

# SignLink LIVE | 2017



## Visitor Attractions

With its roots in the world of trade media, SignLink Live's organising and creative team understand the value of inspiring, educating, and entertaining visitors. To this end you will find a comprehensive programme of special features below that have been created for visitors to the exhibition over the three days. Each is designed to help visitors both improve their business prospects, and also connect them to 'sign-making culture' and a community of like-minded UK entrepreneurs.



### For the Love of Neon - M01

This special area will pay tribute to the most iconic of sign-making technologies. Nicknamed 'liquid fire', come and be amazed at the artistry that goes into its manufacture and find out how you can offer this as a service to your customers.

### Green Horizons - K01



With demand growing rapidly for environmentally-friendly signage solutions, this special area run by Zeta Specialist Lighting will work to educate sign-makers about the technology available to them and how it can allow them to offer new high-margin product lines. They will also explain how green sign solutions can help you win new business from large sign-buyers.

### Craftsman's Corner - L23

The making of signs is one of the world's oldest forms of communication. Whether it was blown ink to form hand prints on a cave wall, or the first use of street names carved into walls in the Roman empire, the sign industry today builds on an amazing cultural heritage. Craftsman's Corner will welcome master craftspeople and artisans that specialise in traditional sign-making, who will then demonstrate their craft and explain how you can offer it as a white label service.

## Putting the sign back in sign show



### The Profit Factory - L26

A key factor that distinguishes SignLink Live from other European exhibitions with a similar sector focus is its dedication to educating and inspiring its visitors in regards to new business diversification avenues outside wide-format print technology. The Profit Factory provides four 'shops' that will give visitors insight into businesses in a box that required a low capital investment, but can produce high-margin products.



### The Swap Shop - L36

Run by market specialist Grafityp, The Swap Shop will showcase the profit potential of offering colour-change wraps, and detailing using special effects films, as a service. Grafityp will also be providing free wrap training throughout the show.

# EVENT PROGRAMME

## Business Seminar Theatre - S01

### Wednesday 11 OCT

- 10:50 – 11:20 **David Whiteley ~ Flex 4**  
Why Should Print Service Providers Be Using Web to Print?
- 11:30 – 12:15 **Charles Jarrold ~ BPIF**  
How Change Can Bring Opportunity
- 12:20 – 12:50 **Phil McMullin ~ Epson**  
Client Focused Print Production – Profitable Business Models for Print Service Providers
- 12:55 – 13:25 **Rob Brown ~ OKI**  
Exploring Revenue Optimisation with New Income Generation
- 13:30 – 14:00 **Matthew Parker ~ Where the Trade Buys**  
How Doubters Can Be Your Most Valuable Customers
- 14:10 – 14:40 **Mario Gerber ~ KBA**  
Rotary Die Cutting Solutions and Future Trends in Print Finishing Technologies
- 15:00 – 15:30 **Phil Kneale ~ Graphtec GB**  
How to Get the Best Out of Your Vinyl Cutter and Which One is Right for You
- 15:40 – 16:10 **Jan Edgecombe and Giles Bristow ~ Antalis**  
Campaign Printing: How to Output Consistently Across Multiple Print Devices
- 16:15 – 17:00 **Gareth Ward ~ Print Business and BPIF**  
Expert Panel Debate: How to Make the Best Investment Decisions in Print

### Thursday 12 OCT

- 10:30 – 11:20 **Matthew Parker ~ Where the Trade Buys**  
How Do We Stop Our Customers From Focusing on the Lowest Price?
- 11:30 – 12:15 **Nick Devine ~ Professional Sales Coach**  
How to Find and Convert New Business Opportunities at Premium Pricing
- 12:20 – 13:20 **Nick Devine ~ Professional Sales Coach**  
Discover How to Increase Your Profit Margins and Still Sell Effectively
- 13:30 – 14:00 **Nick Devine ~ Professional Sales Coach**  
How to Find and Hire Great Salespeople Using a Predictable and Proven System
- 14:10 – 14:40 **Phil McMullin ~ Epson**  
Client Focused Print Production – Profitable Business Models for Print Service Providers
- 14:50 – 15:20 **Liam Hodson ~ XYZ**  
Are You Getting the Most from Your CNC Machine?
- 15:30 – 16:00 **Phil Shadbolt OBE and Adrian Dennis ~ Zeta Specialist Lighting**  
Sustainable Signage Solutions: Exploring the Value-Add of LED and Solar Lighting
- 16:10 – 16:40 **Andrew Evans ~ Walsall College**  
Apprentices, NVQs and How to Obtain the Correct CSCS Card

