


# WELCOME

## TO THE DIGITAL EDITION OF DIGITAL OUTPUT MAGAZINE

### OUR DIGITAL ISSUE PROVIDES YOU WITH THE OPPORTUNITY TO:

1. View the entire publication anywhere with an Internet connection and access to a Web browser
2. Click on the DOdirect  icon and learn more about vendors included in this issue.
3. Forward to a friend
4. Print a PDF copy for reading at your leisure
5. Keyword search for hot vendors and products
6. Subscribe! Click here to reach our subscriber page. Qualified U.S. residents can sign up for a free monthly print and/or online subscription. International readers can subscribe for a free digital edition.

We hope you enjoy the digital edition of *Digital Output*. Be sure to check out [www.digitaloutput.net](http://www.digitaloutput.net) for the latest industry news and events, comprehensive editorial, our 24/7 online Buyers' Guide, and more!

#### **SPONSOR OUR DIGITAL EDITIONS** CONTACT YOUR NATIONAL ACCOUNT EXECUTIVE

SUSAN PRIMACK  
(978) 921-7850 x 15  
[sprimack@rockportpubs.com](mailto:sprimack@rockportpubs.com)

LYNN WEESE  
(904) 273-2588  
[lweese@rockportpubs.com](mailto:lweese@rockportpubs.com)



DECEMBER 2009

# DIGITAL Output

CAPTURE | CREATION

OUTPUT | FINISHING

## SPELLBINDING SIPROJECTS

page 32

Floor Graphics  
*page 12*

Grand Format Signage  
*page 14*

Flatbed Inks  
*page 25*

VOL XV, NO. 12 • \$6.95 USA

[WWW.DIGITALOUTPUT.NET](http://WWW.DIGITALOUTPUT.NET)

# EYE CATCHING CREATIONS

— Beautifying One Building at a Time —

by Gretchen A. Peck

The large format outdoor graphics market is holding strong despite economic constraints. As other forms of advertising falter, marketers turn to a selective, targeted, and impactful means to convey messages. In bustling urban regions, nothing attracts more attention than stunning building sized print.

“Advertising is shifting toward print as a lower cost, more targeted media and building wraps meet the demand driven by this shift,” shares Udi Nachmany, application and systems development manager, Scitex division, Hewlett-Packard (HP). “There is a growing understanding among advertisers on the importance of multi-touch campaigns, beyond traditional in-home

advertising. They now see the value in reaching consumers in all aspects of their lives.”

#### Producing the Print

When large format print is hung, fastened, or adhered to architecture, it’s commonly referred to as a building wrap. It’s a term somewhat deceitful in

Below: Hargrove recently produced a 16x118-foot mesh banner for the U.S Chamber of Commerce.





Lanham, MD-based Hargrove transformed the inside of the David L. Lawrence Convention Center in Pittsburgh, PA for The Pittsburgh Summit 2009.

its simplicity, for building wraps possess few limitations and are bound purely by dimension, environment, and budget.

While the spectrum of print engines equipped to produce building wraps was once narrow, today there are an assortment of devices well-suited for this specialized application.

Nachmany notes that three of HP Scitex's print engines "were designed with building wraps as a primary target application." The HP Scitex XL1500 printer is known for its versatility, productivity, and print quality, as well as the potential for a fast return on investment. The HP Scitex XP5100 printer is a UV-curable solution suited for both indoor and outdoor applications. The HP Scitex XP5300 printer is a five-meter UV printer with unprecedented ink coverage.

Mutoh America, Inc. offers several models in the ValueJet line including the ValueJet 1614, 1604, and 1304, which feature Eco-Ultra inks with improved scratch resistance, needed for maintaining image quality for outdoor graphics and signage.

The ValueJet 1608 Hybrid is an adept and environmentally friendly solution, which enables print service providers (PSPs) to forego costly ventilation systems and disposal of harmful volatile organic compounds (VOCs), adds Brian Phipps, director of sales, Mutoh. The solution potentially enables PSPs to reduce costs associated with media, for specialty and coated substrates are not necessarily needed.

