

Another First for Roland! Metallic Graphics Printed on an Eco-solvent Inkjet Printer

Metallics command a higher price and add sophistication to any graphic or marketing message. Until now, gold and silver effects could only be produced using more expensive printing systems such as offset presses, screen printing equipment and foil stamping. Roland's recently announced Metallic Silver ECO-SOL MAX Ink and SOLJET PRO III XC-540MT printer/cutter enable professionals to produce brilliant metallic graphics on demand – easily, profitably and in any quantity.

Winner of the DPI 2009 Product of the Year award in the ink category, Metallic Silver ECO-SOL MAX ink can be used to create vibrant silver text and graphics previously impossible with any inkjet printer. Metallic Silver can also be combined with CMYK to create an entire spectrum of metallic hues including gold, bronze and a host of pearlescent colors.



The XC-540MT is a 54" version of the XC-540 eco-solvent inkjet printer/cutter optimized for use with the metallic silver ink. It features six colors, CMYK + Metallic Silver + White (CMYK+MT+W) and is compatible with vinyl, PET film, canvas, paper, transparent film and banner substrates. The new XC-540MT with metallic ink produces brilliant colored signs, banners, labels, POP displays, vehicle graphics and all types of wraps, taking advantage of a whole new metallic color palette. The printer can be ordered with either CMYK+Metallic Silver+White (CMYK+MT+W) or CMYK+W+W which offers the brightest white text and graphics.



A new Roland Metallic Color library is supported by the 3.3 version of Roland's VersaWorks™ RIP software and features 12 metallic colors. This palette includes silver, gold, bronze and nine other metallic colors.

The SOLJET PRO III XC-540MT lists for \$39,995 and will be available in December. The Metallic Silver ink lists for \$229.99 per 220 ml cartridge. Call us for additional information and Dixie's package pricing.

New from Akzo Nobel: Grip-Gard® BC Basecoat

Grip-Gard BC Basecoat (GGBC) is the first true basecoat system designed specifically to meet the color, application and quality demands of the sign and exhibit manufacturer.



GGBC features extremely fast tape times allowing a second color to be applied within 30 minutes. This means that multi-color signs can be painted and out the door in a fraction of the time normally required.

GGBC offers a wide range of solid, metallic and pearl colors. More than 8,500 chips covering the entire color spectrum are contained in Akzo Nobel's Colormap Book and all are available in GGBC. Even the trickiest metallic colors are easy to match.

GGBC must be used in conjunction with Grip-Grad BC Clearcoats in order to provide protection from the environment.

Grip-Gard BC Clearcoats are designed to protect and enhance the appearance of Grip-Gard BC Basecoat. Their fast dry times, excellent durability and a full range of gloss levels make these clearcoats ideal for sign and exhibit manufacturers.

Grip-Gard BC Sealer is a two component polyurethane product designed as a fast application wet-on-wet sealer and is available in white or gray. It provides excellent leveling over Grip-Gard primers and improves adhesion and application properties for Grip-Gard BC Basecoat.



Our December issue of What's Up will feature more detailed information on this new product line from Akzo. You can also check out Akzo's website at www.signfinishes.com.



We will be closed on Thursday, November 26th and Friday November 27th in observance of the Thanksgiving holiday.