made simple

When it comes to finishing, the ever-increasing diversity of available rigid substrates poses particular challenges for the finishing department. Short runs, tight delivery times, and stringent quality requirements are just a few of the hurdles to overcome. Zünd, the well-known Swiss cutting system manufacturer, has for decades been developing and manufacturing fully integrated high-performance routing options capable of cleanly and precisely routing, polishing, and engraving the full gamut of graphics substrates. With the automatic router bit changer ARC, Zünd is now introducing yet another automation feature that promises to significantly reduce setup times, simplify handling, and increase both the quality and efficiency of these routing processes.

Fully integrated with Zünd Cut Center and Zünd Automatic Tool Initialization, the ARC consists of a freely configurable 8-bit magazine that completely automates bit releasing/clamping, cleaning, and initialization. Compared to manual processes, automated bit changes are dramatically faster with greatly reduced setup times and virtually no potential for error. The advantages of the ARC are particularly noticeable in production scenarios consisting of large numbers of short-run jobs or even one-offs, or with more complex routing jobs that require different types of bits for different tasks, e.g., cutting and polishing.

Jobs that contain elaborate shapes and require a variety of processing methods—routing, polishing, and perhaps even engraving—are extremely time consuming. A significant advantage of Zünd’s digital workflow automation is the option to operate the system with little or no operator intervention. With the automatic tool changer, the same is now true for routing. Even if they involve different operations, multiple routing jobs can now be laid out on the same sheet, which not only maximizes material usage but also allows the operator to attend to other tasks while the cutter is producing autonomously. The ARC takes care of changing bits according to the job and task at hand, making digital routing easier and more productive than ever.

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**SpotOn Printable Vinyl**

Drytac is further cultivating its line of specialty print media with the addition of SpotOn, a 4 mil printable PVC film with a unique dot patterned removable adhesive. The dot patterned adhesive found on the back of the film allows for easy, bubble-free application of vibrant graphics to a wide variety of substrates without the need for tools or wet installation.

Available in clear matte frosted and white matte finishes, SpotOn is compatible with (eco) solvent, UV and latex print technologies. It is ideal for window graphics because of its effortless installation and removal, but is also suitable for short-term indoor applications such as wall graphics, trade show graphics or retail graphics that require seasonal change out.

[PrintingNews.com/10005009](http://www.printingnews.com/10005009)

**9304 Series**

FDC Graphic Films, Inc. announced the 9304 Series to its line of Thermal Advantage heat transfer films. The new series is a polyurethane heat transfer film designed for application to textiles. The matte white surface is great for print, and its easy of weedability makes processing the film hassle free.

The 9304 Series is recommended for use on 100 percent cotton, 100 percent polyester and poly/cotton blends. The adhesive activates at 300 Fahrenheit. The lower application temperature reduces the likelihood that fabrics will be damaged or scorched during application.

FDC Print Media: Value White, Polyurethane, Thermal Advantage Heat Transfer Film is a low cost alternative to FDC 9303 Series. Like the 9303 Series, it needs to be masked with a print mask for successful application.

[PrintingNews.com/1000534](http://www.printingnews.com/1000534)

**ElvaJet Punch**

Sensient Imaging Technologies S.A. has announced the launch of a new range of digital sublimation printing inks for high performance decoration of polyester fabrics. The new range is suitable for fashion apparel, sportswear, and flag & banner applications.

The ElvaJet Punch range of digital textile inkjet inks is designed to achieve the highest quality sublimation polyester fabric printing using both coated and uncoated transfer papers. Sensient has designed a specific set, ElvaJet Punch EP, for use on all types of Epson-based systems, including both Epson DX- and Epson TFP-based printers.

[PrintingNews.com/10718606](http://www.printingnews.com/10718606)

**ETP 2319 Athletic Mesh**

Fisher Textiles is adding ETP 2319 Athletic Mesh to its Digital Apparel fabric line for dye sublimation printing. ETP 2319 is made with REPREVE recycled yarns produced from recycled plastic PET bottles.