### Friday 13 OCT

- 10:50 – 11:20 **Sidney Bobb and Tony Kenton ~ BAPC**  
The Debate - the New Business of Print Opportunity or Dead End? - Avoiding Commoditisation and How to Make New Profits
- 11:30 – 12:15 **Nick Devine ~ Professional Sales Coach**  
How to Find, Win, Keep and Grow High Margin Accounts in Competitive Markets
- 12:20 – 13:20 **Nick Devine ~ Professional Sales Coach**  
How to Price and Sell Your Value-Added Services So You Win More New Business at Premium Pricing
- 13:30 – 14:00 **Nick Devine ~ Professional Sales Coach**  
A Business
- 14:05 – 14:35 **Phil McMullin ~ Epson**  
Client Focused Print Production – Profitable Business Models for Print Service Providers
- 14:40 – 15:10 **Sam Armstrong ~ Make It Happen**  
Basic Training – The Importance of a Properly Trained Workforce and How to Get Started



### The Canon Seminar Theatre Wenlock 3

October 11, 12, 13  
Talks running each day – check the information board at the Wenlock 3 suite for more information  
Canon is a historic world-leader when it comes to print technology. Not only that, it is a specialist when it comes to business development for print-service-providers. Come and hear from its technology and business experts about how you could be maximising the efficiency and profitability of your business—while increasing the quality and creativity of your products at the same time.



Sam Armstrong - MAKE IT HAPPEN

## Training Theatre - S02

### Wednesday 11 OCT

- 10:30 – 11:00 **Andy Gardiner ~ Highlander Adobe Training**  
What's New in Adobe Creative Cloud – How to Take Advantage of New Features
- 11:10 – 11:40 **Paul O'Connor ~ Grafenia**  
Automate or Eat Your Margin - Increase Margins and Cut Costs in Your Studio
- 11:50 – 12:20 **Wayne Beckett ~ Imprint-MIS**  
Are You Estimating Your Jobs and Guessing Your Profit? The Advantages of Having a MIS
- 12:30 – 12:55 **John Heffernan ~ Red Live Media**  
LinkedIn for Lead Generation: How to Create Sales not Selfies (with a Free LinkedIn Profile Review!)
- 13:00 – 13:30 **Andy Gardiner ~ Highlander Adobe Training**  
Preparing for Print in Adobe Creative Cloud - Avoiding Common Problems
- 13:40 – 14:40 **Rob Finnie ~ Grafenia**  
Win with Web, Win with Print - How Web Helps You Retain Client Relationships and Wins New High-Value Clients
- 14:45 – 15:15 **Andy Armitage ~ Appletec**  
LED Lighting Technology Masterclass: Everything You Need to Know When Stood In Front Of Your Customer
- 15:20 – 15:50 **Andy Gardiner ~ Highlander Adobe Training**  
Working More Efficiently in Adobe Creative Cloud - Make Your Life Easier and Faster
- 16:00 – 16:30 **Fiona Reid ~ Grafenia**  
The Sick Office - How You Can Profit From New Office Design Trends

### Thursday 12 OCT

- 10:30 – 11:00 **Val Hirst and Mike Connelly ~ Sign Directions Online**  
Making PR Work for Your Business – How to Create And Sustain An Effective Campaign
- 11:10 – 11:40 **Fiona Reid ~ Grafenia**  
The Sick Office - How You Can Profit From New Office Design Trends
- 11:50 – 12:20 **Andy Gardiner ~ Highlander Adobe Training**  
What's New in Adobe Creative Cloud – How to Take Advantage of New Features
- 12:30 – 12:55 **John Heffernan ~ Red Live Media**  
GDPR: Myths and Madness and How Print Can Seize the Data Opportunity
- 13:00 – 13:30 **Andy Gardiner ~ Highlander Adobe Training**  
Preparing for Print in Adobe Creative Cloud - Avoiding Common Problems
- 13:40 – 14:40 **Rob Finnie ~ Grafenia**  
Win with Web, Win with Print - How Web Helps You Retain Client Relationships and Wins New High-Value Clients
- 14:50 – 15:20 **Trevor Cocks ~ Accura MIS**  
The Value Of MIS Software and How It Can Transform Your Business Prospects
- 15:30 – 16:00 **Paul O'Connor ~ Grafenia**  
Automate or Eat Your Margin - Increase Margins and Cut Costs in Your Studio
- 16:10 – 16:40 **Andy Gardiner ~ Highlander Adobe Training**  
Working More Efficiently in Adobe Creative Cloud - Make Your Life Easier and Faster

