

# R-WORLD

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## Wrapping the BMW Jeff Koons Art Car

The success story of Schmid Design

**RATTENKIRCHEN, GERMANY** – Since 1975, artists from all over the world have turned BMW cars into true works of art. Among them are many well-known artists such as Andy Warhol. This year, American artist Jeff Koons was asked to design the 17th BMW Art Car for the 24 hours of Le Mans. For the first time in the history of the Art Car, the designs weren't painted onto the car, but were digitally printed. The German company Schmid Design produced and installed the wrap using a Roland XC-540 printer/cutter. The result is a truly magnificent race car, bursting with power and energy.

Wolfgang Schmid has been passionate about racing since he was a teenager. His company, Schmid Design, creates graphics and produces decals for popular race teams. Over the years, the company has built an excellent reputation. "We speak our clients' language. We understand their tight schedules and their concerns about confidentiality. We do everything possible to bring challenging projects to a successful conclusion," says Wolfgang Schmid. Schmid's greatest challenge to date was the BMW Art Car.

Schmid Design used the Roland XC-540 to print the designs for the 17th BMW Art Car. For this project, 20 Pantone colors had to be converted to CMYK and the Roland DG printer/cutter was the only printer to pass the tests. "The XC-540 is a great printer. It is reliable and always produces accurate results. The Roland was the only printer that met Jeff Koons' demands," explains Wolfgang Schmid.

Schmid Design's team wrapped three complete race cars and several dozen spare parts to allow for any unexpected damage during training sessions. Wolfgang Schmid said, "We appointed one person to be in charge of wrapping the cars because every piece of vinyl had to be perfectly applied following the artist's design. We worked day and night to finish in time. It was certainly not an easy job, but we are very happy with the results!"



Schmid Design Team with the 17th BMW Art Car

Schmid has big plans for his company. "At the beginning of 2011, we converted Schmid Design to Race Spirit GmbH & Co.KG. We moved to a bigger building in Rattenkirchen and expanded our team with four new staff members. We are going to offer high-quality vehicle wraps and we plan to start with the restoration of old race cars and motorcars for collectors and museums. In the future, we will continue to use Roland machines. The quality is impressive and the printers are very reliable. That's exactly what we need!"



Roland XC-540

*"The XC-540 is a great printer. It is reliable and always produces accurate results."*

*– Wolfgang Schmid*

# Roland's EGX-350 is the Perfect Catch for Adcock Stanton's Hand-built Fishing Reels

## COALVILLE, LEICESTERSHIRE, UK

Roland engraving machines are proving their versatility with innovative applications that go far beyond the market for conventional nameplates, trophies and other frequently engraved items. Adcock Stanton, a UK firm specializing in fishing equipment, uses its precision machining combined with Roland's EGX-350 desktop engraver for in-house production of personalized back plates on center pin fishing reels.

Formed more than 70 years ago to specialize in the design of trotting reels popular amongst discerning anglers, Nottingham-based Adcock Stanton's best-known product was known as the Reynolds Reel. These were precision engineered and manufactured to work automatically, paying out line with the force of the water's current, and checked with the pressure of a hand.

Today's center pin, or float, fishing reels are the result of a liaison between Cliff Adcock and angler Ray Hyland, who has been extremely successful in re-launching and continuing to develop the original Adcock Stanton concept. In January 2008, Hyland approached the company and offered to continue the specialist manufacture for which it had become renowned; today, as their strong reputations grow, these products are exported to anglers all over the world.

With his critical eye for precision and quality, Hyland was quick to spot that customizing the back plate of the reels with personalization incorporating a fish design and the owner's name would add a unique finishing touch to every Adcock Stanton product. Creating the high quality detail needed was dependent on finding the right engraving machine to reproduce the intricate drawings accurately, and the Roland EGX-350 easily met these expectations.

"Back in 2008 when I wanted to bring new life into Adcock Stanton, I realized that any personalization we added needed to match the manufacturing perfection of the center pin reels," states Hyland. "Engraving was completely new to me

and my son, Paul, who has played a vital role in setting up this side of the business. But, having seen the Roland machine in action, it was clear from the start that its versatility, exacting quality and robust construction made it a sensible long-term investment.

"As a result, our Roland EGX-350 serves two important roles in the production of milled and engraved elements for our reels," Hyland continues. "We use sheets of 1mm engraver's brass for cutting out the inset plates on the reel foot; these wedge shapes are nested and worked in multiples, ready for the Adcock Stanton name to be engraved to fit precisely within them. The second role of the machine is for personalization with the fish graphic and the owner's name, which means, in practical terms, that we get dual versatility from a single piece of equipment."

The details reproduced in the fish motifs are, by their very nature, extremely complex with every element down to the scales and the eyes needing to be engraved with the finest precision. Hyland works from original drawings where each design is rendered to produce crisp and clear output, resulting in an original finishing touch to the reels.

Both the engraved back plate and reel foot can be augmented with a hand-crafted wooden presentation box which can also be personalized using the Roland EGX-350. To complement its primary product range, Adcock Stanton also offers customized engraved gifts including Zippo hand warmers, lighters and hip flasks, all of which can be finished with a choice of fish motifs and the owner's name. Additionally, Hyland's in-house designer can reproduce images from any drawing for high quality engraved results, taking the company into new market areas.

"Because of the high level of accuracy which goes into every Adcock Stanton hand-built center pin reel, it is vital that the engraved and milled elements stay true to the fine quality for which we are known all over the world," Hyland continues.



"Every part of every order is made in England to the customer's precise specifications, and offering personalization adds an exclusive finishing touch to a precision engineered product."

The idea of customizing the back plates for center pin reels has led Hyland into new areas where he can put his Roland EGX-350 to good use, and he's always happy to talk to potential customers about innovative possibilities. Already, personalized engraving is being offered as a bespoke service for golfers, walkers, and bird watchers as well as for football and rugby clubs, and more ideas are underway.

"Adcock Stanton is an excellent example of a British company that is benefitting from using Roland solutions. Matching their precision-engineered range of products with the fine quality of customization we can provide adds icing to the cake," comments Andrew Dudley, Assistant Product Manager – Business Development, Roland DG (UK). "Ray Hyland's enthusiasm for the continuing potential of his engraving machine will bring him endless opportunities for providing durable and highly attractive three-dimensional personalization."