This fabric contains wicking, a moisture management system which allows perspiration to move away from the body, dries quickly, controls odor and promotes comfort. ETP 2319 is ideal for fitness or active wear applications. It is 4.8 oz/lin. yd and is comprised of 100 percent REPREVE Recycled Polyester and 100% Post Consumer Waste. It is stocked at 60 inches wide. REPREVE hangtags (pictured) for finished garments are available.

[PrintingNews.com/10005371](http://www.printingnews.com/10005371)

**Mimaki TX300P-1800**

Mimaki has introduced a direct-to-textile inkjet printer. The Mimaki TX300P-1800 is a 1.8 meter roll-to-roll direct-to-textile inkjet printer.

Designed for direct-to-textile printing, the Mimaki TX300P-1800 8-color inkjet printer features a new printhead that ejects ink droplets at high speed to ensure accurate ink droplet placement with a high head gap. This makes the printer ideal for printing high quality images on all types of fabrics, including thicker and textured materials. Other features include:

- Print resolution of up to 1080 dpi with drop sizes ranging from 6 to 24 pl.
- Print speeds at up to max 68 sqm/hr.
- Stable textile transport that maintains optimum tension, based on Mimaki’s techniques developed over years of textile inkjet printer R&D.
- A choice of sublimation dye, disperse dye, pigment, reactive dye, and acid dye inks to meet a wide range of application needs. Sublimation dye inks are available at commercial launch with other inks following soon. 2-Liter ink pack available for uninterrupted printing on longer runs.
- Uninterrupted printing with automatic detection and cleaning of clogged nozzles. The Nozzle Recovery System ensures that good nozzles are used as substitutes when clogged nozzles are not recovered after cleaning.
- A choice of powerful digital front ends, including standard Mimaki RasterLink6 or the TxLink3 Lite. The latter offers simple RGB and CMYK colour replacement on raster and vector data to more accurately achieve corporate and other special colours, as well as the ability to produce different colour patterns.
- Production of large, seamless patterns from a single image, including repeat and mirror patterns.
- Simple creation of multi-colour ICC profiles using Mimaki’s profile Wizard.

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EAGLECELL
Gilman Brothers EAGLECELL has an open core design engineered with 95 percent open space, making it lightweight yet able to deliver I-beam like strength for carrying shear, bending, and compressive loads. It is dent resistant and manufactured with SFI certified paper liners and is fully recyclable. It is ideal for constructing lightweight, rigid, exhibits, interior signage, POP displays, in-store merchandising, model building, tradeshows booths, shipping box construction, load separators between pallets, and is suited to hot or cold mounting, screen and digital printing.
Being a member of Gilman Brothers ColorOne White Point System it ensures optimum printing performance and consistency by maintaining a high degree of whiteness. Surface liner materials and coatings have been selected to derive consistent white balance and optimum surface properties for printing.

Nazdar 702 and 703 UV Inks
Nazdar Ink Technologies has announced a new range of high quality inks for Océ Arizona and Fujifilm Acuity printers. Nazdar’s 702 and 703 series inks are the first entry into the Plug and Play UV inkjet market. Designed for use in the Océ Arizona printers using IJC256 inks (702 Series), and the Fujifilm Acuity printers running the KI Series inks (703 Series), these inks offer exceptional compatibility, quality and cost effectiveness, combined with a seamless conversion process.
Closely color matched and chemically compatible with the IJC256 and Fujifilm KI inks, users can save both time and money by switching one color at a time. Flushing, purging, or re-profiling is not necessary when transitioning to Nazdar 702 or 703 series due to the accurate color reproduction capabilities of the ink set.

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Onset X Series

Inca Digital has announced the new Inca “Onset X” Series of large-format, flatbed UV inkjet printers, sold globally by Fujifilm.

Each Onset X printer is based on a new common scalable architecture platform which features a larger 25-zone vacuum table and UV control system to eliminate masking, and a carriage that can incorporate up to 14 ink channels.

If they wish, users can start out with the Onset X1 (560m2/hr /6027sqft, 112 full-bed sheets/hr) and, as their business develops, upgrade to the Onset X2 (725m2/hr /7283 sqft, 145 beds/hr) and eventually to the new ultra-high-productivity high-quality printer that sits at the pinnacle of the Onset X Series - the Onset X3 (900m2/hr /9687 sqft,180 beds/hr).

