

# R-WORLD

A ROLAND DG PUBLICATION

Roland®

## Racecar Enthusiast Stays Ahead of the Pack with Roland's VS-640

### BAKERSFIELD, CALIFORNIA, USA

Who would know more about how to make a racecar look its best than someone who actually drove one professionally? Competing in NASCAR is what got David Mayhew into the vehicle restyling business and spending every weekend at the tracks is what keeps him on top. His passion for racing and experience in the industry inspired him to open FinishLine Signs, a 1,200 square foot shop located in Bakersfield, CA that specializes in vehicle and trailer wraps, banners, decals, and other signage.

Mayhew was first introduced to digital printing 6 years ago when a friend took him to look at printers and plotters at Ordway Sign Supply in Van Nuys, CA. He saw a VersaCAMM SP-540 in action and it was love at first sight. "I walked out spending so much money that I had to start a company," he said. Since then, FinishLine Signs has used Roland inkjet printer/cutters exclusively, recently adding a VersaCAMM VS-640 to the line-up. "Once the VS-640 came out it was just about time to get another printer to keep up with demand and the first Roland worked so well that it was a no-brainer to get another one."

Originally drawn to the VersaCAMM's print/cut capability, Mayhew continues to favor Roland technology for its all-in-one convenience and reliability. A superman of sorts, he runs the small shop single-handedly. With limited time and floor space, his Roland inkjets have helped him keep up with a steady flow of orders, typically a couple racecars a week at a minimum. "Having these two printers really helps me



*Finish line Signs keeps us with their clients' racecar graphics with two Roland printer/cutters, including his new VersaCAMM VS-640 with metallic ink.*

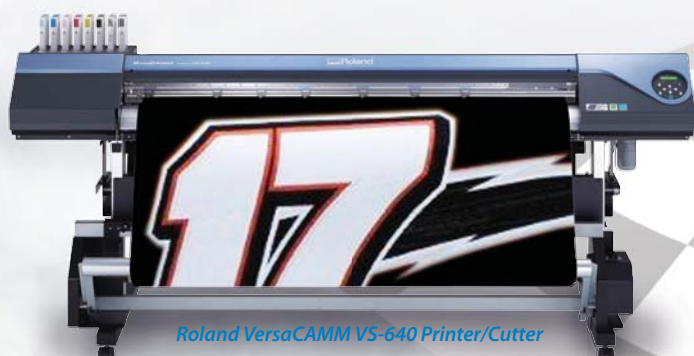
meet my deadlines and allows me to avoid coming in so early and staying so late at night."

All of the projects are done with Roland's VersaWorks Software and ECO-SOL MAX Inks to achieve striking, high caliber graphics worthy of NASCAR raceways. "I have had great luck and excellent colors with Roland ink and I've never even thought about using another brand. The ink costs with these machines are minimal and I wouldn't want to take a chance with anything else."

Mayhew uses his VersaCAMM VS-640 with the new Metallic Silver Ink, named DPI product of the year in 2009, to bolster his designs and add some flair to his color gamut. "The Metallic Silver Ink is what drew me to the VS-640," he said. "When you're doing racecars, a lot of people want it to be bright and flashy,

so being able to print metallic right into the graphics has been a big advantage." According to Mayhew, the Metallic Silver capability is growing in popularity among his customers as more people are beginning to take notice of the stunning effects. "A customer I have done many racecars for wanted to have his sand rail match his racecar to a point. He needed the silver flames to match the silver powder coat and this would only be possible with the Metallic Silver Ink."

Mayhew and his pair of Roland inkjets continue to provide customers with high quality work, on time and although his heart lies with racecars, his favorite projects are the big ones. "I love doing the large trailers and semi wraps. When you see something that big that you've done, it's a good feeling."



*Roland VersaCAMM VS-640 Printer/Cutter*

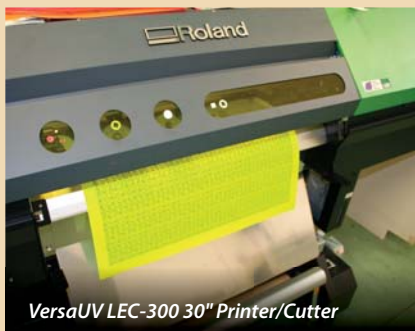
*"When you're doing racecars, a lot of people want it to be bright and flashy, so being able to print metallic right into the graphics has been a big advantage."*

*– David Mayhew*

## Reeling in Profits with The VersaUV Printer/Cutter

**MONTESPERTOLI, ITALY** – Effevuemme Srl was founded in 1988 in Monespertoli, near Florence in Tuscany, Italy. From the beginning the company specialized in injection molding of thermoplastics, working with companies in such varied industries as ophthalmology, motorbikes and cars, furnishings and fashion items.

