



Display Boards, Point of Sale and Three Dimensional Merchandisers

INTRODUCTION

The arrival of our new Jumbo KBA 162a Press has marked an exciting new era for us all. Suddenly lots of products which for volume production were previously the reserve of screen printers can be produced lithographically.

The advantages of using a Lithographic press for these products are numerous and significant.

Quality

Previously the quality of big, screen printed, Display Boards and Point of Sale was disappointing, at best!

The limitations of Screen Printing meant that the print had to be made up of very large dots. When viewed at anything but a large distance away the dots made the print virtually impossible to decipher.

With our new press we can print huge posters with the same exceptional clarity which has become our hallmark for smaller print sizes. The difference in quality of the finished job truly must be seen to be believed!

Plus our close computer control of colour means that every job and every sheet of every job will be a faithful render of the designers' intentions.

Speed

The time taken to make traditional screens and to set up the screen print press was considerable. Our new process uses 'Computer to Plate' Technology and

offers exceptionally fast press make ready times. This means that our response to your needs can be virtually instant if required and our 'normal' turnaround is anything but normal!

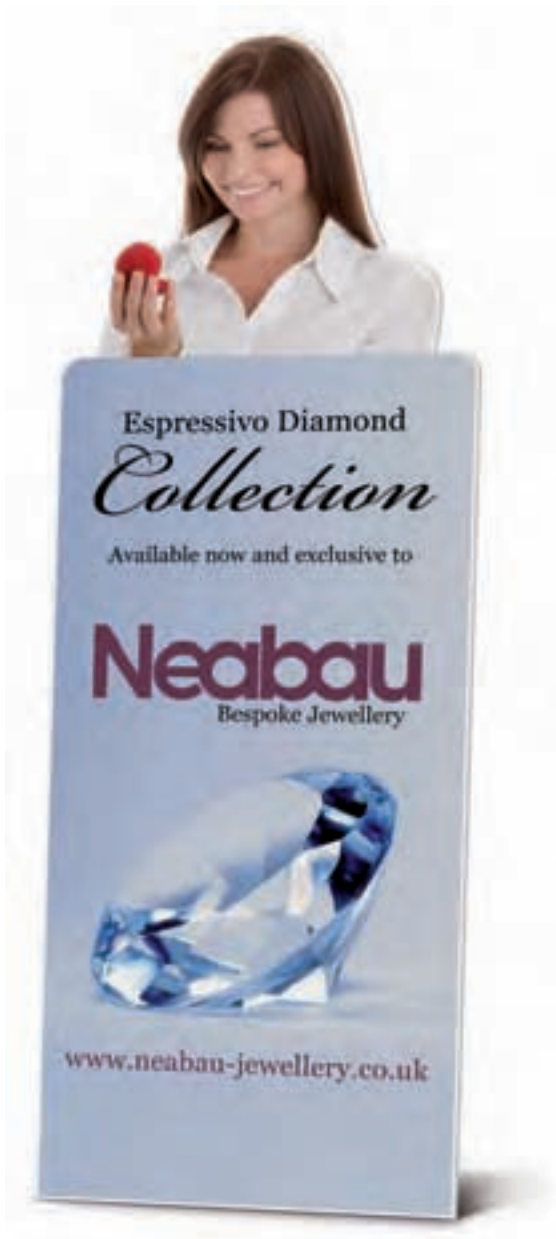
Economy

The cost of traditionally printed Display Boards and Point of Sale is extremely high because of the time consuming nature of the process. Our new Litho Production Techniques have allowed us to make a step change in the cost of these products.

Greater economy opens up the opportunity to use Display Boards and Point of Sale, which have proven their effectiveness over time, in applications where previously they were cost prohibitive.

“ The difference in quality of the finished job truly must be seen to be believed! ”

Display Boards



Size	Prototype (each)	25	Over 25 (Cost per Board)	Struts (each)
A5 210mm x 148.5mm	£7.71	£115.63	£1.05	£0.19
A4 297mm x 210mm	£10.50	£170.55	£1.43	£0.26
A3 420mm x 297mm	£13.07	£230.18	£1.78	£0.33
A2 594mm x 420mm	£14.24	£399.40	£1.94	£0.81
A1 840mm x 594mm	£23.29	£476.22	£2.35	£1.33
A0 1188mm x 840mm	£38.14	£880.20	£3.85	£2.08
Large Poster 1350mm x 900mm	£52.40	£987.89	£5.29	£2.69
Jumbo Poster 1600mm x 1100mm	£69.68	£1,088.79	£7.03	£3.13

Turnaround Options ▶

6 Express Working Days*	3 Express Plus Working Days*	12 Economy Working Days*
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*Up to 500 Boards, for larger quantities turnaround agreed at time of order. All prices are + Carriage and VAT at applicable rates. Terms are payment with order.

Materials

Our Display Boards and Point of Sale are printed on 200gm Gloss Art sheets mounted on to 2mm thick solid grey board (For A0 size and above the board used is 2.9mm). The same image is applied to each side of the board (or unprinted white 200gm paper is applied to the reverse of freestanding Boards).

We can supply loose struts which are also white finished.

Please Note: Prototypes are produced using Digital or Wide Bed Ink Jet technology. Production runs of 25 boards or more are Litho printed. Struts can only be supplied with boards. They cannot be supplied separately.

Finishing

We can drill your Boards ready for hanging or Die-Cut to any finished shape. The cost of Drilling Boards is **£0.25 + VAT** per hole per board. We can also cut your Boards to any shape. There are three elements to the cost of Die-Cutting boards:

- 1 The one off Forme cost ranges from **£60.00 +VAT** upwards depending on the size and complexity of the shape.
- 2 The setup cost before boards which can be cut is **£45.00 +VAT**
- 3 The Running cost:
£0.45 +VAT per board (up to A3 size)
£0.85 +VAT per board (A3 size to A1 size)
£1.50 +VAT per board (A1 size +)

Further Information

Turnaround

Times quoted are from receipt of full payment and complete, print ready, PDF artwork. Designs with heavy ink coverage may take longer to dry and we reserve the right to extend turnarounds in such cases.

Artwork

Important artwork preparation information can be found on pages 101 - 105.

Special Print Option

Hexachrome and Metal FX printing is available at a premium over Full Colour Printing with additional turnaround. Please see page 105 for details and examples.

Bespoke Sizes

If the particular size you require is not listed then we can produce Bespoke Sizes. Simply price the next size up. For example, a 279mm x 198mm video sleeve will be priced as an A4 (297mm x 210mm). Please specify your required size at the time of order and we will trim free of charge.

Carriage (Applicable on delivered items only)

Please calculate the carriage costs by adding together the green carriage codes for each product ordered. When you have the sum total please refer to the carriage table on page 106 to obtain the carriage cost. Full carriage details can be found on page 107. Alternatively please confirm the cost at the time of ordering.