

TODAY

Spandex Asia Pacific Newsletter

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Your Partner in Signmaking
and Digital Print

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Feature Article

Arlon X-Scape

Application Techniques

To achieve a successful vehicle wrap using Arlons' range of cast films, the three P's must be adhered to at all times.

Preparation

- Clean the vehicle thoroughly and check for any protective coatings if the vehicle is new.
- Next clean vehicle again with IPA. 'On with wet cloth - off with dry cloth'.
- Pay particular attention to channels, recesses and around wheel arches.

Pressure

- All Arlons films use PSA (Pressure Sensitive Adhesive) technology.
- Pressure is a key to activating the adhesive used with Arlon's X-Scape technology.
- Squeegees are not only used to remove air from behind the film, but more importantly to start the adhesive bond between the film and the vehicle.
- The greater the initial pressure used during application, the stronger the adhesive bond achieved.
- The use of greater pressure also ensures all air is removed from behind the film.

Post-Heating

- Post heat all channels, recesses and any areas where the film has been stretched, to a temperature of 120C.

- This will 're-cast' and 'reset' the memory of the film, reducing the chances of 'popping'.
- The vehicle then needs to be left for 24 hours for the adhesive to harden to it's highest bonding level.

* Article thanks to Charles Pickford, Regional Sales Manager - Arlon LLC



ARLON X-Scape

TODAY

Welcome to Spandex News **TODAY**, the Spandex Asia Pacific Newsletter. We hope you find this newsletter helpful and informative.

Do you have any questions or comments? We'd like to hear from you, please write to us at

marketing@spandex.com.au

Protect and preserve your graphics

Sometimes your graphics are exposed to extraordinary and extreme conditions e.g. high UV intensities, gasoline and/or chemical spills, extreme sports and more. For those applications, overlaminates products provide your graphics with excellent chemical & abrasion resistance and UV exposure protection.

Spandex offers a vast variety of overlaminates of industry-leading brands including ImagePerfect, Arlon and Avery; over 30 different glossy, lustre, matt and textured overlaminates for short to long-term indoor and outdoor applications on flat, curved or riveted surfaces, vehicle wraps, floor graphics, and more.

What are the benefits of laminating?

Lamination provides a low-cost durable way to protect and enhance almost any type of printed material.

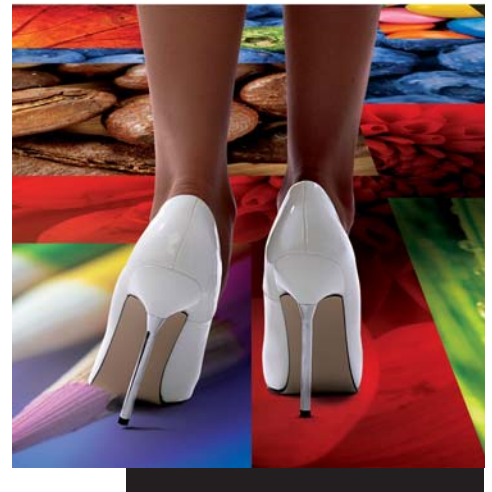
Lamination Protects

Lamination is recommended for medium to long term applications, especially for outdoor use. It is ideal for protecting applications exposed to abrasion such as vehicle wraps, fleet and floor graphics.

Furthermore, lamination protects from UV-light, weather influences, stains, smudges, grease, chemicals, creases and wrinkles.

Lamination Preserves

Laminated items can easily be cleaned and re-used over and over and are almost tear-proof. Laminating protects, preserves, and extends the life of your prints between 20% and 80%.



Lamination Enhances Colour

Furthermore, lamination enhances colour and contrast, gives a more professional finish and keeps your prints like new for many years. Materials that are laminated just look better!

Talk to Spandex about a Lamination solution to suit your business.

Did you know Spandex also sells Hardware?

Spandex is well known for our extensive range of Digital Print and Signage materials, but did you also know we also sell hardware? Our hardware portfolio includes well known brands from around the world such as Gerber Scientific, Mimaki, Epson and Summa.

We stock the latest in Solvent, UV and Thermal ink technology printers, available in many sizes and shapes to suit the needs of your digital printing business.

Our range Laminators, Cutters and Plotters also complement the extensive range of digital technology supported by Spandex.

If you are in the market for new signage or digital hardware for your business, then why not talk to us about the finance options we have available. We work closely with *The Leasing Centre* to tailor a finance package that can help you expand your business and provide you with return on your investment.

If you would like more information about Spandex hardware solutions or product pricing, please contact our Hardware Specialist Ryan Warby on 02 9472 8000 or email rwarby@spandex.com.au

Floor Stock Sales

From time to time we sell our demonstration equipment through our branch Floor Stock sales. The hardware is warranted and in perfect working order.

