

Maltesers

METAMARK

by design



POPPY COLOURS WITH METAMARK

Poppy Signs has consistently lived up to its own high quality standards for the three and a half years or so it has been in existence and that ethic has attracted people with a similar drive like Poppy Signs' talented production team. It hasn't gone unnoticed in the market either. Poppy Signs may be a small company, but it takes care of the needs of some major, and demanding clients.

One of the latest to come to Poppy Signs is Mars Brands' Snack Zone. Snack Zone is a franchised operation in the expansion phase of its growth and it decided to have a branded vehicle on its stand at a recent franchising event at London's ExCel. The brand chosen from the company's chocolate portfolio was Maltesers.

This was to be a wrap with a capital W. Every visible painted exterior surface of the vehicle had to be covered in the Maltesers' brand's regulation red - a red that simply doesn't quite exist in the spectrum of available dyed in the mass adhesive vinyl. The answer, therefore, was to print the entire job on a white material.



With the prospect of the job ramping up to production line volumes, Dave McDonald set about establishing a "fire and forget" production process to make the job easily reproducible.



The material selection process and technical due diligence took two weeks in total. The test results elected **Metamark MD7** and its matching **MetaGuard 900**



laminated. This reference quality material combination is widely specified among print producers undertaking challenging work.

The material's resolution would play a major part in achieving the accurate colour match needed, as would the availability of high quality profiles from Metamark. A product packaging test

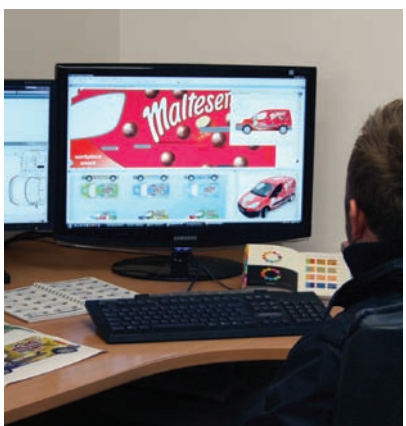
detected no material departure from the desired red match. The Poppy Signs team was also impressed with the **Metamark MD7's** cohesive strength - conformability wasn't compromised at all and applying the printed material was made all the easier as a result.

From this point forward, the job can be reprinted on demand and it will be comfortably within the limited degree of freedom the client specification allows and up to Poppy Signs' own quality standards. In an industry where the next job is often awarded in response to the silent testament of the last, Poppy Signs has clearly succeeded in producing a job that exploits the technical possibilities of Metamark materials and today's print production systems.

Did You Know...



Metamark operates the industry's **most flexible sampling programme**. If you need to trial a material for a job, call us - We're here and we're ready to help.



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GoGirl Signs

Winning With Metamark



Metamark MD7 and its matched MetaGuard 900 laminate recently helped Folkstone based GoGirl Signs deliver an impressive, twenty five car fleet wrap and bring home the gold from the Sign Industry Awards.

at the ExCel exhibition centre in London. Every turn of the convoy's wheels would be under the scrutiny of broadcast and print media, so a failure of any element of the wrapping job was clearly not a subject for discussion.

With events taking the job's delivery critically close to the tightest of deadlines, the cooperative application characteristics of the printed MD7 enabled the job to be completed on time and the Micra Fleet to enjoy its celebrity. The fleet

also impressed the Sign Industry Awards' judges who handed GoGirl herself, Cheryl Smith, the small businesses award.



NEW MD5-B PREVENTS SHOW-THROUGH



Ask any accomplished digital printer about his preferred media and Metamark's MD5 is practically certain to be on the list. With its quality foremost construction and benign handling characteristics, Metamark MD5 is today among the most highly evolved digital media available and is compatible with most ink species used by modern inkjet printers.

MD5-B builds on MD5's benchmark setting

Did You Know...



The Metamark Material Selector is an **indispensable reference** to all the materials you need to profitably undertake any job that comes your way. **Call, and it's yours.**

performance and adds a custom formulated opacifying adhesive to the construction. The adhesive's neutral grey inclusions block substrate show-through that sometimes result when printed materials are applied to strongly coloured substrates.

Did You Know...



If it's in the SignVinyl Swatch **it's in stock and ready to ship the day you order.** Metamark - Every **SignVinyl** you could need at prices you'll be happy to pay.

GoGirl's brief was to produce a celebration on wheels by wrapping twenty five of Nissan's curvy new Micras. Once wrapped, the fleet would drive in a celebrity-caliber convoy from Nissan's Sunderland site to the new British Motor Show

