

# METAMARK

# MATERIAL MATTERS

## Thank you...

2011 has been an eventful year for Metamark. It's been a year in which we've grown. A year in which we've welcomed more new customers and introduced more new products. We've invested too, in new plant and facilities in pursuit of further technical advances, quality improvements and in delivering service that remains in a class of its own.

2012 promises to be equally eventful. We don't plan on spending much time reflecting on what we've done, because we're going to be doing even more to keep our materials and our service out in front and at the leading edge. Metamark is The Materials Company - that's our job.

Great products and service will only take us so far though. It's our creative and talented customers who really put the shine on Metamark's brand and who make us what we are. For that, and for your continuing custom and support, everyone in the Metamark team thanks you.

All of us, wish all of you, the compliments of the season. We'll do all we can to make 2012 a great year for you too.



**METAMARK**  
The Materials Company

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# MEDIAFLEET GETS IT DONE WITH METAMARK

Where do you turn when you've over a thousand vehicles in need of liveries?

The commercial value of vehicle liveries in terms of the returns they produce and value overall to the exposure of the brands they promote is huge. Livery is also one of the most scalable and accessible means of advertising an identity continuation and perhaps, for those reasons, fleet livery is among the most popular tools in brand promotion's toolbox. The first step for most vehicles destined for a life serving the needs of a business is usually getting a livery applied.

Vehicle fleets come in all shapes and sizes and so do the companies who design and apply liveries to them. At one end of the expansive scale, small enterprises occasionally wrap a vehicle or two and at the other, bigger companies take on bigger jobs still and routinely handle the needs of businesses with correspondingly bigger needs. Serving the needs of the very largest fleets on the road though, is a deeper specialisation altogether. Very few companies are capable of undertaking fleet livery work on the scale involved. Among the few, is Mediafleet.

Managing the application of a livery to a fleet in excess of a thousand vehicles implies capacity and capability. Managing the service needs of the livery from the point when and where it's applied, throughout its working life and into its decommissioning, suggests a process and organisation evolved for the purpose. Mediafleet is built around a business

model designed to manage this specialised and skilled job on a scale that would see most crumble.

Mediafleet's reputation is such that it is the force behind the liveries worn by many of the biggest fleets ever to turn a wheel. One of its latest undertakings involved over one thousand three hundred vehicles - the client was Western Power Distribution.



Western Power Distribution recently acquired the interests of E.ON and needed to rebrand many of its assets including its huge fleet of vehicles, many of which were E.ON red. The fleet comprises a mix of utility and specialist vehicles needed to support the deployment of maintenance and engineering personnel, among others, on a timely basis over a large part of the UK.

The whole job has Forth Bridge-like dimensions in that, given the hard life

removing cleanly, leaving no trace on the vehicle to which its applied.

There's no shortage of adjectives to describe Mediafleet's approach to successfully executing the project workload a job the size of Western Power Distribution represents but "military" is a reasonable fit. Bringing together the loose ends ensuring that people, vehicles, materials and tools are in the right place and there at the right time, clearly demonstrates a competence beyond the physical ability to wrap vehicles. It's a good thing.

Mediafleet is an opinion leader and its work on the very largest fleets develops and grows the livery and wrapping market overall by stimulating industry-wide demand. With its scalable business model, the company has put the wrapped livery medium in the mainstream, but delivers service and results that are anything but. Playing its part too, Metamark's commitment to the market sees it able to supply materials on the timely basis that keeps Mediafleet's production humming and in the volumes its needs demand.



the vehicles lead and the sheer numbers of them, it's a statistical certainty that there will be battle-rash to repair on a continual basis. Simple churn, replacing old vehicles with new, also ensures that there are always Western Power Distribution vehicles passing through Mediafleet's capable hands.

Mediafleet used Metamark **MD5-B** to wrap the Western Power Distribution fleet. **MD5-B** features Metamark's Apex generation adhesive with a blocking inclusion designed to ensure that strong substrate colours don't show through the brilliant-white face-film. The Apex adhesive which builds to a reliable ultimate bond also distinguishes itself by



As a matter of fact...