Roland's EGX-350 is one of the company's family of robust, versatile and compact benchtop engraving machines engineered to produce sharp, precision text and graphics. With the EGX-350 users can quickly and easily add value and expand their businesses by turning ordinary items into beautifully personalized, treasured mementos for both indoor and outdoor display.

Further information about Adcock Stanton is available by visiting [www.adcockstanton.com](http://www.adcockstanton.com) or calling +44 (0) 1530 831166.



Roland EGX-350

# 2011 Erzurum Winter Universiade: Dressed to the Nines with Roland's AJ-1000



2011 Erzurum Winter Universiade Opening

**ERZURUM, TURKEY** – Arkes Turizm Co., Ltd. is located in Erzurum, a city with a population of 360,000, in East Turkey. Established in 2008, Arkes Turizm brings modernity to the working environment with its young and professional design team. The company has broken new ground in the region with its corporate design solutions and consistently strives to improve its product portfolio.

"There is no limit to creativity. We have always believed in the importance of every single job. As a company, we always try to provide the easiest and most practical solutions for our customers," said Mr. Zeki Aricioglu, owner of Arkes Turizm

In addition to its advertising agency services, Arkes Turizm provides high quality printing solutions to the entire East Turkish region with its array of digital printers. Furthermore, it has a fully equipped application workshop, including CNC routing machines.



Zeki Aricioglu, owner of Arkes Turizm, with his XC-540 printer/cutter.

The Roland grand format AJ-1000 was the first printer and first Roland machine for Arkes. "We had to be very disciplined and conduct thorough market research before making our investment," said Aricioglu. "Our graphic artist, Osman, who has more than 10 years' experience in the sign and advertising industry, played a very important role in our decision. Along the way, we met with representatives from many different brands of printers. Alfanorm, our Roland representative, was the most impressive company. The information that Alfanorm provided was very helpful, and led to us choosing to purchase a Roland printer.

"Although our main requirement was a printer with a 3.2 m width, we chose the AJ-1000 as our grand format printer because of its high-quality printing. Since our aim was to obtain the best quality printer in a city where there is as much commerce as there is in West Turkey, we also looked for an affordable one. For all these reasons, the right choice was the AJ-1000."

In 2009, Arkes purchased a Roland XC-540 printer/cutter in order to strengthen their organization with a second Roland machine. They also established a workshop for sign production and mounting. Following their investment in a workshop, they bid for a large job offered by an organization named "2011 Erzurum Winter Universiade." The key factor in Arkes' winning the project was the print quality produced by their Roland machines.

"Our strength was the printing quality of Roland. Creative sessions at our advertising agency are conducted by the lecturers of



Inönü Stadium decorated with banners printed on the AJ-1000

the Graphic Design Department in Ataturk University, the third largest university in Turkey, located in Erzurum," said Mr. Aricioglu. "Our ability to offer the Universiade a complete, high quality solution for creating designs, as well as for printing, producing and mounting them made the Universiade choose our company."

During the Universiade, Arkes' staff ran the AJ-1000 non-stop for 24 hours and was very impressed that the printer had no special maintenance issues. Mr. Atalay Aktas, manager of Arkes, maintains the Roland machines and refers to them as his "daughters" because of the machines' ability to consistently provide quality prints.

"The AJ-1000 has had no maintenance issues and always produces high quality prints. There are many machines installed in this city, but no one can compete with Roland's print quality and the ability to produce perfectly matched colors," concluded Mr. Aricioglu.

*"No one can compete with Roland's print quality and the ability to produce perfectly matched colors." – Mr. Zeki Aricioglu*

# The Graphics Workshop with a Roland Heart

**MARNATE (VA), ITALY** – The essence of graphics workshop Progetto Immagine can be summed up in a few words: “An ongoing project where curiosity leads to discovery, with the utmost care for quality.”

Since 2007, Progetto Immagine’s search for innovative materials and technologies has been fundamental in providing unique solutions designed with the customer’s needs in mind. Progetto Immagine has always strived to achieve quality through sophisticated technologies and by experimenting with new materials that allow them to deliver applications that make an impact.

“At Viscom 2008 I was literally astounded by the VersaUV LEC-300,” said Nicola Landoni, partner at Progetto Immagine. “We already had a Roland VersaCAMM SP-540V and a Metaza photo engraver and we felt very connected to Roland, having contributed our work to the Italian Creative Center and other Roland projects.”

With the LEC, Progetto Immagine has created many graphic projects on a variety of



*Progetto Immagine and DME staff during an open house.*

substrates, collecting accolades in industry publications. To date, their LEC has printed on more than 2,500 types of media, demonstrating that the VersaUV perfectly suits Progetto Immagine’s concept of graphic flexibility.

Progetto Immagine’s clients are provided with a wide variety of services to choose from, including high quality graphic customization on vinyl, fabrics, apparel and electronics, as well as on a vast selection of papers.

“Our evolution has been so swift that last June we doubled the size of our facility,” Mr. Landoni said. “We felt shackled by the definition of graphics agency, so we changed our name to graphics workshop, which is a more suitable way to describe the painstaking and customized process that we carry out for each of our customers.”

Currently Progetto Immagine is trying out a new print application with the LEC on Stafix™ (electrostatic material) for new “no-glue” applications with VersaUV effects.

“After four intense years entirely devoted to innovation, we can now offer services tailored to our customers. Our production environment is comprised of an SP-540V, an LEC-300, an EGX-600 and an MPX-80, in addition to a full complement of finishing machines,” said Nicola Landoni.

“Our suppliers continuously suggest new techniques and technologies for us to try, and these efforts, as well as our passion, have made our workshop an exclusive source for supplying customized graphic solutions.” The motto at Progetto Immagine? First try it, and then rely on it!

## Printing on Leather: Roland Solutions at ViscomLab

**MILAN, ITALY** – At Viscom Italy 2010, Roland introduced three ways to print on leather using the company’s innovative line of inkjet printer/cutters. The purpose of the ViscomLab exhibit was to demonstrate new applications for customization, such as combining graphics and printing processes with sewing and assembly.

After printing, users completed all the finishing processes including cutting, applying protection, sewing and adding any accessories.

### Printing on transfer material

Printing on transfer material is easily done using a VersaCAMM SPi with Eco-SOL MAX ink. Designs are printed on a transfer material of the appropriate thickness, and then transferred using a heat press onto leather.

Once the design is transferred, the leather’s natural texture is restored through tanning and subsequent protection processes.