Thanks to partnerships with companies like Swatch and other world-famous fashion accessory brands, Effevuemme Srl has acquired a great deal of experience in working with different types of thermoplastic materials.



VersaUV LEC-300 30" Printer/Cutter

Effevuemme designs and manufactures all its marketable products internally. They also produce some of their own molds and equipment. But the company's real strength is in the production of its own line of top quality sports fishing accessories.

Thanks to the purchase of a Roland VersaUV LEC-300 30" UV printer/cutter, Effevuemme has created a new business line in the field of sports fishing, designing and manufacturing artificial bait for spinning, deep-sea and trout fishing.

Their new business opportunity was made possible by the versatility of the Roland LEC-300, which allows users to print on a variety of media, such as holographic, photo-luminescent, and fluorescent films as well as polyester. The LEC-300 also creates relief prints and textures with gloss and matte chromatic contrasts. The accurately printed details and precise cutting yield extremely realistic reproduction of all parts of the artificial bait, including eyes and scales or skin.

Effevuemme combined its expertise with the LEC's outstanding performance to create this unconventional application. The evolution of UV printing delivers excellent results and new business opportunities for Roland owners.

Artificial bait printed with the VersaUV LEC-300



## Making Magic with a VersaCAMM

**SALERNO, ITALY** – Near the Amalfi coast, home to some of the most enchanting places in Italy including Naples, Sorrento, Amalfi and Capri, there is a company called Magico Incanto. Its owner, Mr. Antonio Storace, is known worldwide as Antoine, a magician and quick-change artist who has represented Italy for years at international magic conventions.

Storace's abilities drove him to be among the first to test the limits of artistic creativity, establishing the first animation and show agency in Southern Italy. In 1986, Antonio Storace founded Magico Incanto, one of the world's premier companies in the field of inflatable advertising structure production. His creativity and his geographic location have generated an exciting combination.



A large inflatable printed with the Roland VersaCAMM SP-540V.

Magico Incanto has become prominent in the landscape of national and international promotional inflatables due to the importance the firm places on design, production, quality control and technical assistance. Today, Magico Incanto counts among its customers the Italian Motor-boat Association (FIM), De Longhi, BMW, Piaggio, Aprilia, the Giffoni Film Festival, Pomilia, Centrale del latte in Salerno, Torrente, and Euronics. Moreover, Magico Incanto displays its structures at conventions for organizations such as Dyslexia Italian Association (A.I.D.) and AVIS.

Using their Roland VersaCAMM, the company produces set designs for major festivals in Italy and Europe such as the inflatable pyramid created for the show "Magic Flute" by Piero Fantastichini in Monte Carlo.

Magico Incanto also creates, sells and rents inflatable games for children, along with games and customized digitally printed mascots for schools, game rooms, local organizations and municipal districts.

Assembling the inflatable is the most delicate part of the process. The spindle cuts must be accurately matched. Magico Incanto's inflatables are made safe by a system of internal cavities for constant and consistent air circulation inside the structures, as well as by secure and efficient anchoring systems.

Magico Incanto has achieved this level of safety and quality through advanced study of fluid dynamics and safety systems. Together with outstanding creativity, Storace's professional knowledge and high resolution printing equipment allow him to produce unique and magical inflatable designs.



Roland VersaCAMM SP-540V

# Combining Art, History And Customization Using Roland Digital Technology

**MADRID, SPAIN** – Objetos de Arte Toledano, established in 1960 by Ciriaco Sánchez, specializes in the distribution of traditional Spanish art and craftwork.

Arte Toledano is located in the center of Madrid, close to the Prado museum. The shop measures more than 1000 square meters and is completely open to customers. In addition to medieval weapons, craftwork gifts in ceramic, bronze and porcelain are exhibited as well.

One of their most interesting specialities is the making of medieval weapons, including swords, armor, helmets, bows, maces and many other historic items. Each of the weapons is a perfect replica and the collection covers a wide historic period, from ancient Greece and imperial Rome all the way through medieval armor, templar knight attire, and helmets from the Spanish tercios. There is also an amazing display of oriental weapons as well as a life-size model of a Japanese Samurai.

Arte Toledano offers customized engraving on their swords using the Roland Metaza MPX-90 impact printer. With the MPX-90, they can engrave



*Antique sword replica being personalized on the Roland MPX-90*

directly on the blade itself, transforming the swords into unique and exclusive gifts. The MPX-90 engraves on materials as hard as steel and its new working format allows engraving on objects that are larger than its printing area. The MPX-90 also enables Arte Toledano to offer this service right in the shop. "People do not have to wait a long time to get their customized sword. While they take a few minutes to look around our store, we can finish the engraving," said Carlos Sánchez, Arte Toledano Manager

Arte Toledano leaves an impression on all who enter its doors. Mannequins dressed in period costumes and placed in balconies above the main entrance alert visitors that they are about to have a very special experience.



