

DIGITAL MEDIA GUIDE

SIGN+DIGITAL
NEW

**WE MAKE IT
EASIER
FOR YOU!**

Nobody carries a bigger range of Digital Printing Media than Sign and Digital. We want to make it easy for you to sell our great range to your customers, so we've created our Digital Media Guide – the only one of its kind in the industry. This fabulous, easy-to-use guide contains printed samples of all the digital media we offer, including:

- Fabrics for in-store displays
- Films for window and floor graphics
- Banners and mesh for outdoor advertising
- Canvas for fine art reproductions
- Papers for poster and displays
- Vinyls for vehicle graphics.

To get your Digital Media Guide

If we can make your life easier with a copy of our Digital Media Guide, just call us on +353 (0)1 427 5240 or email sales@sdm.ie



SIGN+DIGITAL
**MAKING
IT EASY**

Digital Printing Newsletter Volume 1

Thank you for allowing me the opportunity to help you increase your sales by "Making It Easy" with our new monthly newsletter. My name is David King and I have been hands-on in the large format digital printing industry for over 15 years. Sign + Digital has added me to their team to help increase your knowledge of our products, and how these products can make you more money.

Let me tell you a little about my background. Back in 1993, I started a large format digital print company with the first Encad inkjet printer. Riding this wave of success I decided to take it to the next level and become the first person to wrap a vehicle with a water based inkjet printer back in 1995. Due to the fantastic response to our wrapped vehicle, I realized the importance of the outdoor market and the tremendous opportunities here, so I went out and became 3M Scotchprint certified and expanded our business into the outdoor market. By 1998, I had 4 inkjet and 2 electrostatic printers, 2 laminators, a liquid laminator, and a full line of products. In 2000 we upgraded to a large high speed solvent printer, a Durst lambda (4000 dpi printer that ran at 240 sq. ft. per hour), an RF welder for banners, a large 8' liquid laminator, and a full dye sublimation fabric printing system. We also expanded to a 11,000 sq. ft. building where we could drive a full-size 53' tractor trailer into the building for wrapping. By 2005, we had one of the best known companies in America wrapping hundreds of vehicles each year and doing jobs as large as 300' x 200' building wraps. In 2005 we purchased one of the first flatbed printers in America that printed white ink, a 5'x10' digital die cutter and doubled our sales force. The company grew each year by 40% and in 2006, I sold the company and started a marketing agency that specializes in helping signs shops and large format digital printers improve their business by working smarter and helping them to understand how and where to sell their products.

Today I join the Sign + Digital team as their technical advisor, and each month I will be bringing you new information on the products we sell to help your business grow and increase your profits. Our first informational piece will be on Floor Graphics, so look for this in our new newsletter. If you have an application you would like me to cover in an upcoming article, please talk to your representative at Signs + Digital today.

Again, thank you for allowing us to help you grow your sales and increase your profits with our "Making It Easy" program.

Sincerely,

David King



**INTRODUCING
THE DIGITAL
KING**

David King

- Writes for the Top Two magazines in america - Digital Graphics & Sign Business
- Runs over 22 classes at over 7 trade shows a year
- Travels all over the world rebuilding sign and print shops
- Has trained over 10,000 people over 20 years
- Has the reputation of telling it like it is, and backs it up by showing you how!
- He is crazy enough to take on any job!

WE MAKE IT EASIER FOR YOU!

Great new Digital Printing Media Guide

See the back page for information on how to receive this great new digital media guide



PRODUCT OF THE MONTH
FLOOR GRAPHICS

The retail market is always looking for a way to sell more products to clients, but, as you will notice when you enter a retail store, space is very limited. How about floor graphics? You have a huge advantage with floor graphics because so many people today are more reserved and do not like to come face to face with other people. Therefore, when they walk through a store they typically look down at the floor to avoid eye contact. This is a Home Run for floor graphics, as this is the only space left in a store that is not covered in promotions. This week I was in a store to pickup a few items, one being breakfast cereal, but when I got to the cereal isle they had over 70 choices. In the center of the isle was a promotion for a new cinnamon life cereal that looked very good, so I purchased it. I would have NEVER thought to purchase this cereal because the color of the box was not as bright as the other. It was the floor graphic promoting it that sold me.