### Printing on leatherette

Printing on leatherette is done directly on the material itself. At the exhibition, Roland used a VersaCAMM VS to demonstrate the effects that can be created with metallic inks to enhance the finished product. To increase its durability, the finished prints were coated with a liquid laminate before being sewn and assembled into the final product.

### Printing on leather

At ViscomLab, the VersaUV LEC-330 was used to demonstrate the ability to print directly on leather while using Clear Coat to create interesting finishes and attention-grabbing effects. For direct printing with the LEC, the leather was secured with a rigid support mechanism to ensure proper media feeding. After printing, the leather was ready for sewing and assembling operations.

At ViscomLab, Roland partnered with Studio Jash, a company specializing in bag design and production. Studio Jash handled the cutting, sewing and assembling throughout the production process.

Overall, the exhibit presented three suitable print solutions, introducing Roland users to exciting new specialized applications for their printers. With the tools featured at ViscomLab, Roland users can investigate new sales channels, propose new services to their customers and capture new revenue opportunities.



*Bag printed on leatherette*

# Two Reasons to Celebrate

## Nottinghamshire-based display specialist moves ahead with investments in family and metallic print technology

**MANSFIELD, NOTTINGHAMSHIRE, UK** – Mansfield-based Classic Lines Plus Signs has had two recent reasons to celebrate. The first was the one-year anniversary of Nichola Johnson joining her parents, Pete and Sylvia Colman, in their Nottinghamshire business, and the second was their decision to invest in a Roland VersaCMM VS-640 print-and-cut solution with white and metallic ink.

The combination of the additional capabilities offered by the VersaCMM VS-640 and the skills Nichola has brought into the company now puts Classic Lines Plus Signs in a very strong position for diversifying its services. Working directly with commercial and individual clients, the business also has a thriving online store which displays the full range of products that can be supplied cost effectively and efficiently using the diverse capabilities of its Roland machines.

A family-run signmaking business, Classic Lines Plus Signs was founded in 1984 to produce customized striping for cars. Pete Colman began by cutting logos and vehicle decorations by hand, but soon purchased a Roland CAMM-1 vinyl cutter both to keep up with growing demand and to handle repeat jobs quickly and easily.

As display technologies developed, Classic Lines Plus Signs grew and augmented its product portfolio with the help of carefully planned, long-term investments in the machines needed to provide reliable, innovative and accurate output. Complementing the company's steady expansion during its first quarter century as a sign and display production specialist, the Colmans decided to invite their daughter, Nichola, to join the business.

With experience in marketing and sales for local and national companies, Nichola Johnson has now completed her first year working for the family firm. Her eye for business and creativity has been welcomed, and is particularly relevant as Classic Lines Plus Signs continues to diversify to cater to new commercial and consumer demand for its signs and displays.

"The past 12 months have seen the company move into new and innovative display markets, as well as continuing to service its sign buying customers," comments Nichola. "Now that we've added to our diverse range of manufacturing power with the purchase of a Roland VersaCMM VS-640, there's no limit to the eye-catching options that we can produce in-house."

Classic Lines Plus Signs has continued to be a dedicated user of Roland machines and over the years has added innovative print-and-cut applications to produce the many types of signs and displays on the market today. In addition to a vast range of output options, including banners, signs, posters, vehicles and canvas prints, the company also specializes in engraving for industrial and promotional applications.

All of the company's production equipment comes from Roland, including its duo of an EGX-350 engraving machine and an MPX photo impact printer. These capabilities are complemented by vinyl cutting plotters and full-color wide-format digital printer/cutters.

The ability to diversify away from standard jobs and add extra value with different finishes and effects was one of the key reasons behind the company's decision to invest in the Roland VersaCMM VS-640 64" integrated print-and-cut solution. Opting for the six-color plus metallic and white ink configuration made sense to the Colmans as they wanted to increase their levels of innovation and inspiration.

Devotees of integrated printing and cutting, through the years Classic Lines Plus Signs has grown to depend increasingly on the accuracy of its Roland units when producing contour-cut signs and displays of all shapes and sizes, as well as decals, labels and stickers. The ability to print in metallic and white ink has been a huge bonus for the company, allowing it to extend its creative product offerings to new and existing end users.

The addition of Nichola as part of the company has also proved to be a successful ingredient in the Classic Lines Plus Signs family network. "The fresh vigor and ideas now flowing into the business, along with the continued strong relationship we enjoy with Roland, ensure our future success," said Nichola. "I'm thoroughly enjoying developing my own knowledge and flair for making great signs and displays and I'm looking forward to maximizing the power and capabilities of our latest Roland machine."



Pete Colman has been a loyal patron of Roland for many years and maintains that the strong relationship he has with the company is paramount to the future success of his business. "If Roland sold beans I would buy them as well," he quips. But, he adds: "Of course you are loyal to a brand if that brand is loyal to you." This is a serious point which he wants to emphasize because he states that the service and support he has received from Roland have been second to none.

Rob Goleniowski, Business Manager – Sign & Graphics of Roland DG (UK), comments: "This relationship is indeed a 'classic' example of why companies stay with us and our product lines, growing over the years with the technologies developed by Roland. Companies like Classic Lines Plus Signs are typical in that they started with our solutions, and have stayed with us since their very first investment.

"This is because Roland's customers know that not only will their businesses flourish as new developments come to market but we will continue to look after them and their machines which cover all display sectors," Goleniowski concludes. "We include everything a display producer, signmaker or commercial printer needs, from the equipment through to installation, training and maintenance."

Further information about Classic Lines Plus Signs is available by visiting [www.classiclinesplussigns.co.uk](http://www.classiclinesplussigns.co.uk) or by calling +44 (0) 1623 661457.

# Creating Prosthetics Using MDX-15



*Prosthetic ear produced from wax cast milled by MDX-15.*

**DALLAS, TEXAS, USA** – How do you recreate patients' ears? "One at a time," said Allison Vest, MS, an anaplastologist with The Medical Art Prosthetics Clinic in Dallas, Texas. The Clinic specializes in prosthetics for fingers, toes and facial features. Patients afflicted by cancer, congenital conditions or trauma come to the clinic from all over the country and around the world to obtain highly personalized aesthetic restoration.

Established in 1985, the Medical Art Prosthetics Clinic is a full-service office, clinic and laboratory. Vest joined founder Greg Gion at Medical Art Prosthetics in 2004, bringing a balance of artistic talent and medical training as well as a command of digital technologies that are benefiting the field of facial and body restoration.