*Raul Romero, Sales Manager of M&R Tools, Roland DG Authorized Dealer and Pau Núñez of Roland DG Iberia*

## Roland DG Australia Provides Giclées for LO-FI Collective

**SYDNEY, AUSTRALIA** - In collaboration with Peer Group Media, Roland DG Australia is producing fine art giclées for an art gallery named LO-FI Collective, located above the new LO-FI Bar in the heart of Sydney's Darlinghurst district. Showcasing the best of Australia's burgeoning creative community, LO-FI Collective invites artists to work onsite to conceptualize, create and then exhibit their work for public viewing on a weekly basis from August through December of 2010.

Lucky art enthusiasts have the opportunity to get up close and personal with a host of artists and witness the creative process taking place as they prepare their shows. A selection of the exhibits will be printed by Roland DG Australia and will be available for purchase during and after the showcases. The artists can choose from a range of media recommended by Roland DG, including Textured or Smooth Art Paper, Premium Satin or Gloss Photo Paper, and Gloss or Satin Canvas. Roland DG Australia is working closely with the artists and gallery curator to produce approximately 240 giclée prints during the exhibition.

The first exhibition in August showcased a variety of A0-sized artwork printed on Textured Art Paper on the VersaCAMM VS-640, Roland's new metallic ink-jet printer/cutter. Before the event, organizers joined gallery curator Marty Routledge of Peer Group Media for a visit to the Roland DG Creative Center to view some of the test prints. "We were all very impressed with the print quality of the VS-640," said Damian Dlugolecki of Peer Group. "With the

Textured Art Paper, we were able to achieve the perfect results that we were looking for in our gallery."

The organizers were also amazed at the sample artwork in the

Creative Center, and were especially impressed with the metallic effects of the VS-640 and range of textures possible with the LEC-330. Previously unfamiliar with the benefits of Roland DG wide format printing, the artists are now being encouraged to take advantage of these specialized effects when considering their designs.

"Roland DG Australia is excited to be involved in this exhibition," said John Wall, sales and marketing manager at Roland DG Australia. "We are looking forward to seeing the results and different designs that the artists can achieve and hope that the show helps to showcase the specialized solutions possible with Roland printers."

To see the progress of the exhibition visit [www.wearelofi.com.au/collective](http://www.wearelofi.com.au/collective).



*Exhibit artwork being produced on the VersaCAMM VS-640*



*Packaging prototype for Lurpak being printed on the LEC-330.*

## Danapak Flexibles Creates High Profile Packaging Prototypes Using The VersaUV LEC-330

**SLAGELSE, DENMARK** - Danapak Flexibles is a well-established Scandinavian packaging company founded in 1955 and focused exclusively on flexible packaging. The company produces packaging for a large number of international food distributors and manufacturers, such as Arla Foods (LURPAK butter) and TOMS (Anton Berg chocolate).

In 2010, Danapak purchased its third Roland machine, a VersaUV LEC-330 inkjet printer/cutter. The company had been looking for a UV printer/cutter that could print on a wide variety of media with white ink. The LEC-330 was the perfect device for both attracting new clients and delivering the best possible service to existing customers.

The LEC-330 really proved itself as a valuable asset when Arla Foods approached Danapak with an unusual request. Arla Foods was participating in an exhibition at the Danish National Bank and wanted to display a 50-year-old vintage design. However, they were hesitant to use one of the few originals they had left and turned to Danapak for assistance.



Using the LEC-330, Danapak was able to reproduce impressive and realistic mock-ups of the original 50-year-old design without incurring excessive costs.

"Today, it is not only important to find new clients. Maintaining and satisfying your existing customers is the key to remaining successful. The LEC-330 enables us to provide that little extra service that makes us stand out," said Ole Kokborg, Danapak Flexibles A/S.

Danapak is currently expanding its market reach and has entered the pharmaceutical industry in both Denmark and the United States, using the LEC-330 to produce new prototypes.

"The pharmaceutical industry is relying more and more on flexible packaging. We have the advantage of producing both the media and prototypes in house, which means that we are able to assist with all stages of the development of new packaging. Thanks to the LEC-330, we are able to provide optimal service to our customers," said Kokborg.

*"The LEC-330 enables us to provide that little extra service..."*

*- Ole Kokborg, Danapak Flexibles A/S*

# Roland Workshops and Print/Cut Technology Help Drive Success of Mister Vinyl

## **PETERBOROUGH, CAMBRIDGESHIRE, UNITED KINGDOM**

Investment in a Roland print-and-cut solution and the decision to take advantage of several relevant courses available at the Roland Academy both helped Mister Vinyl's Daral Brennan turn his business into a true success story. Established less than three years ago, Mister Vinyl, based in Peterborough in Cambridgeshire, UK, has quickly gained a reputation for providing a broad range of digitally produced vinyl products. Mister Vinyl's combination of design skills and technology make it far more than just another print shop.