"Mutoh's patented Intelligent Interweaving print technique is standard on its ValueJet line," Phipps explains. "This technology allows for increased print speeds and virtually eliminates banding, creating exceptional image quality. Its increased accuracy and consistency of dot size and dot release during printing improves the image—in addition to increased dot-gain control, allowing for more latitude in profile settings."

"The Jeti five-meter series is the most efficient product our customers use for producing building wraps. Either the Jeti 5024 or the JetSpeed XL 5048 is a great solution," notes Cory Brock, director of marketing, Gandinnovations.

"Five-meter models allow customers to print up to 16 feet wide, which eliminates some stitching and sewing, compared to a building wrap completed on a traditional three-meter printer," asserts Brock.

In addition to speed and resolution improvements, ink manufacturers introduced new solvent and UV ink sets with a durability guarantee.

According to Chuck Dourlet, VP, marketing, EFI VUTEK, the majority of building wraps are produced on solvent printers, but he foresees a transition to UV. "The five-meter VUTEK GS5000r is going to become a mainstay for building wraps," he predicts. "The speed of the GS5000r is more than 3,000 square feet per hour—faster than the more traditional five-meter products on the market."

"The GS5000r is not only a fast billboard printer, but a high-quality point of purchase (POP) printer. The standard resolution on our GS5000r is 600 dpi, but it goes up to a true 1,000 dpi, and features a variable drop that goes from 12 to 24 picoliters, depending on the print. You make that decision when you RIP the file," he says.

"One attraction to UV—as the industry transitions away from solvent—is the 'green' aspect of UV solutions. They're safer to produce. They don't have VOCs. The carbon footprint is much smaller. It improves the overall eco-friendliness of the solution by moving to UV," shares Dourlet.

Textiles—like in other cases of large format print—are becoming popular for building

wraps. "Most solvent inks require a coated material for building wraps," explains Dourlet. "UV can be used with either coated or uncoated materials, so it actually expands the range of materials."

"We have a very large list of qualified products on our Web site," reports Brock. The Gandi Approved Media Program is comprised of substrate options from manufacturers including Aberdeen Fabrics, Inc., Berger Textiles, SMI Technology, TEXtream, and Ultraflex Systems, Inc.

#### Mammoth Media

Founded in 2004, Mammoth Media's roots are in jumbo print. The Pembroke, MA-based wholesale supplier produces billboards and building wraps for a national

#### COMPANIES MENTIONED

 **DIRECT** See page 22 for more info.

INFO#	COMPANY	WEB SITE
I 20	3M Graphics Market Center	www.3mgraphics.com
I 21	Aberdeen Fabrics, Inc.	www.aberdeenfabrics.com
I 22	Berger Textiles	www.bergertextil.de
I 23	Clear Focus Imaging, Inc.	www.clearfocus.com
I 24	EFI VUTEK	www.efi.com/vutek
I 25	EskoArtwork	www.esko.com
I 26	Gandinnovations	www.gandinnovations.com
I 27	Hewlett-Packard	www.hp.com
I 28	Miller Weldmaster Corporation	www.weldmaster.com
I 29	Mutoh America, Inc.	www.mutoh.com
I 30	SMI Technology	www.smitechnology.com
I 31	TEXtream	www.textream.com
I 32	Ultraflex Systems, Inc.	www.ultraflex.com



Left to right: The Prudential Center building wrap is slated to remain installed for two to three years, with some graphics periodically changing. Mammoth Media's QS3200r printer from EFI VUTEk was used to create this building wrap for Avalon.

customer base of creative and advertising firms and property managers and owners.

"The term building wraps is really generic," notes Kenneth Rowell, VP, Mammoth. "It could be a graphic that's printed on mesh and then drilled into the face of the building. Now we have companies like 3M Graphics Market Center introducing materials that apply right onto a building's concrete surface," he adds.

