

Press Release

**Note to editors: An odd coincidence - the ArtSystems competition prize of a weekend away in Prague was won by Jamie Bello, a designer at the Royal Society for the Protection of Birds (RSPB). Three of the printers showcased on the ArtSystems stand are named after birds – the Falcon, Rockhopper and Toucan.*

Sign of a complete solution from ArtSystems

The total signage solutions showcased by ArtSystems at Sign UK proved a great crowd puller for the specialist distributor of large-format print and imaging solutions.

The range of four wide-format printers were complemented by the addition of cutters, a prototype GMP WideMaster laminator and specialised applications including the Onyx RIP and EasySign cutter software.

The printers included the HP DesignJet 5000 as well as the Mutoh Rockhopper and Toucan outdoor signage printers, which were launched at the exhibition.

The two Mutoh printers use newly developed, more environmentally friendly solvent inks. The six-colour output is UV and water-resistant for up to three years, making these the ideal printers for outdoor poster printing, banners, long-term backlit signage, building and construction announcements and POS displays.

With lamination required on the Rockhopper for heavy duty applications, the addition of the prototype GMP WideMaster laminator to the stand meant many of those attending went away with top quality wide-format samples of a brilliant cat image.

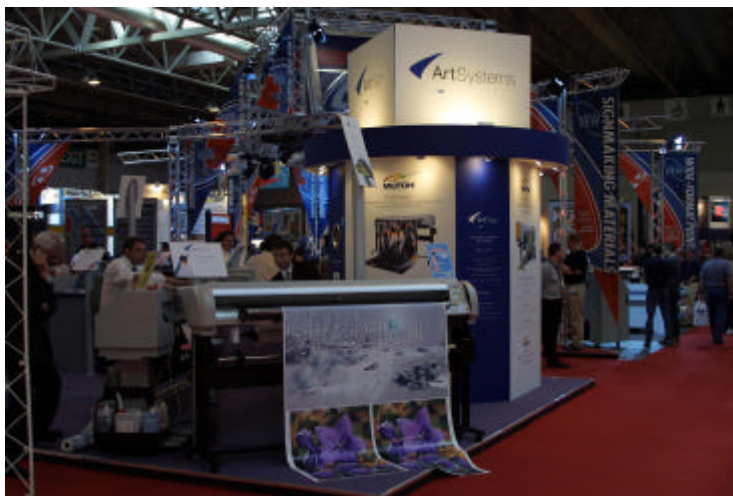
Available from August, the laminator is designed to be used as an in-line combination with a printer making it really economical. The WideMaster will allow conventional heat seal lamination, pressure sensitive lamination and mounting up to 10mm thickness.

The Onyx RIP being demonstrated is produced by Onyx Graphics, the leading RIP manufacturer in the commercial large format digital printing market. Their colour image enhancement technology allows reproduction of accurate, photo-realistic graphics on a variety of large format colour printers. With large format solutions, including PosterShop, PosterGenie and the RipCentre - which run on both PC and Mac platforms - Onyx has products to suit both bureaus and in-house printing.

On the cutter side, EasySign has been developed as a total solution sign making software package. Ideal for use throughout company chains requiring easily adaptable POS, this intuitive piece of software enables reduced design time with advanced sign making features including:

- object manager for easy, adjustable designing
- maximum productivity with superb production tools
- the best sign oriented text editor
- unsurpassed colour management
- direct on screen gradient fills
- designing, plotting and printing in one software
- different levels available to suit production needs and budget.

Business Development Manager Ted Freer said: “Sign UK was great for us, as we had the opportunity to launch three brand new products, which drew a lot of interest from both resellers and end-users. The products we had on show suited all budgets and production types, from specialist signmakers to in-house design and print departments. We’re now planning for an even bigger and better Sign UK 2003.”



This picture is available by emailing joanne.powell@artsystems.ltd.uk

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About ArtSystems

Through a network of specialist value added resellers, ArtSystems focus their attention on the graphics, pre press, repro, CAD/GIS and signage sectors – anywhere large format ink jet technology is used. Besides providing the total large format product package, ArtSystems aims to offer resellers a comprehensive technical and marketing support service.

From its roots in 1987 ArtSystems, the Nottingham-based specialist systems distributor and service provider, has seen significant growth in the past six years. The company serves the CAD/GIS, graphics and signage markets (through specialist value added resellers) with large format scanning and ink jet printing solutions from market leading manufacturers such as HP, Mutoh, Onyx and Contex.

For further information

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