The Medical Arts Prosthetics Clinic recently invested in a Roland MDX-15 scanning/milling machine to assist them with auricular, or ear, restoration. They chose the MDX because of its compact dimensions,

easy-to use technology, and all-in-one capabilities. "The machine has paid for itself many times over," said Vest. "I can set it to scan overnight, and the next day can let it mill while I work on other tasks."

To create a prosthetic ear, Vest takes a mold of the patient's unaffected ear and scans it using the MDX's active piezo sensor, creating a digital file. The file is then mirror-imaged through the machine's software. Next, Vest installs the MDX's milling spindle and sets the machine to mill a wax cast of the prosthetic ear. "The milling accuracy is incredible. I use the .2 millimeter setting, which provides precise skin texture details," said Vest.

Vest then uses the milled wax cast to fabricate a prosthetic ear. She hand-sculpts the prosthetic to accommodate the patient's existing anatomy and any attachment mechanism, and colors it to precisely match the patient's skin tones. "Before, I would heat a pot of wax and carve the ear by hand," said Vest. "The MDX creates a mirror image of the patient's existing ear with extreme accuracy, and allows me to focus on fitting and finishing the prosthesis."

"I got into this field to make meaningful art that helps people improve the quality of their lives," said Vest.

"The MDX scanning/milling machine helps me provide precise aesthetic restoration so our patients are comfortable in any situation."



# Grup Vallés: Advertising and Design, Unlimited

**BARCELONA, SPAIN** – Vallés Grup Publicitat is a corporate group comprised of four companies: Rétoles Vallés, Mat Publicitat, Mat Wraps and Textile BCN.

1990's, they purchased their first Roland: a CAMM-1Pro cutter.

The core business of Rétoles Vallés is focused on trade show booth design and interior graphic design for retail outlets. Textile BCN offers all types of textile printing solutions.

Mat Wraps is a company dedicated to vehicle wraps of all kinds: bus and car wraps, as well as truck and trailer wraps. Although they have wrapped vehicles for individuals, their primary focus is commercial fleet wraps. They provide fleet service for companies such as Opel, Chevrolet, Toyota, Nissan and Peugeot. They have also done work for customers such as La Sirena and Café Saula.

Mat Publicidad handles interior graphic design and installation. They have designed and installed interior graphic decor for retail stores as well as for specific departments of El Corte Ingles. They have even gone one step beyond, says Manel Aguilar, head of the commercial department for the Group, "After seeing designs in the kitchens of various TV cooking programs, we promoted the idea of customizing kitchens.

We contacted commercial enterprises in this sector and offered our solutions, which were very well received."

Nowadays Mat Publicidad does work for Cuines Vallés, Mobles Kit and Cuines Alexandre. Their work ranges from wrapping appliances and furniture to designing wallpaper. Manel says, "The advantage of a design applied on a piece of furniture using a wrap rather than paint is that it can be removed at any time without damaging the furniture. In addition, we can easily and inexpensively change the design if needed."

From the beginning, Grup Vallés has been developing expertise and expanding its services. Production manager Modesto Salazar explained that its business model has always consisted of providing innovation and service to the market through technology and knowledge of the sector. For Grup Vallés, this model has been the key to the successful development of its four companies.

For this reason Grup Vallés always worked with manufacturers and companies such as Roland that provide them with the technology, quality and reliability they need. To date, Grup Vallés has purchased a Roland SJ-740EX, Roland SP-300V, Roland SP-540V and Roland XC-540.



*Printed carrots cabinet wrap produced for TV cooking program*

Rétoles Vallés was founded in 1983 as a sign company. At that time, says Lluís Sagarra, director of purchasing and sales, Rétoles Vallés made business signs by hand. In the early

# Publisport: The Growth of an Enterprise

**SAN BENEDETTO DEL TRONTO (AP), ITALY** – What are the main ingredients needed for a company to define itself as an enterprise? Sergio Ventura, owner of Publisport, has no hesitations: “Be confident in yourself, face challenges positively, differentiate your offerings and choose the right products to perform high-quality work.”



Sergio Ventura, owner of Publisport

The first two elements are specific to the individual. The other two elements require a technological resource that ensures reliability, especially these days, when the economic climate defies attempts at planning.

“We have invested in eight Roland products: an SP-540V, an SJ-745EX, an XC-540, an AJ-1000 and the newcomer to Publisport, the VersaCAMM VS-640,” Ventura declared proudly.

Founded in 1986 in a 100 sq. meter location, today Publisport is very well established both on a regional and national level. Publisport has more than 20 people on staff, in departments that include sales, pad printing, screen printing and digital printing. In its new, nearly 2,800 sq. meter facility, the company offers its customers all types of customization on an extensive variety of media. Their products are wide-ranging: from event banners, point of sale displays and building industry signage to sportswear, mainly customized with thermo-adhesive; from sublimation on scarves and T-shirts to vehicle graphics; and from decals to photographic prints.

“The large variety of services we can provide allows us to be proactive with the solutions we offer our customers. We are not restricted simply to the customer’s initial request but can propose many other applications that the customer may not have previously considered. Reliable material delivery and, above all, print quality are our strengths in digital printing,” said Daniele Ragni, marketing manager.



The Roland production room at Publisport

“The introduction of the VS-640 has allowed us to differentiate our product offerings and provide more value to our digital printing clients,” Sergio Ventura said. “We had already identified the applications where metallic ink would have made a difference. Printing on the new generation of thermo-adhesive has enabled us to offer sportswear with a brightness we couldn’t achieve until now, especially for logos and championship shields.

“Once you start printing metallic ink, you can immediately use it in a large number of applications, including panels, windows, and adhesive. Moreover, the ability to print white ink with the VS-640 allows us to offer high-impact decals without using screen printing,” Ventura added.

Publisport is built on a foundation of history, technology and innovation of which Roland is an integral part. Add to that Publisport’s continuous search for novelty and its watchful eye on the latest trends in digital printing, and you have a real portrait of the company. For 25 years, Publisport has been presenting its products to customers with passion and confidence.

*“Be confident in yourself, face challenges positively, differentiate your offerings and choose the right products to perform high-quality work.”*

– Sergio Ventura, owner of Publisport

# Rising to the Challenge

Printing for a  
World-Renowned  
Photographer



Photographer Morten Bjarnhof

**COPENHAGEN, DENMARK** – World-renowned photographer Morten Bjarnhof, who is known for his numerous fashion campaigns for both magazines and brands such as Gant, Rabens Saloner, Diesel and H&M, turned to Roland DG North Europe for collaboration in the production of his photo exhibition “Jan Ahlgren - the Berlin Campaign,” produced for Copenhagen Fashion Week in the summer of 2010.

