

June Newsletter 2009

Welcome to Drytac's June Newsletter! Where you will find our latest news stories on products, recent events and staff.

PRODUCT NEWS

Drytac now offer environmentally friendly edging material!

In response to the ever growing emphasis for businesses to operate in a more environmentally responsible way in terms of their everyday business practices, as well as with regards to the materials they use, Drytac have introduced a range of natural recyclable finishes to use with the **DES-4 Foam** Edge Finishing System. The natural finishes consist of a maple wood finish, which is both compostable and recyclable and can be stained, painted or coated with a clear acrylic finish, as well as a kraft paper finish, made of two layers of paper thermally fused together, to offer rigidity needed to



This edging can also be painted with low VOC paint if desired. Fuelled by this desire for companies to be environmentally friendly, the use of eco-friendly boards such as X-Board, BeeBoard & Re-Board are becoming increasingly popular in the sign making and graphic display industry. However, problems related to the use of these eco-substrates such as unattractive edges & less sturdy composition, are becoming more and more apparent. As a result, the DES-4 Foam has become an invaluable finishing system for many. The innovative foam edge finishing system facilitates application of edging materials in a wide variety of colours and permits edging on boards of a thickness ranging from 5mm

to 45mm, along with both foam and solid core-centred display boards, such as Gatorfoam®, Forex, MDF, foamex and chipboard, X-board, BeeBoard and Re-Board. The versatile DES-4 Foam is specially designed to work with heat sensitive foam display boards, blank boards, boards directly printed on flatbed printers, and even those with images already mounted and laminated. The inexpensive yet durable decorative edging adds protection against edge damage and warping of boards, and grants the ability to create professional, clean looking signs, point of purchase displays, flush mounts, retail & exhibit graphics and many more custom graphics.

VersaCoater XL enjoyed successful launch with brand new Roll-to-Roll feature!



Drytac are pleased to introduce their brand new roll-to-roll option with the **VersaCoater UV XL 80**! This revolutionary new addition to the already successful machine adds efficiency and speed and facilitates liquid lamination at 300 square feet per minute at fewer than three pence a square foot!

Whether its posters or POS, flexible or rigid substrates, the **VersaCoater UV XL** comes in both 60 and 80 inch widths and offers both a high speed and economical finishing solution for all your graphic needs. With no VOC's, Drytac's InstaCure UV-curable coatings are less harmful to the environment than traditional finishing systems, another environmentally friendly reason to chose Drytac!

For more information about any of our products please contact your relevant area sales manager

South: Anna Phillips - 07817 815835

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EVENTS

2009 has played host to two hugely successful trade shows, as well as great open day at our distributors, Andersons.



Sign & Digital UK was held at the NEC from the 28th-30th April. Visitors at the show were able to view demonstrations of the **only 2 metre wide liquid laminator** at the entire show, namely the **VersaCoater UV XL80**, and in addition, benefited from seeing the revolutionary roll-to-roll system in action which is unique to Drytac. The show was also the UK launch of this brand new edition to our current liquid lamination range, as well as the **DES-4 Foam** edge finisher, and all expectations of success were exceeded by far.



Fespa Digital, held at the RAI, Amsterdam from 12th-14th May was crowned an overwhelming success, after its exceptionally busy turnout and on stand sales boom, thanks to a reported increase of nearly 2000 visitors on last year. The show saw the European launch of the **VersaCoater UV XL** range, and the new **DES-4 Foam** Edge Finishing System. The launches were a great triumph; the **VersaCoater XL80** was snapped up and sold on the stand by only the second day of the show. The **DES-4 Foam** went down well among many major substrate manufacturers and wide format display professionals, who were impressed with its innovative features and the professional finish given to substrates, particularly the increasingly popular eco-boards such as X-Board, BeeBoard and many others. We are already looking forward to Fespa 2010 in Munich, and were so pleased with this year that we have already committed to an even bigger stand next year!

Andersons Open Days

Andersons, one of our valued distributors held a successful chain of open days at their site in Rotherham from the 2nd-4th June, which saw demonstrations of the **VersaCoater Photomate 24** inch dual path and the **VersaCoater Documate 13** inch liquid laminators. The small ultra compact **Documate** generated much interest from small format digital press operators, who were impressed by the speed of the machine (up to 60 ft per minute) and its clean, efficient operation. Many positive comments were made regarding the ability of the liquid to retain its structure even when stock was creased and folded afterwards, demonstrating this all day with the Speed Creaser from Printaply and the Horizon folding and binding machines from Graphic Arts Equipment. Of particular interest was how punchy and vibrant the colours became after application and the ease of application compared to Thermal lamination, currently the only other option on the market. Costs are very economical compared to other thermal laminators, and it only takes up the same space as a large photocopier.

PEOPLE

Welcome to Allison!

A warm welcome to Allison Durnell who has joined us as Accounts Assistant (Payable). Allison has a strong background in accounts and we are sure she will be a great asset to the rest of the team.



COMPANY NEWS



Drytac Europe have invested £150,000 this year in an advanced pressure chambered doctor blade coating unit. This new coating unit, from the well respected Swiss manufacturer, Polytype Converting, is indeed unique in the UK to us, giving us yet another competitive advantage in the industry.

The new unit aids the application of adhesive coatings by forward or reverse gravure methods and is capable of running speeds of up to 300metres per minute. The unit handles coat weights from 1-40gsm (Grams per Square Metre) and ensures ultra smooth coating. With the ability to run both water based and solvent based adhesive coatings with fully automated adhesive feed and level control, this coating unit is already an invaluable tool to Drytac's UK manufacturing plant. The machine's ability to run up to such speeds with faultless coat weight variation control, combined with the skill of its operators, qualifies Drytac to go above and beyond our already high standards of efficiency, quality and production, considered by many to be unrivalled in this area. With this information in hand, customers can be reassured of our longstanding dedication to customer satisfaction and the highest quality products. Knowledge which proves invaluable during such uncertain and pressured times, when nothing but the best is an option.

Questions? Please contact our customer service team on 0117 9586500 or email bristol@drytac.com

Or visit our website www.drytac.co.uk

Alternatively contact you area sales manager:

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