### Friday 13 OCT

- 10:30 – 11:00 **Andy Gardiner ~ Highlander Adobe Training**  
What's New in Adobe Creative Cloud – How to Take Advantage of New Features
- 11:10 – 11:40 **John Heffernan ~ Red Live Media**  
How to Integrate Print With Digital Marketing and Video – the Power of Digital Content and Video
- 11:50 – 12:20 **Andy Gardiner ~ Highlander Adobe Training**  
Preparing for Print in Adobe Creative Cloud - Avoiding Common Problems
- 13:05 – 13:35 **Fiona Reid ~ Grafenia**  
The Sick Office - How You Can Profit From New Office Design Trends
- 13:40 – 14:10 **Sam Yarnall ~ Clarity Software**  
Clarity Software in Action (it's ridiculously clever)
- 14:15 – 14:45 **Wayne Beckett ~ Imprint-MIS**  
Are You Estimating Your Jobs and Guessing Your Profit? The Advantages of Having a MIS
- 14:50 – 15:20 **Paul O'Connor ~ Grafenia**  
Automate or Eat Your Margin - Increase Margins and Cut Costs in Your Studio
- 15:30 – 16:00 **Andy Gardiner ~ Highlander Adobe Training**  
Working More Efficiently in Adobe Creative Cloud - Make Your Life Easier and Faster

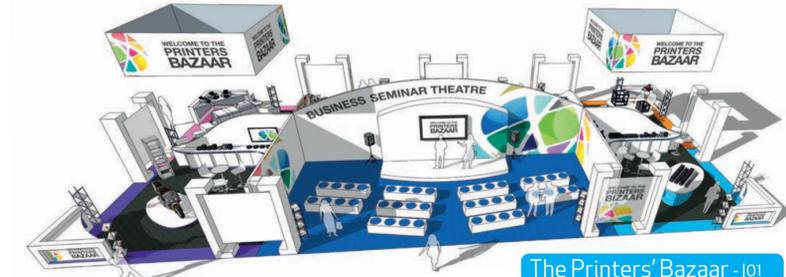


Client Relationships and Wins New High-Value Clients



# THE PRINT SHOW

## Visitor attractions



The Printers' Bazaar - I01

### The Traditional Print Masterclasses - A17

Step back in time to a golden-era of the UK printing industry, and learn from masters of their craft. Whether it is letterpress printing on rare and historic platen presses or learning traditional bookbinding, this zone is an absolute must-visit for any visitor to The Print Show.



The Printers' Bazaar is an absolute must-see at The Print Show, and is the result of extensive market research into which technologies and sectors represent the best chance of diversification for a commercial printer in the UK. With traditional print volumes showing little growth, it is vital for printers to future-proof their business.



### Grafityp T-shirt Printing Demos - E14

With margins tight and customers often demanding a one-stop-shop, come and find out from Grafityp how you can cost-effectively diversify into offering apparel branding to your books.



# THE PRINT SHOW IS GREAT BRITAIN

The International Centre, Telford  
11-13 October 2017



## Pocket Guide

Discover profit in print



### Golden Ticket

This year the Golden Ticket Prize Draw is bigger and better than ever before and all you need to do is to make sure you have your Golden Ticket (for visitors who pre-registered for the show) scanned at registration to enter.

### Over £8,000 worth of prizes

Three lucky visitors will be independently drawn at 12.00, 14.00, and 16.00.

The winners will be notified over the show's public-address system and given 15 minutes to collect their prize from the organiser's office before it is rolled over.