Roland DG North Europe participated as print sponsor of the Jan Ahlgren exhibition, which presented an exciting opportunity to prove the value of Roland DG’s large format printers as high-quality photo printers. “Photographers set very high standards for their work. Therefore, being able to work with and satisfy a world-renowned photographer like Morten Bjarnhof certainly underlines the range of possibilities and the quality Roland DG’s printers deliver,” says Thor Johansen, communications manager at Roland DG North Europe.

The Jan Ahlgren photo exhibition was not Morten Bjarnhof’s first experience with digital printing of his photographs. Initially, he had been rather skeptical and had not expected the digital prints to live up to the high standards of the industry. However, the outcome was much better than he had anticipated and Bjarnhof decided to use the digital technology for the fairly extensive Jan Ahlgren exhibition.

The assignment required a printer of substantial width. Therefore, the SOLJET XJ-740 was chosen to print eleven black and white photos measuring 150 cm x 250 cm. The photos were printed on Orajet 3164 M, a matte self-adhesive vinyl which minimizes reflection, and affixed to white fomalux boards to ensure easy handling.

“Regardless of how my photos are produced, the most important requirement of the actual production is exact depiction. This is always my major concern, but even more so when the work is for a campaign, which is my primary opportunity for displaying the range of my work and creativity,” says Morten Bjarnhof. “It was extremely important that the prints delivered by Roland DG were of the highest quality, and I was not disappointed!”

The prints delivered by Roland DG North Europe left Bjarnhof with little doubt that digital printing will become the norm in the photographic industry. “Digital printing provides a range of possibilities that we have not seen before. The variety of media available, with its differing structures, surfaces and thicknesses, adds new dimensions to our work and provides additional room for creativity. This is exactly what we are looking for and, considering the quality of the prints, I have no doubt that digital printing will take a leading role in the world of photography,” says Morten Bjarnhof.

## MORTEN BJARNHOF AND THE JAN AHLGREN EXHIBITION

Morten Bjarnhof’s photographs create rooms full of presence. His photos are invitations to step inside, take part or lose oneself. “There are no empty postulates, and in a world of ‘purchased and paid for,’ it makes all the difference. The trick is to avoid the obvious and predictable,” said Morten Bjarnhof of his work.

“Jan Ahlgren - The Berlin Campaign” was centered around the old Berlin feeling - a minimalistic and dark concrete universe with keywords such as structure and shelter. From this setting it was Bjarnhof’s interpretation that brought the visual campaign to life. “The photos produced on the XJ-740 supported my vision and the concept of the campaign. It was extremely important that the prints capture the blurry feeling and the darkness of the world without neglecting the details. I was really happy with the results and very pleased with the entire collaboration,” said Morten Bjarnhof.

“Jan Ahlgren - The Berlin Campaign” was presented at the Danish Gallery International Fashion Fair in August 2010.

*“It was extremely important that the prints delivered by Roland DG were of the highest quality, and I was not disappointed!”*

*– Morten Bjarnhof*



Roland XJ-740

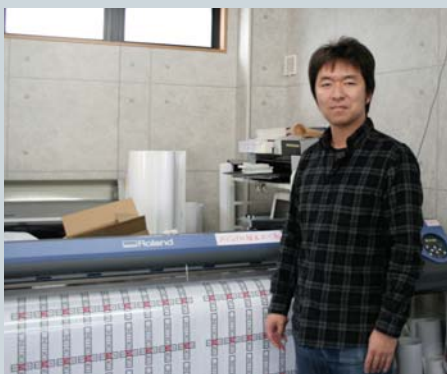
# Show-Stopping Metallics are Popular in University Town

**KUMAMOTO, JAPAN** – The city of Kumamoto has a population of 1,460,000 and is located on the southern-most island of Japan, called Kyushu. The city is known for its forests. In Kumamoto, a company called mskT.COM provides a wide variety of graphic services ranging from signage and apparel graphics to printing and engraving on demand.

Mr. Masaki Tokisato, owner of mskT.COM, used to love creating decals for his own car. His family lived next door to a convenience store and he used to park his car in the store's parking lot where it attracted customers for his decals. This made him believe his ideas were marketable, and he soon started his business, mskT.COM.

"There are three universities in Kumamoto City and we are located right in the center of them," said Mr. Tokisato. "We receive many orders from groups running activities at these universities, especially during the school festival season. During the festival season we work 24 hours a day."

When mskT.COM first started, it offered only cut vinyl graphics. As orders for colored graphics increased, the staff printed the graphics on a laser printer and contour cut them using a cutting machine. They also printed and cut using a Roland ColorCAMM printer/cutter with thermal-transfer ribbons. They initially outsourced large format orders, but as the number of these orders increased, Mr. Tokisato started looking for a new printer.



*Mr. Masaki Tokisato with his VS-640*

"Just as I began looking for a new large format printer, I heard that Roland had released the VersaCAMM VS-640 metallic color inkjet printer/cutter. I had known about the release of the world's first metallic silver inkjet, the XC-540MT, which interested me a lot, so I was checking the Roland website quite often," said Mr. Tokisato. "We were getting more and more orders for vehicle wraps at that time and we felt that we needed a large-format printer/cutter to print large hood graphics with no joint lines. Then I heard about the VS-640, and I immediately thought, 'This is it!'"

mskT.COM also takes orders for window graphics, so the new printer had to be able to print white ink. Metallic colors are very popular with novelty-loving university students who ask mskT.COM for decals and sweatshirts with custom metallic graphics.

"We are always finding new ways to use the VS-640. We are going to try banners next. We look forward to exploring the possibilities that having metallic ink provides for our customers," Mr. Tokisato concluded.



*Metallic-color custom graphics on hoodie*

# The Proof is in the Prototype

**BELMONT, MICHIGAN, USA** – After 25 years in the industry, Steve Coy, prepress color specialist for Wynalda Litho, has produced a lot of prototypes. "We do extensive work for the entertainment industry," said Coy. "We need to provide our clients with high quality, accurate prototypes that really demonstrate our concept."

Wynalda Litho is a commercial printing and packaging company founded in 1970 with production facilities in Belmont, Michigan and offices across the country. Their clients include many media and entertainment companies, as well as specialty food, retail and industrial manufacturing corporations.