Sensational looking carbon fibre effects now cost even less thanks to Metamark CF-3

# CLEARLY, METAMARK Adhesive, shouldn't be seen at all... ASSURED

Cut and applied etch effects should really look anything but. Thanks to innovations in face-film and adhesive technology from Metamark, you get results that look just like the real deal.

Etch effects should look just like the crisp results you'd expect to see were you to acid-etch or sandblast a glazed surface. All too often though, the applied graphics look less than second rate because the adhesive turns milky and so fails. Metamark's adhesive has always resisted such problems but, rather than leave a good thing alone, Metamark has made it even better.

Metamark's new Apex generation adhesive delivers all the benefits that make Metamark etch effects so popular and improves ease of application and removal. Metamark's latest etch effect films cut easily, weed effortlessly and are easy to apply. When the time comes to remove them, they leave no trace.

**If that sounds like a better etch effect to you, why not ask us for a sample?**



## JOIN THE QUEUE!

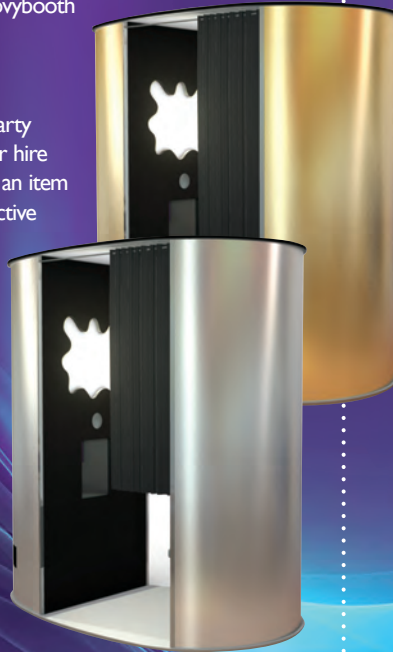
### Digital print pressed to interesting ends...

Put enough people together in any suitable venue, add a piano and microphone and eventually, it may take a glass or two, the inevitable happens. The genetics responsible lower inhibition's starting gate when there's a Groovybooth around too.

#### A Groovybooth?

A Groovybooth turns any sober assembly into a party crowd. That's why, Groovybooths are in demand for hire at weddings, corporate events and anywhere fun is an item on the foot of the agenda. Groovybooths are attractive looking, full size, fully functioning photo-booths. Join the line, step inside, alone or in company, assume whatever position or pose seems apposite, turn on the wind machine and use the props provided if you like - Groovybooth does the rest. A few minutes later outside, the booth presents four, full colour or black and white photographs, all branded with the date, place and occasion if needed. Much hilarity usually follows.

Come the next day, the previous night's events inside the Groovybooth are all faithfully reproduced in Groovybooth's online gallery and are available to the event's attendees to freely download, deface, deeply regret or use in proceedings.



Groovybooths come decorated in tasteful leopard print or eye-watering holographic effects. Brushed silver and gold are available too as are complete custom wraps for branded events. **Metamark speciality materials** and the work of Bath based Freestyle Designs provide Groovybooths their immaculately applied and designed clothes. **MD5** is used for the quality custom graphics Freestyle provides for supporting branded events.

Freestyle admits there's nothing else quite like Groovybooth going on in its customer portfolio and Groovybooth admits to nothing going on in its booths!



## GETTING THINGS DONE

### WITH METAMARK

However great the graphics. However daring the design. However sensational the sign. There will always be situations where the substrate you have to apply your work to is so strongly coloured or has such bold existing detail it shows through your work. Not if you use Metamark **MD5-B**.

Metamark **MD5-B** prints and applies just like **MD5**. But, thanks to its novel Apex Blocking Adhesive, it covers like nothing else obscuring even the the most vivid substrate. Using **MD5-B** is easy.

1



Print.

2



Apply

3



Forget all about substrate show-through!

**MD5-B's** Apex generation adhesive ensures removal leaves no trace. Make it easier. With Metamark.

# RAINFOREST GRAPHICS GOES TO TOWN WITH METAMARK MD3

Gallery Town is an inspired idea turned into working reality thanks to the creativity of local businesses and the support of a strategic team collectively intent on delivering the regeneration of Rotherham's town centre. The groundbreaking idea is designed to increase the town centre's footfall or visitor numbers. As a direct result of an increase in footfall, the fortunes of the surrounding economy benefits.

