

Client Testimonial

"By providing a cost effective solution to our problem we are able to purchase more panels per site than we had intended, thereby bringing more information to the public than originally intended.

Also previously, if a sign was vandalised we could not replace it. However, now we can afford to replace damaged signs, keeping the public informed. We are very pleased with this ongoing partnership with Stocksigns".

John Neate, SWT Countryside Services.



Digital Inkjet Printing

A Case Study



"49 years of quality signmaking"

2004

"A sign of quality"

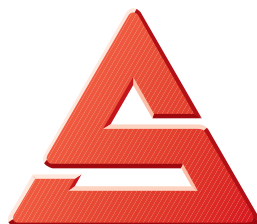
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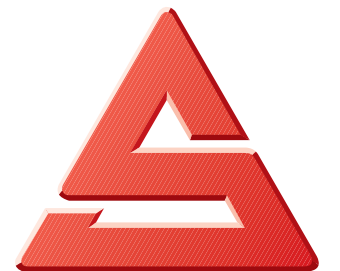
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Project Brief

Surrey Wildlife trust approached Stocksigns to see if we could provide a solution to their existing problem whilst staying within their budget. Stocksigns produced a signage product that came in under budget giving them a cost saving for the charity.

The brief was to produce a number of illustrated information boards to be positioned at various Wildlife Trust Sites throughout Surrey. The Wildlife Trust's previous signs had suffered from a number of problems due to the environmental conditions they endure from year round exposure to the public and the elements.

The brief noted that the signs should be manufactured in such a way as to provide protection from:

- Vandalism
- Condensation
- Fading
- Glare



Because of the nature of the illustrations the signs would also need to have superior clarification and colour in order to be both attractive and useful to the reader.

In-house consultations with the client, at all stages of the project, have lead to a product solution which both Stocksigns and Surrey Wildlife Trust are most happy with.

Production Process

Within the proofing process we at Stocksigns tried various different processes. These ranged from Silk Screen print, Direct to substrate and Solvent inkjet. We came to the conclusion that printing onto the vinyl using a solvent inkjet system had produced a vastly superior gamut range of colours and fine text quality over the other systems. This was a major factor with the corporate colours that were needed by The Surrey Wildlife Trust.



To create a solid white background we tried various grades of vinyl to find the density of white that met the customers needs and how it enhanced the transparent vinyl that we were printing onto.

After a range of different sample prints, and we had reached the customer's wants and needs, production proceeded.

The main processes are as follows:

- Artwork is created and set on system
- Set to print mirror image on print system
- Drying process
- Applied and laminated onto reverse of 4mm anti glare lexon
- Once applied, a white vinyl block is laminated over the top of the inkjet. This also gives the sign a high density of adhesion and protection onto the back of the lexon.



The final output is a high quality sign that more then meets the requirements of SWT Countryside Services. Because the illustrated panel is bonded directly to the protective lexon cover, the signs are easy to store and install, and the problem of damp and condensation has been removed, leaving a sign of excellent clarity and fully protected from the elements.