*Packaging and POP prototypes*

To help them cost effectively produce realistic prototypes of their products, Wynalda Litho recently invested in the Roland VersaUV LEC-300 30" UV inkjet printer/cutter. In the past, Wynalda had used its Final Proof machine for prototyping. "Running prototypes on our Final Proof equipment was very expensive both in terms of operating the machines and the cost of the specialized media," said Coy. "The VersaUV lets us print directly on foil stocks and plastic media. It's paid for itself quite rapidly."

Wynalda also values the VersaUV's ability to print in white and gloss clear coat. "To be able to lay down white ink on foil stock is crucial for us," said Coy. "A lot of our packaging for the entertainment industry is designed to be run on foil." Additionally, Coy noted that before purchasing the VersaUV, Wynalda had no way to simulate UV spot coating on its prototypes. "Demonstrating spot UV coating makes the prototype look much more like the finished product," he said.

Wynalda also uses the VersaUV to create proofs on substrates which their other proofing equipment cannot run. "The VersaUV accepts such a wide range of media that it can perform a variety of functions for our company," said Coy.

"The VersaUV has been a very good fit for us," said Coy. "We now have prototyping and proofing capabilities we've never had, at a lower operating cost than we thought we could achieve."

# Exploring the Metallic World

**ALLEROED, DENMARK** – Determination and focus on superior quality are what drive the business of MediaMouse, a Danish production house established in 1999 by Jesper Norbøll. MediaMouse offers a wide range of creative services ranging from design and layout to final printing, combined with comprehensive knowledge of a wide range of printing techniques.



Owner Jesper Norbøll and Andrews Lundgren

A continuous focus on quality motivated MediaMouse to invest in the Roland VersaCMM VS-640 as soon as it was released. Jesper Norbøll and his colleagues had long been searching for a printer/cutter that could print white, light cyan and light magenta, and the fact that the VS-640 offered these colors with the extra benefit of metallic silver ink made the case.

From the moment they received the VS-640, MediaMouse has been testing its printer/cutter to explore the possibilities metallic silver ink provides. "We wanted to become completely familiar with the VS-640's capabilities before attempting to push sales to our market. At this point, our approach is to spread the metallic message by adding a metallic sample to the proofs we deliver to our customers. That way our customers can visibly experience the effect - and so far it works! Our clients are really impressed by the possibilities of metallic ink and often they choose to add that little extra to their design," said Jesper Norbøll. One of MediaMouse's most prominent clients, Ole Mathiesen, a Royal Danish Jeweler, was among the customers that were immediately convinced by the metallic sample. "When considering end-users, jewelers are an obvious market for metallic prints as these correspond completely with what they create and sell," said Jesper Norbøll.

## Endless possibilities

So far, the VS-640 with its metallic configuration has been used primarily for the production of labels, decals and other self-adhesive prints. However, Jesper and his colleagues have found that the metallic feature of their VS-640 has also become valuable for producing samples for cosmetic companies. "The cosmetic industry is characterized by a lot of glitter and 'bling,' and quite often cosmetic companies require around 100 samples of a product that has not yet been produced, either for test-runs for an exhibition or to prepare and shoot an upcoming campaign. In these cases the metallic configuration enables us to create a limited edition of their packaging with the same metallic effects as their end-product," said Jesper Norbøll.

MediaMouse takes pride in being a production house that focuses on quality. "The high quality of our work is the reason why our customers choose us. The ability to print with metallic ink makes it possible to add a new dimension that is the essence of quality. This is one of the reasons why we spent a lot of time and energy testing the VS-640's capabilities to find out exactly how far we can take it," said Jesper Norbøll.

Experimenting with the VS-640 and discovering its almost endless options revealed possibilities that MediaMouse had not considered when purchasing the machine. MediaMouse produces many decals for the Danish Card series and, in the world of motorsports, carbon is an essential feature. Instead of using the traditional, expensive and delicate carbon media, the graphic designers at MediaMouse found that by adding several layers of metallic ink in a specific pattern they can simulate carbon. The metallic ink makes the print both beautiful and durable, not to mention much more cost-effective and easy to handle than real carbon.

Fifty percent of MediaMouse's clients are advertising agencies and Jesper Norbøll sees a huge metallic market within this segment. "The possibilities provided by the VS-series appeal to people outside the traditional signage market. Creative professionals, be they designers or other creative people working with prints, will be able to add an extra dimension to their work by printing with both white and metallic ink," said Jesper Norbøll. "Moreover, there is tremendous value in the ability to produce metallic prototypes. Using the VS series with metallic configuration for prototypes provides agencies the ability to show their clients an actual proof with an exact metallic depiction of their graphics before placing a large order of a given product."

## The value of the VS-640

"We are not using the metallic feature of the VS-640 to increase our pricing. It is a competitive parameter that allows us to differentiate our products. Our competitors will definitely discover the value of printing with metallic ink, but we have spent a lot of time and effort exploring and testing the possibilities of the VS-640 and have no doubt that we will be able to take the lead. Our focus is on quality - that is what we do best and how we set ourselves apart," said Jesper Norbøll.

MediaMouse has just recently moved into the metallic market but is already experiencing the benefits of being able to deliver something new to both potential and existing customers. However, they are finding that many of their customers aren't familiar with metallic prints. "The general perception is that simulating silver, gold and metallic colors can only be done using offset presses and costs a fortune. This perception needs to be changed, and each time we enlighten a customer we take a small step in the right direction," said Jesper Norbøll.

Jesper Norbøll has no doubt that once their customers become acquainted with the benefits of printing with metallic ink, the market will blossom. With this expectation in mind, MediaMouse is currently awaiting delivery of a VS-540 with the metallic configuration. "Originally we considered purchasing an extra VS with double CMYK inks. However, we decided on another metallic configuration to take some of the workload off of the VS-640. In the end, we chose extra quality over speed," said Jesper Norbøll.

# A Journey to Excellence: Zirconart Digital Dental Lab

**BARCELONA, SPAIN** – Rafael Jaén is the owner of Zirconart, a pioneering dental laboratory focused on prosthodontics and implantology. The staff at Zirconart includes highly trained engineers, prosthodontists, designers and computers specialists. With more than 30 years of experience, Zirconart has acquired the latest and most advanced 3D CAD/CAM software and hardware, which has allowed the company to provide an effective and knowledgeable response to the emerging demand for CAD/CAM services in the dental market.



with excellent results milling in both PMMA and zirconia. Mr. Jaén was impressed with the performance of the new DWX-30 and the user-friendly experience it provides. “The unit is extremely reliable and easy to use, and best of all, it is an open system. I can choose the CAM software and materials I want to use,” said Mr. Jaén.