So many businesses today do not take advantage of their floor space. Car dealers should have a nice floor graphic in the waiting room selling their services; drug stores should have signs on the floor directing the customers to the new items and hot sellers; malls should have floor graphics to promote the new stores in the mall. Here is the list of the types of businesses that I have had great success with by selling them floor graphics:

- Toy Store** sales for the product promoted on the floor increased by 70%
- Car Dealer** sold 15% more security systems in the cars
- Pet Store** promoting the new dog wash - huge success
- Food Store** cereal, produce, meat, bakery, cleaning products.
- Museum** Museum of Science had a walkway that was over 400' long.
- Aquarium** penguin floor graphics showing the types of penguins
- Doctors' Office** flu shots promotion
- Cinema** promoting new & upcoming movies
- Chemist** many products
- Home Base** tools
- Sporting Areas** sponsors (this is huge)
- Train Stations** many programs (big hit)
- Airports** food, credit cards, etc.
- Museum** Doing a job now with a huge 12'x8' map on the floor. The original map was less than 4'x3' and only 10 people could view it at one time, now we expect over 30 can see the map at the same time.



We offer two types of floor graphics and both have a specific application and look. In both cases we recommend you use the over laminates designed for the product. 3M IJ162 along with 3M 3645 Luster over laminate is designed for long-term floor graphics in high traffic areas. 3M has pioneered the market for floor graphics and offers an outstanding film for the floor graphics market. The other choice is Ritrama RI-JET 140 with RI-121/200 embossed laminate. This film is ideal for short term (6 months or less) applications and has a different look due to the over laminate. I use the textured laminate for wall applications also because it works great with direct lights, no glare! The cost difference is about half for Ritrama versus 3M.

One other very important part of floor graphics is that just about anyone can install them on any surface. This saves the clients a lot of money because as you know to get an installer to go out to a store sometimes cost more the whole graphic! Now I must qualify the statement that just about anyone can install floor graphics: a small floor graphic is easy to install, but if the floor graphics was more than one panel or longer than 4' then I would want to send a professional. Installation is easy, clean the floor with a good cleaner, if you use alcohol you need to be careful as this can cause the wax to lift or turn white. Peel back the release liner and DO NOT TOUCH THE FILM as this will most certainly help in the process of causing this part of the floor graphic to fail. With a squeegee from the center out apply the floor graphics to the floor. DO NOT USE HEAT as this will not help the process and could burn the over laminate. If you are creating floor graphics that are not a square/rectangle, you must be careful of points (i.e., like on a star), as these part of the floor graphic will fail in time (sometimes faster than you would expect). If possible keep your designs to wide areas and rounded corners because if you have a sharp corner, or a point on the floor, the wear and tear will cause this part of the graphic to lift. You can cut the damage off on the floor graphic but you must be careful not to cut into the floor, as this is sure to upset the store owner.



Floor graphics are one of the best kept secrets of retail. Yes almost everyone knows about them, but very few companies take advantage of the free space called the floor! In a number of cases the actual store owner might not have to pay for the floor graphics, if the contact the vendor a lot of times the vendors will pay for the promotions. Go out and show your clients what you can do on their floor and you will be surprised how well received your new idea is by your clients.

If you have a topic you would like in the up coming news letters, please talk to your sales representative.
Good selling and thank you for your business.



Once the graphics is down, go over the edges with extra pressure and then let it sit on the floor for 4 hours before being walked on and 24 hours before washing or cleaning the floor. In most cases, the store maintenance can wash and wax the floor as they would before the floor graphics are applied, this should not affect their daily routine.

One note about the warranty - most people think of the warranty for sticking to the surface, in this case all you care about for warranty is the indemnification warranty - if someone walks on the floor graphics and falls, what company do they go after. Fortunately for you the answer is the manufacture! As for the material warranty, I would use 3M if the warranty was a concern for the client.



METAMARK

If you install a new digital printer from the 01/03/2008 Sign and Digital will give you a free roll of Metamark vinyl



We now stock original Roland and HP Inks. Contact our sales office for more information

