

TODAY

Spandex Asia Pacific Newsletter



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Leading Brands for Graphic Solutions



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From all of us at Spandex, we'd like to wish you a Safe and Merry Christmas.

Product Showcase



ImagePerfect 2317 Fabric Light, Self Adhesive

IP 2317 is a highly attractive and decorative smooth self adhesive Textile for indoor and short term outdoor applications.

This material has been specifically designed for digital printing on large format inkjets and is suitable for printing with eco solvent and solvent inks as well as Latex and UV-cured inks.

IP 2317 can be applied on panels for trade shows, show rooms, theatres and offices. It is also fantastic for use in home decorations, such as murals for children's rooms or even feature walls.

Visit www.spandex.com.au for more info on the ImagePerfect range.

ImagePerfect Printer Profiles for HP Latex



Spandex's ImagePerfect Digital range is now even more versatile with the introduction of printer profiles for the HP DesignJet Printer L25500 incorporating Latex inks.

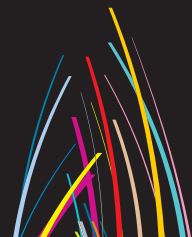
The ImagePerfect Digital range is engineered to create high end print output on the HP L25500 and the top selling ImagePerfect media has been calibrated and ready to use with RIP software such as PosterPrint, Onyx and Caldera.

We believe this is one of many steps forward in ensuring the ImagePerfect range will meet the demands placed on us by our customers and service the needs of the industry today and into the future.

Have a Merry Christmas from Spandex

Spandex would like to bring you some Christmas Cheer this Festive Season by offering you a special present - **'Buy One Roll - Get One Free'** on selected banner materials from the extensive ImagePerfect range and **30% OFF The List Price'** on selected vinyl and window film from Arlon - Offer valid till the 23/12/11 - No other discounts apply.

Contact your local Spandex team for more information on this great Christmas offer from Spandex.



New recruits at Spandex

Spandex is pleased to announce the appointment of Steve Beckwith, the new Victorian Territory Sales Manager & Rodney Duncan, the new NSW Territory Sales Manager.

Steve Beckwith

Steve was born and bred in New Zealand and has been in the signage industry since 2001.



Steve moved to the United Kingdom in 2002 and began working for the Robert Horne Group/PaperLinx (formerly Europoint Display) who are major competitors of Spandex throughout the UK. Realising there were bigger and better opportunities in the market, Steve moved over to join Spandex UK in 2010. Steve's proficiency of Signage and Digital materials increased leading him to great success with his customer base throughout the South Coast of England.

In a move to be closer to his family back in New Zealand, Steve has relocated to Melbourne and will cover the West Victorian region.

Steve is very pleased to be a part of the Spandex team and is also looking forward to indulging in our climate & surroundings - perfect for his hobby of Endurance & Adventure Sports.

Rodney Duncan

Rodney has been working in Sales for over 10 years. The more recent positions saw him working for the



Blacktown Sun newspaper for over 2½ years. He was also involved in the sale of electrical appliances, where he spent over 5 years selling products from Sharp into Harvey Norman, Betta Electrical and David Jones stores.

Rodney is a relative newcomer in the sign industry and has recently been working at a competitor of Spandex - Supply 1 where he was employed for over 18 months until the company's closure earlier this year.

Rodney jumped at the opportunity to continue in the Signage and Digital Print industry by joining Spandex and will be based at the Spandex Distribution centre in Belfield.

Rodney enjoys being involved in an industry that differs so greatly from his previous positions and thrives on the challenge of learning something new every day. He is a proud family man and Rugby League plays a very important part in his life.

We wish Steve and Rodney success in the new roles at Spandex.

We've got you covered with Arlon



As a worldwide supplier of sign making and digital printing consumables, Spandex is proud to stock the largest range of everyday and speciality products in the industry.

Spandex offers a large range of materials from Arlon to suit all your Digital Print & Signage requirements.

The range of films from Arlon not only adhere to low surface energy plastics and paints, concretes and walls but there are also films where the adhesive repels solvents, petroleum and other hazardous goods.

Digital Materials

- Cast Films - Fleet, Vehicle Films
- Polymeric Calendered - Intermediate
- Monomeric Calendered - Promotional
- Banner Media
- Laminates
- Specialties

Signage Materials

- Cast Vinyls - Opaque, Translucent & Metallics
- Polymeric Calendered Films
- Window Films

Staff Changes

David Wyllie, NSW Territory Sales Manager has moved to Spandex Queensland.

David has been in the industry for over 23 years and over that time has built up an incredible knowledge of the industry and has excellent hands on knowledge.

David has been with Spandex for 5 years, 4 of which were previously in QLD and 1 year in NSW. He originally moved to the Gold Coast for a more relaxed lifestyle and after 4 years had to leave Spandex and move back to Sydney. After 6 months he was asked to join the Spandex team in NSW and look after the Northern Beaches region.

12 months on he had the lucky fortune to return to the Gold Coast to look after the same region he left over 2 years ago. David is looking forward to helping expand the Spandex brand in S.E QLD.

We wish him continued success on his return to Queensland.

Tips & Tricks

1) Don't forget to out gas!

Remember to always out gas your prints before application or lamination. Allow the prints to hang or leave very loosely rolled up to allow the ink to cure.

2) Why should I laminate Perforated Window Film?

- Prevents water and dirt getting into the holes.
- Prevents the print from damage from windscreen wipes, car washing and scratches.
- Protects the print from UV light and increases its longevity.

3) What causes banding?

- Incorrect print room temperature – approx 22 degrees / 50% humidity is required.
- Media in poor condition – needs to be stored in print room or at print room temperature conditions.
- Inks are running from one pass to the next – heat too low.
- Inks not flowing – heat too high
- Incorrect profiling.
- Incorrect media feed adjustment.

Have you got any Tips & Tricks you would like to share? Then please email us at marketing@spandex.com.au

Spandex E-news

Keep up to date with the most innovative and extensive product range available in the signage and digital printing market today! Subscribe to the Spandex e-news service and we'll provide you with the latest news.

All you have to do is subscribe! Visit www.spandex.com.au/signup

Holiday Closure

It's almost Christmas time again and we'd like to remind our customers that our branches will be closed over the festive season.

The team at Spandex would like to thank you for your continued support during 2011 and we look forward to supporting you and your business in 2012.

- Last Day of Trading - 23/12/11
- First Day Back - 9/1/12

Visit www.spandex.com.au/contact for your local branch.

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