Zirconart is a shining example of a dental laboratory that has been able to both adapt to the newest technologies and to maximize the advantages technology can provide. Over the past 30 years, Zirconart has gone from using wax modeling, injection, and other methods to using the most advanced 3D techniques. Now the Roland DWX-30 has become a part of Zirconart’s journey to excellence.

Zirconart invested in the new DWX-30 from Roland, a milling system specifically developed for the dental market. Every new device purchased by Zirconart is tested before being added to the production environment to

**Rafael Jaén, owner of Zirconart, and the Roland DWX-30** ensure that it meets the laboratory’s high quality standards. The new DWX-30 was tested for three weeks with two different CAM software packages, SUM 3D and WorkNCdental,

## New Roland Products

### Roland Announces New DWX-50 Dental Milling Machine

Roland has expanded its line of dental milling machines with the addition of the DWX-50. Based on more than 20 years of proven 3D milling technology, the compact and easy to use DWX-50 is an advanced 5-axis production tool for creating precision dental prosthetics, including copings, crowns, bridges and abutments.



The DWX-50 supports aesthetically-preferred zirconia, wax and PMMA and features a 5-station automatic tool changer with tool length sensor to streamline the production process. A virtual panel ensures easy desktop operation, and a diagnostic notification system alerts the operator of system errors or job completion. Powerful, yet affordable, the DWX-50 is compatible with industry standard CAD/CAM software for easy integration into the production environment.

### VersaUV Recognized with Label Industry Global Award

Roland’s VersaUV wide-format UV-LED inkjet printer/cutter line was recently recognized with the 2010 Label Industry Global Award for New Innovation. This recognition builds on a growing list of accolades for VersaUV, including past DPI and EDP awards.

VersaUV transforms the production process for labeling and packaging businesses, going beyond traditional



CMYK and White inks to print layers of Clear Coat as well for unique textures and embossing effects. With VersaUV, users can take full advantage of the newest generation of low-heat LED lamps, which enable printing on substrates ranging from synthetic paper, polyester film and paper to vinyl, banner media, PET, leather, plastic, polycarbonates and paper boards.

Choose from three VersaUV models: LEC series printer/cutters in 54” and 30” widths, and the new LEJ-640 64” printer. VersaUV is designed for ease of use and efficiency and features an advanced ink circulation system to minimize time and costs.

### New VersaUV LEJ-640 Prints Media up to ½-Inch Thick

Roland has introduced the 64-inch VersaUV LEJ-640 UV-LED wide-format hybrid inkjet printer. Based on award-winning VersaUV technology, the LEJ-640 prints CMYK, white and clear on virtually any substrate, from roll media to ½-inch thick board stocks and Coroplast for premium custom graphics with unique special effects and finishes.



Designed for versatility, the LEJ-640 prints beautifully on a wide range of flexible packaging media, as well as on a vast array of materials used for press proofs, membrane panels, wide-format signage, POP, window displays and interior décor items. Across all substrates, clear ink can be layered into both gloss and matte finishes, including 72 ready-to-apply patterns from the Roland Texture Library in VersaWorks RIP software.

Like the rest of the VersaUV line, the LEJ-640 features a white ink circulation system that prevents pigments in the ink from settling, thereby minimizing waste and ensuring continuous uninterrupted printing. A built-in take-up system is also included, supporting media rolls up to 88 pounds.

# Tradeshows & Events

## MAY

2-3	FTA/InfoFlex	Indianapolis, IN	USA
4-6	Visual Impact Image Expo & PrintEx 11	Sydney	Australia
10-12	NorthPrint Expo	Yorkshire	UK
12-18	Interpack	Düsseldorf	Germany
18-21	A-Pack 2011	Osaka	Japan
20-22	Exponentist	Porto	Portugal
24-26	FESPA	Hamburg	Germany
24-26	RAPID	Minneapolis, MN	USA
24-27	National Manufacturing Week	Melbourne	Australia
26-28	Amici di Brugg	Rimini	Italy
31-June 4	Siagra	Casablanca	Morocco

## JUNE

1-3	Jisso Protech 2011	Tokyo	Japan
7-9	EastPack	New York, NY	USA
10-12	National Funeral Exhibition	Warwickshire	UK
12-15	Planet PTC Live	Las Vegas, NV	USA
15-17	Sign Expo	Osaka	Japan
15-17	Gifts Premium & Stationery Exhibition	Kuala Lumpur	Malaysia
22-24	Dieline Package Design Conference	Chicago, IL	USA
23-26	PMA Australia Imaging & Entertainment Expo	Sydney	Australia
23-26	Intermold Thailand	Bangkok	Thailand
29-30	MEDTEC Japan 2011	Yokohama	Japan

## JULY

6-8	Promotional Goods Expo	Tokyo	Japan
7-10	Graphitec	Paris	France
9-11	Industrial Technology and Design Teachers Association Conference	Brisbane	Australia
15	Manufacturing Technology Cebu 2011	Cebu	Philippines
21-24	FGD Expo	Jakarta	Indonesia

## AUGUST

11-13	NBM Long Beach	Long Beach, CA	USA
17-20	Philippine Die & Mold Machine Tools Exhibition	Pasay	Philippines
24-26	Sign Africa	Johannesburg	South Africa
25-28	Copenhagen Jewellery Fair	Copenhagen	Denmark
28-30	JAA International Jewellery Fair	Sydney	Australia
31-Sept 3	Pack Print International	Bangkok	Thailand

## SEPTEMBER

1-3	Sign & Display Show	Tokyo	Japan
11-14	Graph Expo	Chicago, IL	USA
13-15	Visual Impact Image Expo	Melbourne	Australia
14-18	48th Bangkok Gems & Jewellery Fair	Bangkok	Thailand
16-17	Packaging that Sells	Chicago, IL	USA
16-21	International Graphic Arts Show	Tokyo	Japan
20-21	Moditissimo	Porto	Portugal
20-22	BDTA Dental Showcase	Birmingham	UK
22-24	Finngraf	Jyväskylä	Finland
22-29	ITMA	Barcelona	Spain
26-28	Pack Expo	Las Vegas, NV	USA
27-29	TCT Live	Birmingham	UK
27-29	Viscom Paris	Paris	France
27-30	Reklama	Moscow	Russia
27-30	LabelExpo	Brussels	Belgium