£500 worth of Virgin Vouchers



3 x Microsoft Surface Pro 4



3 x Amazon Echoes + £150 worth of Amazon vouchers



Epson SureColor T-Series 5200 36" printer

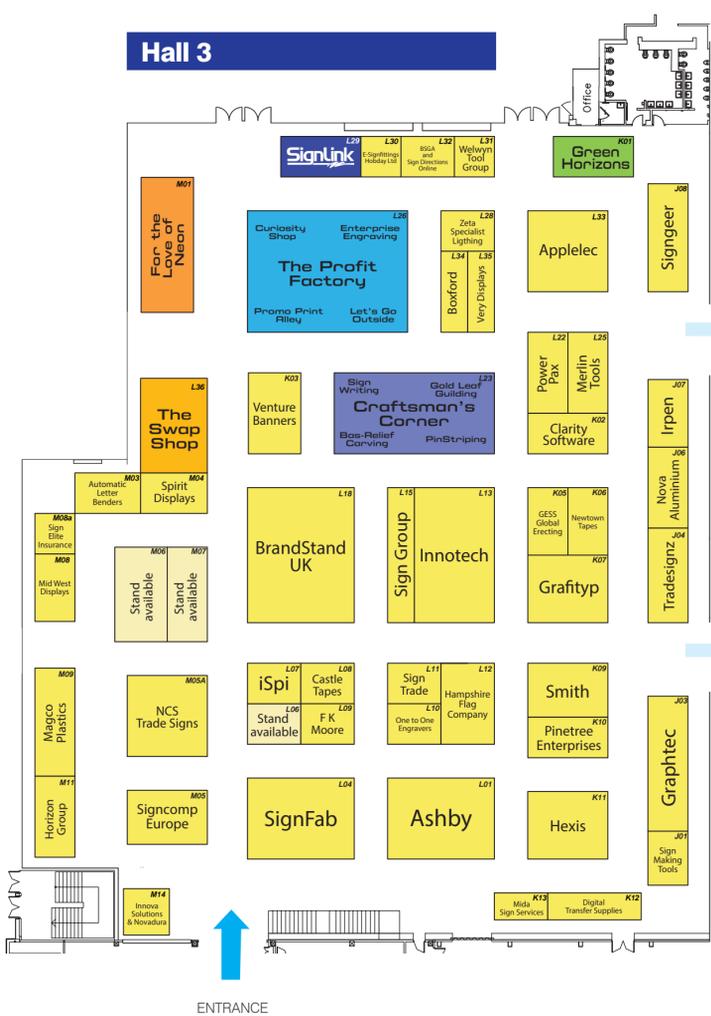




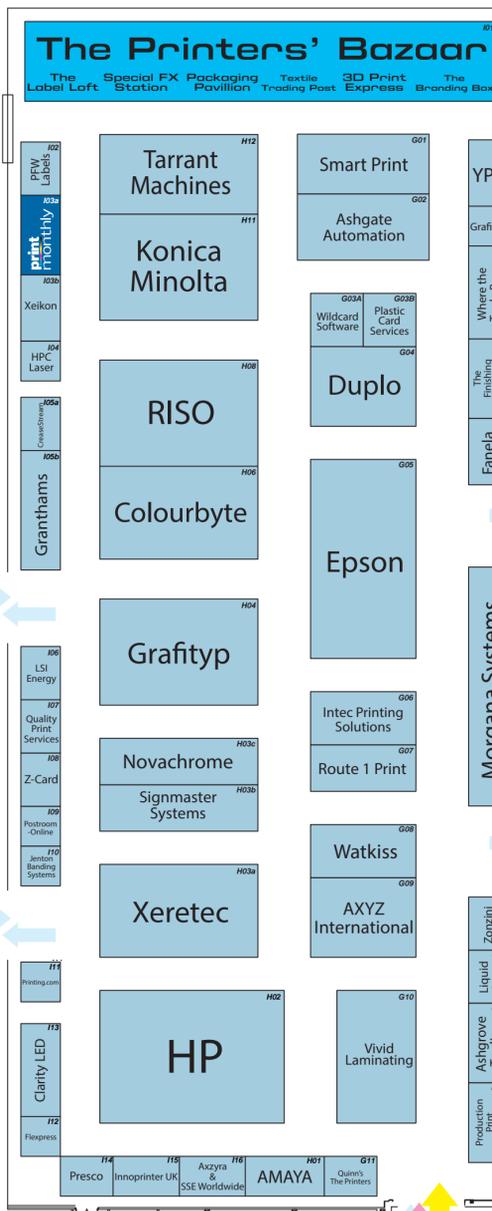
### SignLink Live exhibitor list

Company	Stand No
Applelec	L33 & L26
Ashby Trade Sign Supplies Ltd.	L01
Automatic Letter Bender	M03
Boxford	L34
Brandstand UK Co Ltd	L18
British Sign & Graphics Association (BSGA)	L32
Carving With Stories (Craftsman's Corner)	L23
Castle Tapes Holdings Ltd.	L08
Clarity Software	K02
Digital Transfer Supplies	K12
E-signifittings Holiday Ltd	L30
F K Moore & Son Ltd	L09
Global Erecting Sign Services	K05
Gratihyp UK Ltd.	K07 & L36
Graphtec (GB) Ltd.	J03
Hampshire Flag Co Ltd.	L12
Hexis UK Ltd.	K11
Horizon Signs Ltd.	M11
HPC Laser (The Profit Factory)	L26
I Spi Ltd.	L07
Innotech Digital & Display Ltd.	L13