The Gallery features over sixty works by contemporary local artists such as Chris Bird and Sara Platt and those of historical significance including Monet and Van Gogh, reproduced in large format and positioned on over thirty five buildings around Rotherham's town centre. These pieces are further complemented by the works of local school children. Some pieces measure as much as four by eight metres and are



themed around subjects concerned with human form and landscape through the ages.

The job of recreating the Gallerie's inspirational canvases in larger-than-life digital form fell to Rainforest Graphics. Metamark MD3 figures significantly in the ongoing production and was consistently at its MD-Class best.

Rotherham's Gallery Town is a work requiring careful management down to the smallest detail if the project is to present itself as a cohesive whole with clear intent. Quality must be consistent, application flawless, and delivery on target in terms of timing and budget. Gallery Town is evidence that Rainforest Graphic didn't just do the job - it did it right.

## HARD DRIVE D Signs produces a winning wrap for a winning team...

An idea is a powerful thing - especially so when it's turned into hard action and valuable, tangible results. Race2Recovery is, just such an idea. Rather than accept the future that permanent disability would impose, three Soldiers seriously wounded in Afghanistan, decided to re-write it according to their rules and put together a cross-country racing team to help charities benefitting their brothers in arms.

Race2Recovery's goal is taking part in and completing an event that most competitive drivers shrink from. Acknowledged as the hardest motor sport event in the world,

the Dakar Rally Raid starts in South America in January 2013 and the Race2Recovery team is already in training for it. The race which will take about fifteen days to complete covers some nine thousand kilometres encountering incredibly touch conditions that routinely spit out men and machinery. No strangers to sleep deprivation and superhuman feats of physical endurance, the



D-Signs totally wrapped the burgundy coloured vehicle in Metamark's newest easily applied MD7 formulation. Easily applied? The whole livery was undertaken single handed! The result is a head-turning and distinctive livery bristling with

sponsorship detailing and ringing with patriotic graphics. It also leaves no doubt that Race2Recovery is at the helm - it's a winning design. The wrap is in turn wrapped in Metamark MG900 laminate, a material used to shrugging off typical battle-rash and keeping the underlying print looking pristine.

Recovery in the sense most understand it doesn't apply when limbs are lost and other serious injuries are involved. Impaired or not though, returning Servicemen are high potential individuals who have the will and strength to overcome incredible challenges. The Race2Recovery team represent all such individuals.

The Team's progress can be followed in detail at [www.race2recovery.co.uk](http://www.race2recovery.co.uk)

Race2Recovery team is without doubt made of the right stuff to get the job done.

Heroes to a man, the team is not without common sense either. Rather than tackle the brutally powerful QT Wildcat it'll be piloting during the race head-on, they're getting to grips with the magnitude of the job that awaits and practicing for the ordeal using a V6 Freelander especially modified and prepared for its purpose and theirs.

One look at the Freelander leaves you in no doubt as to its purpose, that's thanks to a livery that's up to the job too - courtesy of D-Signs.

As a matter of fact...



Metamark Apex adhesive makes our etch effect films the best we've ever made.

# WALSALL COLLEGE ON THE WORLD STAGE



## Walsall College showcased at the world's biggest skills competition...

Walsall College, with Roland DG's Academy and Metamark, showcased vehicle wrapping skills recently during what's acknowledged to be the world's biggest skills competition, WorldSkills London 2011.

The WorldSkills London 2011 Competition ran from October 5th for four days and was among the biggest events ever held at ExCeL London. Over 1,000 young people from all corners of the globe competed in 46 different skills, each hoping to be crowned the best in their chosen skill. Colleges and



Honda ACCORD, wrapped with Metamark MD-7, using the skills of Walsall College students at the Roland DG Academy

training providers were there to inspire the audience with career possibilities. David Cameron, Boris Johnson and Vince Cable all attended too.

During the event, Metamark **MD-7** printed with Roland's hardware was used by students to wrap a Honda ACCORD car, using skills taught by the Roland DG Academy at Walsall College. The Roland DG Academy offers a wide range of hands-on, practical training

courses and workshops for the sign and graphic arts industries.