The speeds and productivity of the Onset X Series printers are dependent on the choice of Fujifilm Dimatix printhead and can be configured for each customer. Each model in the Onset X Series can handle substrates in sizes up to 3.22m (126 inches) x 1.6m (63 inches) and thicknesses up to 50mm and is compatible with different types of automated media handling systems to optimize productivity.

Legacy Paper Line

Epson has introduced the Epson Legacy Papers. These unique papers were developed for those who intend to exhibit and sell their prints, both to art collectors and investors. Working closely with European papermakers, galleries and chemical engineers to develop the finest papers available, the line produces outstanding black density and color fidelity, along with exceptional archival properties required for collectible works of fine art.

- Legacy Platine: 100 percent cotton fibre paper with a bright OBA-free, smooth satin finish. This paper is exceptional for both color and black and white printmaking.
- Legacy Fibre: 100 percent cotton fibre paper with an exceptionally bright OBA-free, smooth matte finish. This paper is ideal for all types of high-end printmaking.
- Legacy Baryta: A baryta paper with a white, smooth satin finish, utilizing two barium sulfate coatings.
- Legacy Etching: 100 percent cotton fibre paper with a bright OBA-free, uniquely textured matte finish.

Ultimate PremiumPlus Chrome & Chrome Effects Colors

Arlon has debuted its Chrome and Chrome Effects to the Ultimate Premium-Plus color change line. These Chrome & Chrome Effects films are constructed to take on the toughest areas of vehicle wrap applications.

With a precise mirror-like finish, Arlon’s best in class Silver Chrome product will maintain both color and finish consistency on the vehicle during and after application. Arlon is the first manufacturer to offer the market a chrome wrap film intended and warranted for full vehicle wrap applications.

The Chrome Effects line consists of various new finishes and colors that are newly original to the market. The global launch of Chrome Effects films will include six exciting colors with the anticipation of several other creative concepts launching throughout 2016. This new generation of Chrome is noticeably more flexible and allows for enhanced repositional ability during application keeping the original color and finish of the unique effects consistent.

Ricoh MP W7100/W8140

Ricoh Americas Corporation has announced the new RICOH MP W7100/ W8140 wide-format digital imaging system. It offers users the following features:

- Users can put information into the hands of the people who need it by distributing plans, maps and drawings electronically via high quality, built-in color scanning to e-mail, USB drive, SD card, folder, FTP site, or document server.
- Advanced encryption tools, help thwart threats to password-protected information. DataOverwriteSecurity System (DOSS) overwrites latent images and data on the hard drive automatically. Jobs can also be held at the device until released.
- The optional scanner separation unit allows the printer to be separated from the scanner, minimizing delays and keeping deadlines intact.
- Web Image Monitor allows documents and job details to be viewed and managed remotely.
- PC drivers enable precise, accurate reproductions of browser-based CALS, HP-GL, HP-GL2, PDFs, TIFFs, and even direct AutoCAD files.
- The RICOH MP W7100/M P W8140 is Energy Star certified and EPEAT Gold rated.
MoJo
Fisher Textiles will debut DD 6788 MoJo, its newest wrinkle resistant backlit fabric for Dye Sub, UV and Latex printing at the 2015 SGIA Expo. MoJo is specially engineered for light dispersion and produces brilliant backlit prints. It is flame retardant, weighs 5.3 ounces and is stocked at 120 inches wide.
MoJo has a slight stretch for a tight fit in SEG systems and presents an extremely vivid print that is amplified when backlit. For industries looking to draw customer attention, MoJo is the perfect fabric for this application.

SOLJET EJ-640 Printer
Roland DGA Corporation has introduced the new SOLJET EJ-640, a 64-inch eco-solvent inkjet printer.

The EJ-640 printer incorporates dual staggered print heads, an integrated tri-heater system, a rigid industrial design, and high-capacity 1-liter ink cartridges available in 4- or 7-color configurations for unsurpassed performance and production capability. The EJ-640 uses new EJ INK. In a mirrored CMYK ink configuration, the EJ-640 achieves speeds of up to 1,098 square feet per hour (102m2/h). In addition to dual CMYK, a seven-color ink configuration consisting of CMYK plus Light Cyan (Lc), Light Magenta (Lm), and Light Black (Lk) is available for a wider color gamut and finer details. New Roland VersaWorks Dual RIP software, included with the EJ-640, processes both PDF and PostScript files, including files with transparencies.