Innova Solutions & Novadura	M14
Irpen UK Ltd.	J07
Magco Plastics	M09
Margetspace (The Profit Factory)	L26
Merlin Tools Ltd.	L25
Mida Sign Services	K13
Mid West Displays	M08
NCS Trade Signs	M05a
Neon Workshops (For the Love of Neon)	M01
Newtown Tapes	K06
Nova Aluminium Systems	J06
One To One Engravers Ltd.	L10
Pinetree Enterprises Ltd	K10
Pinstriping & Kustom Graphics Magazine (Craftsman's Corner)	L23
PKM Signs (Craftsman's Corner)	L23
Powerpax	L22
PrintMax (The Profit Factory)	L26
Print Team	K13
Sign Elite (Real Insurance Brokers)	M08a
Sign Fab (UK) Ltd	L04
Signcomp Europe	M05
Signgeer.com	J08
Signlink	L29
Signtrade Letters Ltd	L11
Smith	K09
Spirit Displays	M04
The Pub Sign Co (Craftsman's Corner)	L23
The Sign Group	L15
Tradesignz Ltd	J04
Venture Banners	K03
Very Displays	L35
Welwyn Tool Group Ltd.	L31
Western Trade Signs / Signmaking Tools	J01
Zeta Specialist Lighting Ltd.	L28 & K01

