

news, views and updates from Signbox

**Let's RIP**

With a long track record of innovation and renowned for staying one step ahead of our competitors, Signbox have taken delivery of cutting edge print technology – manufactured by the Italian firm of Durst Phototechnik AG. This investment paves the way for Signbox to produce signs and large format graphics at production levels in-house at our 1522 m² facility in Egham, Surrey and importantly will mean that we shall be highly competitive on price for a wide range of digitally printed media.

Commenting on this new investment, Mark Bartlett, MD of Signbox, said, "Durst are a highly respected manufacturer of large format printers, coupled with Caldera GrandRIP software that defines the latest developments in colour management and we are delighted to be the first UK customer for their new Omega 1."

"The new machine allows us to bring virtually all of our printing requirements in-house – we can print at very high resolution, up to 1728 dpi, direct to substrate, onto virtually any material such as metal, glass, acrylic, vinyl, wood and composite board; we intend to run the machine 24 hours a day, giving us a winning combination of fine art quality printing at highly competitive prices.

[Click here](#) for further details

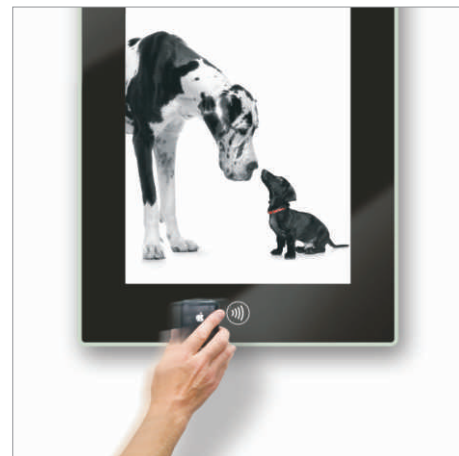
**Leading by Example**

Signbox have formed a new division - 'eg', to cater specifically for the growing demand for digitally printed environmental graphics. A play on words, 'eg' is the commonly used abbreviation for the Latin - exempli gratia and we thought a fitting title for the exemplary quality achievable from our large format printer.

In these tough times it is even more important to stand out and be recognised. Investing in strong and sustainable design is a cost-effective way of affirming a significant presence in a crowded marketplace. Image is everything, especially when raising a profile to become truly distinctive – defining a company's DNA. Environmental Graphics can sharpen a brand with minimum disruption and create maximum visual impact and well-being.

The ability to create inspirational, energy efficient workplace environments, that fully exploit the benefits of natural daylight through cutting edge design has never been so appealing and available. Break-out areas, meeting rooms and internal office glazing can easily be transformed into bright, stimulating spaces that maximise natural daylight.

To find out how we can reinforce your brand with environmental graphics, please [click here](#).

**Collect + Connect**

Signbox has unveiled Enlighten, a revolutionary smart poster system that features Near Field Communication (NFC) technology and is changing the way people navigate and interact with the brands and marketing messages that surround them.

Enlighten provides a unique, interactive wayfinding and information experience for people who carry NFC-enabled smart phones which communicate with a tiny NFC chip embedded within the smart poster and enable data to be transferred from the poster straight to the handset with a simple, close proximity swipe.

Following recent extensive media coverage of the NFC mobile wallet, this groundbreaking technology is presenting new proximity marketing opportunities for brand owners, campaign managers, retailers and other advertisers. Enlighten smart posters can send tailored, relevant information to a smart phone in seconds. With the potential to introduce new products, incentivise purchase, inspire potential customers and engage with them more intuitively, the immediacy of proximity marketing is undeniably appealing with a powerful capacity to welcome, direct, inform and interact with visitors through a sophisticated poster display.

[Click here](#) for further details