Contact your local branch or Ryan Warby to find out the latest offers on floor stock equipment we have available.

Mimaki

GERBER

EPSON
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Summa



Tips & Tricks

→ When removing the backing off the vinyl, peel the backing from the vinyl and not the vinyl of the backing. This will help reduce any creasing in the vinyl and allow for easier application.

→ If you have light scratches appear on laminate after application with a squeegee, then use car polish and lightly buff the laminate to remove the scratches.

Have you got any Tips & Tricks you would like to share?

Then please write to us at PO Box 575 Hornsby NSW 1630 or email marketing@spandex.com.au

New Products

Spandex is pleased to introduce a new range of high quality adhesive tapes, specifically designed for the Signage industry.

If you require reliable and cost effective adhesive solutions for your business, then our range of double-sided foam tape, clear polyester and adhesive transfer tape as well as masking tape is the answer you are looking for!

Spandex has carefully selected proven products that have been engineered with features such as UV, temperature and weather resistance to withstand harsh outdoor environments, very high bond strength, repositionable adhesive, and optically clear materials for transparent mounting.



Avery Graphics Application Workshops

Avery Graphics together with Spandex is delighted to offer you the opportunity to broaden your skill set in graphic production and enhance your application techniques through these workshops where all your questions will be answered.

The following course dates have been confirmed for 2011:

Western Australia - Burswood on Swan, Camfield Drive, Burswood

→ Essential Application Techniques Workshop
2nd March 2011 - 9am to 4 pm

→ Advanced Vehicle Application Techniques Workshop
2nd March 2011 - 9am to 4 pm



New South Wales - Tamworth Jockey Club, Britten Road, West Tamworth

→ Application Techniques Workshop
13th April 2011 - 9am to 4 pm

* This course will include topics from both the Essential & Advanced Workshops

For further information and course bookings, please contact Trish Kennedy on 02 9472 8000 or email tkennedy@spandex.com.au

Further dates and courses types for NSW, QLD, VIC & SA to be confirmed.

Sign Industry Price Guide

The 2011 Sign Industry Price Guide is now available from Spandex.

The guide now includes:

- Latest Price Guide
- Planning Diary
- Event Calendars
- Sign Sketch Pad
- Business Card Holders
- Quick Reference pages
- ...and lots more.

Carry the guide with you whilst in the field visiting your clients and feel confident in making the right decisions to help them and your business.

The 2011 Sign Industry Price Guide and Diary is available from Spandex the **RRP \$110 (ex GST)**.

Contact your local Spandex Sales Representative or Customer Service member to order your copy today!



New premises in Green Fields, South Australia

Spandex South Australia have relocated from their Mansfield Park branch to a new distribution centre located in Green Fields. The new building has a larger warehouse and facilities to provide their customers with an even higher level of service.

"With the start of a new year comes new changes, and we are quite excited about the move to our new premises in Green Fields. The new branch will allow us to showcase a greater range of hardware and materials from our extensive portfolio of products for the

Signage & Digital Print industry" said *Ritchard Bonnett, South Australian Regional Manager.*

"The move to larger premises in South Australia has been a long time coming. We envisage that 2011 will be a year that shows Spandex customers a larger range of products and services, but with the same friendly service from our team around the country" said *Alex McClelland, Managing Director Spandex Asia Pacific.*



The new location is Unit 2/5 Nucera Court, Green Fields SA 5107

Welcome

Spandex is pleased to announce the appointment of Trevor Collison, the new Queensland Territory Sales Manager.

Trevor was introduced to the sign making industry in 1984, starting his apprenticeship with the 'Hadfield Sign Co.' in Sydney. He worked briefly with Shirley Daly, from our Belfield branch, at 'Letter and Sign Systems' before returning to the trade. In 1994 Trevor relocated to Queensland and set-up the 'Graphi-Cal' Gold Coast branch.

Over the years, Trevor has spent some time out of the industry and ventured into Human Resource Management until 2005. His endeavours then lead him to purchase two Signarama stores in which he developed sales and customer service.

Trevor joins us with a wealth of experience in the industry and will be taking over the Gold Coast and Northern Rivers regions and is very pleased to be a part of the Spandex team.

Doing business with Spandex is easy

Spandex offers next-day and premium delivery services and same-day dispatch.

Materials Order Desk

8:30 am to 5:00 pm, Mon to Fri
FreePhone 1800 683 311
(Belfield) 1800 069 299
FreeFax 1800 688 322
orders@spandex.com.au

Service and Equipment Sales

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Please contact your local Spandex Sales Representative for all enquiries regarding our range of Digital Print & Signage Materials, Hardware and Service solutions.

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