Andrew Evans, Commercial Academy Manager at Walsall College said: "To be part of an event which recognises skills at the very highest level is truly aspirational and our students rose to the occasion to put on a truly spectacular show. We are thrilled that our students had the opportunity to showcase their talents at WorldSkills London 2011. It's fantastic for them to be part of such prestigious event and gain recognition for all their hard work."



Boris Johnson, pictured with Rhys Leyshon (Training Assessor for Sign-making at Walsall College), with Brendan Valentine (of Redbox Signmakers, Walsall) and John Richards (Wrights Plastics, West Bromwich)

## Flat Out - Faster Media - From Metamark

Who says productivity benefits all come from faster hardware? Meet faster media - from Metamark.

Metamark **MD3-A** features MetaScape - It's an Apex generation air-egress adhesive that works like an air-egress adhesive ought too.

Apply **MD3-A** to large expanses of flat substrates as quickly as you like and you'll never get ahead of

it. Trapped air... there is no trapped air; it just squeegees away leaving you with perfectly applied, perfectly printed **MD Class** digital graphics.



## METAMARK WINS

### Metamark voted FASTSIGNS® Supplier Of The Year...



Karen Wilks, Karen Marshall and Garth Allison

Metamark has been honoured with Fastsigns' Supplier Of The Year Award at the franchisor's annual convention in Stratford Upon Avon recently. It is the 3rd consecutive year Metamark has been presented with the award and, given that it's a reflection of voting from the many Fastsigns franchisees that Metamark deals with directly, it's particularly well received and has been accorded its place in Metamark's Boardroom.

Fastsigns is a very successful business and its franchisees practise its winning business model diligently. Fastsigns' model places a focus on differentiation through service and creativity and the company offers a very wide range of signing services and supplies the broader needs of its customers' appetites for graphics beyond signing too. It's a formula that plainly works.

Metamark's National Sales Manager, Karen Marshall said, "It's wonderful to have once again been honoured as Fastsigns' Supplier Of The Year. The award is an acknowledgement that all the effort Metamark applies to developing the right products and in consistently delivering high standards of service is effort that's well spent. Winning this award is the outcome of a team effort and it's on behalf of all involved that I happily receive it."

Karen received the award from Fastsigns' Managing Director, Garth Alison who said, "I'm pleased to have presented this award once again to Metamark. Metamark looks after the needs of our franchisees very well and it's a business relationship that we value highly. Metamark's attitude to quality and service is a first class fit with our own."



# METAMARK International

A familiar formula that's a world away...

With one of the most extensive portfolios of digital media, SignVinyl and top quality speciality materials in the industry, and a progressive policy of continuing product development and improvement, Metamark's appeal works anywhere there is a demand for quality and value.

It certainly works in South America. Ten years ago, Metamark appointed Santiago, Chile based Abingraf to represent its products in the region.



With experience and influence in the hardware markets and a service-led reputation that had propelled it to a leadership position in the signs and graphics distribution industry, Abingraf understood the value behind a brand and had sought out a relationship with Metamark.

Today, Metamark products represent a keystone element in Abingraf overall business strategy to supply the needs of the region's signs and graphics professionals with a total system of hardware and materials that simply work. It's an attractive formula that clearly has its appeal - Abingraf is a leading light in the industry and Metamark's brand is among its star performers.



Ricardo Gimenez, (Left) Mark Bateson, (Centre) and José Cajtak

Abingraf success is founded on service based ethics and has led to significant growth. Coincident with the tenth year of its appointment, Abingraf has moved to new premises to give its further growth some elbow room. Mark Bateson, Metamark's Chairman was invited by Abingraf for a business review, and to see the results of its growth.

Mark Bateson commented, "It takes about thirteen hours to fly to Santiago from Europe so, by any reasonable measure, it's a world away. When I landed though and met again with Metamark's long-standing friends at Abingraf new premises, I was reminded how businesses evolve and grow. Abingraf has been shaped over the years by the way it chooses to serve the needs of its customers and that's the way Metamark has grown too. We couldn't wish for a better qualified partner."

As a matter of fact...



Apex Assured means even easier application and handling and fast, clean removal



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