Special attention has been given to high-volume users. A rigid shaft holds long and heavy rolls securely, and a newly-developed Feed Adjuster ensures the smooth progression of media through the printer and onto the take-up system. A reinforced rail and frame structure enables precise ink droplet placement for detailed, vibrant prints, even at higher speeds. The EJ-640’s powerful heater and blower prevent ink from bleeding during take-up. In 4-color CMYK mode, up to two liters of ink can be loaded for each color.

Further facilitating uninterrupted printing is the Roland Ink Switching System, which allows you to print overnight without worrying about the ink running out. When the primary ink cartridge runs out, its backup begins supplying ink automatically. Trouble-free unattended operation is also ensured by Roland OnSupport, a unique system that sends an email to your smart phone, tablet or computer when a job is finished or ink is running low.

The new Roland SOLJET EJ-640 large-format digital printer is priced at $29,995 MSRP (US), and is available through authorized Roland dealers.

Uvistar Hybrid 320
Fujifilm North America Corporation, Graphic Systems Division has unveiled the new Uvistar Hybrid 320 UV press. It is a 3.2m, combination flatbed and roll printer, capable of producing high quality output at speeds of up to 2,100 square feet per hour. Utilizing FUJIFILM Dimatix Q-Class printheads and Fujifilm Uvijet inks, the Uvistar Hybrid 320 prints full grayscale output of exceptional quality and delivers a wide gamut of vibrant colors. The press is available in an eight channel configuration delivering CMYK, Lc, Lm, Lk and Orange inks. A nine channel configuration is available that adds White ink.
The Versa-Drop technology of the Uvistar Hybrid 320 permits the press to image in grey scale with droplet sizes ranging from 10–30 pl which produce the finest details at the fastest speeds. Taking full advantage of eight ink channels, the Uvistar Hybrid 320 produces outstanding image quality and the inclusion of orange ink increases the color gamut by 30 percent. The Uvistar Hybrid also combines light colors (Lc,Lm,Lk) with Orange and CMYK to dramatically boost performance to speeds up to 2,100 square feet per hour.

The tri-lobal belt and six-zone intelligent vacuum system delivers best-in-class media handling and ensures that all types of substrates track accurately in roll or flatbed mode. Additionally, a dancr bar with spreaders keeps even the most difficult roll media from wrinkling before it enters the print area. Rear pinch rollers engage as rigid material transitions from the print area on to the exit tables.
The color gamut of the Uvistar Hybrid 320 is made possible with Fujifilm’s Uvijet US ink including CMYK, Lc, Lm, Lk, and Orange in the standard ink set. The lights and Orange expand the color gamut to match challenging Pantone and corporate or branded colors. The highly opaque White provides excellent coverage, and the ink delivers excellent adhesion to a broad range of substrates.

Neenah Wide Format Portfolio
Following its recent acquisition of FiberMark, Neenah Paper has unveiled its new line up for wide-format printing. The new Neenah Wide Format Portfolio is an eco alternative, including a complete range of paper-based solutions for all types of retail and trade show signage including rigid board and flexible media. The papers are used for all types of signs, posters, banners, murals, wall and window coverings, photo papers, block out banners and backlit displays.

The Wide Format Portfolio includes many of Neenah’s well-known, established premium brands such as Classic, ESSE, and AstroBrights—product lines noted for their superior print performance. Popular wide format items from FiberMark, such as conVerd Board and conVerd Photo Paper, are now part of the new line.
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Meet the newest printers from Mutoh America, the ValueJet 1324X - 54”, 1624X - 64” and 2638X - 104” Eco-solvent printers. Each printer comes standard with a limited on-site warranty (total two year warranty for the VJ1324X and VJ1624X), Mutoh Edition FlexiSign & Print RIP software and take-up system (heavy duty included with the VJ 2638X). With blazing fast print speeds, up to 1,168 sqft/hr on the VJ2638X, and new Drop Master print technology, the ValueJet 1324X, 1624X and 2638X are the smart choice for any print shop.