Mammoth deploys an array of print engines from HP and EFI VUTEK,

including an HP Scitex XP5100 and a VUTEK PV200. Most recently a VUTEK QS3200r was installed.

Today, Mammoth's nearly 30 employees produce a slew of print products including banners, vehicle and transit print, wallcoverings, trade show displays, floor and window graphics, in addition to billboards and building wraps.

Print is often seasonal. "POP gets busy between July and December, come December, we look for other types of print to subsidize

the workload. Building wraps tend to get huge play from March to September, when the weather is nice, and the advertiser gets better exposure," attests Rowell.

Last February Mammoth started a job for Avalon Communities at the Prudential Center in Boston, MA. The building was being renovated with new luxury condo units and the Avalon needed a creative way to draw attention to it. The application was targeted to last two to three years, with some of the graphics changing out periodically.

Rowell recalls that pre-production challenges were immediately apparent. "It's an all-glass building, so there was no way we could just drill in a mesh banner or stick a giant building wrap up without obscuring the views of the people inside. Another challenge was that the residential complex doesn't have the benefit of height. Visibility would therefore be limited to street-level traffic—less than 20 feet high," he explains.

An initial site survey included a photo shoot, so Mammoth could refer to digital

## CREATING AN AESTHETIC

Indoor and outdoor grand format print can be challenging if you do not have the correct tools. In the past year, Lanham, MD-based Hargrove Inc. has invested in print equipment to continue servicing high-profile customers such as the U.S. government. The company recently installed an EFI VUTEK QS3200 flatbed printer and a Hewlett-Packard (HP) Scitex XL1500.

"We wanted something that was easy to use and maintain. Our print shop runs 24 hours a day, seven days a week and downtime becomes a major issue. So that attribute had to be at the forefront of our decision," explains Fred Strickland, director of production, Hargrove.

To complement the systems, Hargrove chose a 112 Extreme heat-sealing welder from Miller Weldmaster Corporation and a cutter/router from EskoArtwork. "We've been able to dramatically control our finishing labor costs," he says.

At press time, Hargrove was preparing to install a 16x118-foot mesh banner for the U.S. Chamber of Commerce. "The client had a horizontal message," Strickland notes. "And they wanted to maximize the square footage. They were very specific about not having seams and wanted a crisp, clean image. The length was determined by the tie points on the building."

"It's a unique facility," Strickland continues. "It sits across the street from the White House. It's not very commonplace for just any sign company to work near that facility. There's a high

level of sensitivity and security involved. Given our decades of experience working in the Washington, DC area, we are familiar with the security agencies and their requirements. Our familiarity with the location is what we provide, in addition to competitive pricing."

This particular large outdoor installation came on the heels of providing graphics for The Pittsburgh Summit 2009 held in Pittsburgh, PA. In addition to completely transforming the interior of the David L. Lawrence Convention Center, Strickland notes that outdoor banners provided directional and informational guidance, as well as attractive backdrops for photo opportunities.

"We were done about 15 hours ahead of the show opening," recalls Lana Ostrander, director marketing and public relations, Hargrove. An on-site 23-person management team and a labor force of 350 helped complete the project. "We were awarded the contract in mid-July, which really only gave us two months to design, fabricate, and install the entire job. It was very intense."

Jobs similar to this involve a metamorphosis of sorts. "We take on large projects like that, where we literally change the environment for our client. Convention centers are usually just large, concrete buildings, so to transform them into intimate spaces for that type of event is the challenge we're faced with," Strickland remarks. "We produced more than 100,000 square feet of graphics for The Pittsburgh Summit."

photos and mock-up schematics of the building throughout production.

Results from the survey led Mammoth to design templates for seven types of windows, based on different dimensions. These were first done to scale and each window literally became its own image file.

The job was printed on the QS3200r using One Way Vision perforated window film from Clear Focus Imaging, Inc. The One Way Vision film solved the initial problem of obscuring the views of the building's tenants. Media choice is especially critical in the case of building wraps.