### THE ROLAND DG GLOBAL NETWORK

#### ROLAND BRASIL IMPORTACAO EXPORTACAO, COMERCIO, REPRESENTACAO E SERVICOS LTDA.

RUA SAN JOSE,  
780 2110670-000 06715-862  
Parque Industrial, San Jose Cotia  
Sao Paulo, Brazil  
Phone: +55 11 4615 5666  
[www.rolanddg.com.br](http://www.rolanddg.com.br)

#### ROLAND DGA CORPORATION

15363 Barranca Parkway  
Irvine, CA 92618-2201, U.S.A.  
Phone: +1 949 727 2100  
[www.rolanddga.com](http://www.rolanddga.com)

#### ROLAND DG AUSTRALIA PTY. LTD.

Allambie Grove Business Park, Unit 14  
25 Frenchs Forest Rd.  
Frenchs Forest, NSW 2086 Australia  
Phone: +61 2 9975 0000  
[www.rolanddg.com.au](http://www.rolanddg.com.au)

#### ROLAND DG BENELUX N.V.

Houtstraat 3 B-2260  
Westerlo, Belgium  
Phone: +32 14 57 59 11  
[www.rolanddg.be](http://www.rolanddg.be)

#### ROLAND DG CORPORATION

1-6-4 Shinmiyakoda,, Hamamatsu-shi  
Kita-ku Shizuoka-ken, 431-2103 Japan  
Phone: +81 053 484 1200  
[www.rolanddg.com](http://www.rolanddg.com)

#### ROLAND DG IBERIA, S.L.

Parc Tecnològic del Vallès  
Ceramistes, 6  
08290 Cerdanyola del Vallès, Spain  
Phone: +34 93 591 8400  
[www.rolanddgiberia.com](http://www.rolanddgiberia.com)

#### ROLAND DG MID EUROPE SRL

Via Leonardo da Vinci 1/B Zona  
Industriale-63030  
Acquaviva Picena (AP), Italy  
Phone: +39 0735 586558  
[www.rolanddg.it](http://www.rolanddg.it)

#### ROLAND DG (U.K.) Ltd.

Westway House  
Hither Green, Clevedon,  
North Somerset, UK BS21 6XT  
Phone: +44 1275 335540  
[www.rolanddg.co.uk](http://www.rolanddg.co.uk)

#### ROLAND DG NORTH EUROPE A/S

Engholm Parkvej 5  
3450 Allerød, Denmark  
Phone: +45 88 82 20 00  
[www.rolanddgn.com](http://www.rolanddgn.com)

#### ROLAND TAIWAN ENTERPRISE CO., LTD.

Room 5, 9 FL., No. 112 Chung,  
Shan N. Rd.  
Sec. 2, Taipei, Taiwan, Republic of China  
Phone: +886 2 2536 5217  
[www.rolandtaiwan.com.tw](http://www.rolandtaiwan.com.tw)

#### Aarque Graphics

1 Waipareira Ave Henderson  
Auckland New Zealand  
Phone: +61 9 837 2144  
[www.rolanddg.co.nz](http://www.rolanddg.co.nz)

#### Alfanorm Mimarlik

Muhendislik Ltd. Sti.  
Tekstilcent Carsi Blogu No.30,  
Esenler 34235, Istanbul, Turkey  
Phone: +90 212 438 18 68  
[www.alfanorm.com.tr](http://www.alfanorm.com.tr)

#### Apsom Infotex Ltd.

A-53, Okhla Industrial Area, Phase II,  
New Delhi 110 020, India  
Phone: +91 11 26 38 4550  
[www.apsom.com](http://www.apsom.com)

#### Atlas Digital S.A.

M. Antipa 14, 174 55 Alimos,  
Athens, Greece  
Phone: +30 210 9845771  
[www.atlasdigital.gr](http://www.atlasdigital.gr)

#### AVS Technologies Pte Ltd

31 Ubi Road 1 #01-01, Aztech Building  
Singapore 408694  
Phone: +65 6742 4288  
[www.avs.com.sg](http://www.avs.com.sg)

#### B.R.L.Y. Technologies Ltd.

16 Arava St. Magshimim, 56910, Israel  
Phone: +972 3 908 0093  
[www.brly.co.il](http://www.brly.co.il)

#### d.gen, Inc.

424-12, Cheongcheon-dong,  
Bupyeong-gu, Incheon 403-030, Korea  
Phone: +82 32 510 3500  
[www.dgen.com](http://www.dgen.com)

#### Emirates Computers CO.L.L.C.

24th Floor, Al Shafar Tower, Tecom  
Dubai United Arab Emirates  
Phone: +971 4 4472376  
[www.emiratescomputers.ae](http://www.emiratescomputers.ae)

#### KEMET Corporation

39 Beirut St. Heliopolis Cairo,  
11341 Egypt  
Phone: +20 2 2917529  
[www.kemet.com.eg](http://www.kemet.com.eg)

#### PT. Bhinneka Mentari Dimensi

Jl. Gunung Sahari Raya 73C 5-6,  
Jakarta - Pusat, 10610, Indonesia  
Phone: +62 21 4229555  
[www.bhinneka.com](http://www.bhinneka.com)

#### SVOA Public Company Limited

900/29 Rama III Road, Bangpangpang,  
Yannawa, Bangkok 10120 Thailand  
Phone: +66 2849 2507  
[www.svoa.co.th](http://www.svoa.co.th)

#### Synnex Technology International (HK) Limited

16/F., Metro Centre I,  
32 Lam Hing Street,  
Kowloon Bay, Hong Kong  
[www.rolanddg.com.cn](http://www.rolanddg.com.cn)

#### TELPRO Management (PTY) LTD.

306 Kyalami Boulevard,  
Kyalami Business Park, Midrand,  
Republic of South Africa 1684  
Phone: +27 11 466 1551  
[www.rolanddg.co.za](http://www.rolanddg.co.za)

#### TGRAF INC.

ATI Bldg. No. 5 Ideal St., cor  
McCollough, Addition Hills,  
Mandaluyong City Philippines  
Phone: +63 2 584 0000  
[www.tgraf.com.ph](http://www.tgraf.com.ph)

#### Zoofi Tech Co. Ltd.

Khurais Road, Exit 24 P.O. Box 26572,  
Riyadh 11496, Kingdom of Saudi Arabia  
Phone: +966 1 208 8899  
[www.zoofitech.com](http://www.zoofitech.com)