# SignLink LIVE | 2017



## Hall 2



## Hall 1 (Humidity controlled)



# THE PRINT SHOW

### The Print Show exhibitor list

Company	Stand No	Company	Stand No
AMS Ltd	E05	Morgana Systems Ltd	F04
A Star Binding Supplies Ltd.	E09	Mourter's Mate	B02
Accura MIS Software	C03	Netli	D06b
Amaya	H01	New North Press	A17
Antalis (PIA Village)	D02	Nova Chrome UK	H03c
Ashgate Automation	G02	OKI Printing Systems	B07
Ashgrove Trading	G13	Optimus (PIA Village)	D02
Atlantic Print Solutions	C02	Perfect Bindery Solutions	D07 & I01
AXYZ Automation Ltd.	G09	PH Flexible	A05b
Axyra & SSE Worldwide	I16	Plastic Card Services	G03b
B & R Moll International Ltd	E01	Postroom Online Ltd	I09
Beechwood Finance	E12	Premier Paper Group	C05
Blake Envelopes	A14	Presco Ltd	I14
Blueprint UK Ltd	E02	Print Monthly	I03a
British Printing Industries Federation	E04	Printers Superstore	I11
Brunel Engineering Services Ltd	C01	printing.com	I11
Canon (UK) Ltd	E24	printMax	D04b
Caslon Ltd	B06	Print Power	E10
Chambers Inc Ltd	A10	Production Print Direct Ltd	G12
Clarity LED Ltd	I13	Profitable Print Relationships	S01
CMYUK	E37	Quality Print Services	I07
Colourbyte Europe Ltd	H06	Quinn's The Printers	G11
Company Cards (PIA Village)	D02	R A Smart	D04a
Cyan X (PIA Village)	D02	Redive Media	S02
Crassestream	I05a	Renz UK	E13
Direct Press Marketing (DPM)	C06a2	RGB UK	D04d
Direct To Plate Ltd	A16	Riso	H08
Docu-finish Solutions	A08	Roller Ltd	A03b
Duplo International	G04	Route 1 Print	G07
Dye Sublimation Supplies	A13	Sign Directions	S01
Efi GBMI	D04c	Signature Bindings	S01
Encore Machinery	D06a	Signmaster Systems Ltd	H03b
Epson UK Ltd	G05	Simply Print Finishing / James Burn Int	C06a1
Exel Printing Machinery Ltd.	E15	Smart Print Technology	G01
Fanels	F05	Spectrum Plastics (PIA Village)	D02
Flex4	E07	Stanford Marsh Ltd.	E08 & I01
Flexpress Ltd	I12	St Bride Foundation	A17
Graftec Plc	F08	Supervare	A11
Gratihyp T-shirt Printing Demo	E14	Tarrant Machines	H12
Gratihyp UK Ltd	H04	Tharstern Ltd	A04
Granthams Ltd	H03c	The Finishing Point Ltd	F06
Highlander (Certified Adobe Training)	S02	The Grange Ellesmere	A17
HPC Laser	I04	The IPIA Village	D02
Hewlett-Packard Ltd	H02	The Letterpress Collective	A17
Humidity Solutions Ltd.	E03	The Magic Touch (G.B.) Ltd	A06 & I01
Hybrid Services Ltd.	C06b & I01	The Print Coach	A10
Imprint MIS (PIA Village)	D02	Two Sides Limited	E10
IST UK Ltd	A03	Vacuumatic Ltd.	A01
InkTec Europe Ltd	C04	Vivid Laminating Technologies	G10
InnoPrinter UK Ltd	I15	Vpress	A15
Intec Printing Solutions Ltd	C06	Walkers Automation Sales Ltd	G08
James Burn International / Simple Print Finishing	C06a1	Where the Trade Buys	F07
Jenton Banding Systems	I10	Wildcard Software	G04
KBA (UK) Ltd	E14	Wildcard Software	G04
KAS Paper Systems Ltd.	E02b	Willowbridge Labels (PIA Village)	D02
Kennedy Grinding	A08	WirraCo (PIA Village)	A11
Kluge Int. Eagle Systems	A09 & A17	Xeikon UK	I03b
Konica Minolta	H11	Xerotec	H03a
KTEC Technologies	B05	XMPIe (PIA Village)	D02
Link Media Supplies Ltd.	A05	X-press OnDemand	B09
Lion Picture Framing Supplies Ltd.	A11	Your Dream Pictures and Prints	A12
Liquid Lens Systems Ltd	G15	Your Print Partner Ltd	C06c
LSI Energy	I06	Z Card Specialists	F09
Manroland Sheettel (UK) Ltd	B01	Z Card Ltd	I08
Margetspace	D05 & I01	Zonzi	F01
Merlin Transfers Ltd	E06		

### The Ludlow Suite



### The Training Theatre - 502

It has never been more important to be right up-to-date with the latest technology, whether it is for running your business, designing artwork, or manufacturing. See overleaf for the speaking schedule to plan which talks and workshops could help your firm thrive.

### Business Seminar Theatre - 501

The Business Seminar Theatre education zone will provide you with a range of targeted business advice from how to improve your conversion rate from business leads to sales, through to analysis of the technology and market trends you need to stay ahead of. See overleaf for its full schedule of talks.



### The Pit Stop Café - Ludlow Suite

As a thank you for visiting The Print Show or SignLink Live, you will receive your 'Pit Stop Pounds' when you pick up your badge at registration to spend in The Pit Stop Café. This will provide you with a free lunch.



### Free Car Parking

The International Centre (TIC) boasts thousands of on-site FREE parking spaces no more than a 5-min walk from the venue's front door. There are also overflow parking sites around TIC that accommodate thousands more and are no more than a 10-min walk.



OCT 11-13 2017

# The International Centre, Telford

www.signlinklive.co.uk www.theprintshow.co.uk

Don't forget to visit printmonthly on stand 103a and SignLink on stand L29