Once pre-production consultation is completed for a building wrap, Mammoth receives the creative content from the customer or agency, runs it through prepress, and generates PDF soft proofs for the customer to adjudicate—ensuring that color, fonts, and placement are intact.

For the Avalon project, a proofing meeting was scheduled and attended by representatives from both the creative agency and the property management firm.

“We printed some of the graphics at quarter scale, some to full scale, and then installed them on the windows in our shop,” Rowell recalls. In total, approximately 200 prints were created for each corresponding window.

#### The Value-Add

Building wrap installation really sets this genre of print apart from its large format relatives. Besides the ability to physically erect a job of this kind, installers must be considerate of local zoning laws, weather conditions, and the possibility of disruption to a building's inhabitants and passersby. While Mammoth doesn't physically install the prints it produces, the company draws from a network of reputable installers, which the customer can work with directly or subcontract.

To excel in building wraps, a PSP needs to act as more than just a printer. Rather, it must be adept at providing knowledgeable creative consultation and be able to draw from a stable of expert installers, concludes Rowell. **D**

[www.digitaloutput.net](http://www.digitaloutput.net)

## UJV-160 UV PRINTER

*The optimum solution for roll-to-roll or rigid printing on vinyl & PVC.*



# No better time than now to own a Mimaki UJV-160

- ▶ Hybrid roll-to-roll and flatbed configurations with a standard flatbed table attachment.
- ▶ Flexible UV LED Curable Inks that are low in VOCs and allow stretching up to 200% without cracking.
- ▶ Eco Compliant UV LED Curing enables problem-free printing on PVC and other heat sensitive materials.
- ▶ Undeniable Image Quality with variable dot at 1200x1200 dpi.

### FREE OFFERS from names you trust.

Mimaki delivers again in partnering with these well-known companies to give you hundreds of dollars in FREE media & incentives when you purchase a Mimaki UJV-160 UV printer.



**CF2 Series**  
The CF2 Series Flatbed Cutting Plotter is the perfect companion to the UJV-160 for cutting & creasing. Contact your Mimaki dealer for special bundled pricing when purchasing with the UJV-160.

There is no better time to experience for yourself the outstanding color and printing versatility of the Mimaki hybrid UJV-160 UV printer. Go to [www.mimakiusa.com](http://www.mimakiusa.com) to get all the details.

## Mimaki

For more information call your nearest Mimaki location:

ATLANTA: 888-530-3988  
BOSTON: 888-530-3986  
CHICAGO: 888-530-3985  
LOS ANGELES: 888-530-3987  
[www.mimakiusa.com](http://www.mimakiusa.com)

© 2009, Mimaki USA, Inc. • 150 Sawville Blvd., NE, Suwanee, GA 30084-7126, USA  
Mimaki Engineering Co., Ltd. • 2182-3 Shigeno-cho, Tomi-city, Nagano 389-0512, Japan  
Pc: +81-268-64-2281 Fax: +81-268-64-2285 [www.mimaki.co.jp](http://www.mimaki.co.jp)  
3M and ACS are trademarks of 3M Company.  
All trademarks, registered trademarks and brands are property of their respective owners.

**INFO #7**

## Increase Your Sign Profits Today!

*Add a Universal laser system and expand your business opportunities*

**Profitable**  
Create new applications and add unique effects

**Versatile**  
Cut, engrave, etch or mark a wide variety of materials, including wood, plastics, acrylic, glass, marble, leather, stone, paper, Corian and rubber

**Flexible**  
Engraving areas from 16"x12" to 48"x24" and laser power from 10 to 150 watts



See us at **USSC Sign World USA**  
in Atlantic City - Booth 531



**ADA and Architectural Signage**

Appliqué 

 **3D signage**

Dimensional letters 

## UNIVERSAL LASER SYSTEMS

[www.ulsinc.com](http://www.ulsinc.com)  
1.800.859.7033  
480.483.1214  
[moreinfo@ulsinc.com](mailto:moreinfo@ulsinc.com)

**INFO #11**