Brennan's eye for high standards of output comes from his photographic and college teaching background. He admits he is excited by the opportunities available within the display industry. Having decided to start Mister Vinyl, his search for the right solution resulted in the purchase of a new Roland SOLJET PRO III XC-540, which provides him with the best options available for wide-format inkjet printing as well as the ability to contour cut.

Working with specialist Roland reseller, Shropshire-based Signmaster Systems, Brennan also invested in complementary wide format lamination equipment and a KeenCut cutting machine. His investment has lived up to expectations as even the most difficult jobs have stood up to harsh and uncompromising environments from day one. Brennan believes that using the highest quality materials will pay dividends in the long run, and his combination of the best available printer, media and finishing equipment has resulted in perfect production every time across all types of applications for all types of environments.

"After attending a Roland demonstration, I decided to purchase the Roland SOLJET PRO III XC-540," enthuses Brennan. Roland's print-and-cut solution is enhanced by the versatile VersaWorks RIP software included with every machine. Its powerful capabilities and ease of use have played an important role in Brennan's workflow. "It's a truly amazing software option," he comments. "In the three years I've been producing digital printing, there have been several free upgrades and, to me, this confirms Roland's commitment to stay ahead of the game. Every



*(left) Mister Vinyl's Daral Brennan with his Roland SOLJET PRO III XC-540; (above) A novel three-dimensional approach by Mister Vinyl enhances vehicle decoration*

update brings another way of providing the user with additional management information and, of course, enhanced output quality."

Mister Vinyl runs many and varied applications, including POP displays. One of the areas where Brennan's skills stand out is vehicle graphics and wraps. This niche market area requires specific application skills as well as the right equipment to produce the job, so Brennan decided to attend the tailor-made Roland Academy vehicle wrapping course. The course concentrates on all the idiosyncrasies associated with non-standard surfaces and shapes, along with the specialist techniques essential when installing and, later, removing vehicle graphics.

Based within Walsall College, the Roland Academy blends practical experience with the essential technical knowledge required by the sign makers and display producers who attend its courses. Brennan's decision to add vehicle wrapping to his skills list followed naturally from his successful completion of most of the other modules offered at the Academy. These included courses on Adobe Illustrator and Photoshop, complemented by Intermediate Digital Printing and Color Management.

"I really wanted to try my hand at vehicle wrapping," Brennan said. "I found the whole concept quite fascinating and a real challenge. I guess this is where my interest began in this side of the display market. The two-day course was a great opportunity to get some real hands-on experience and actually wrap a complete

vehicle for the first time! The courses are taught by Roland DG professionals who not only understand the commercial marketplace; they also know my equipment and offered some very useful tips on all aspects of digital printing production and lamination."

Mister Vinyl was encouraged when local market research determined that vehicle wrapping was a service not actively promoted in the region. "There are national franchise sign companies here in Peterborough, but for some reason, they seem not to promote vehicle wraps specifically," Brennan continues. "That's why I got started in this sector, which now represents an important aspect of my current business."

Although he is a relative newcomer to the industry, Brennan's comprehensive training and his attention to detail have both helped in his recognition. He also attributes his success to his choice of wide-format printer. Brennan is amazed at what his Roland XC-540 can do for him, claiming that, when coupled with a good quality laminator, he is limited only by his own imagination.

For vehicle graphics, Brennan's first choice for sheer versatility is his Roland. "It meets every requirement for quality, speed and consistency," he emphasizes. "Together with Roland training, Roland ECO-SOL MAX inks and RolandCare support, it's a worry-free, profitable and winning combination."

# Roland DG Challenge 2010 Generates Creative Student Marketing Campaigns

**AALBORG, DENMARK** – The Roland DG Challenge, initiated in 2009, is a 24-hour competition in which students from Danish educational institutions are challenged to use their imagination and creative talents to develop a spectacular branding campaign comprising a printed banner, poster, sticker, T-shirt and logo.

Roland DG Challenge 2009 was a huge success and expectations were high this year when 60 Danish students from Copenhagen Technical College and Media College Aalborg kicked off the first of the Challenge's 24 hours. The students

fully lived up to expectations, making Roland DG Challenge 2010 an incredible success!

All of the campaigns were executed at a very high level and displayed overwhelming creativity. The five judges, from Roland DG, Adobe Denmark, Fedder+Okkel, Media College Aalborg and Grafisk Uddannelsesudvalg, were faced with a tough challenge.

One campaign, however, stood out. "Wanted - students on the loose" won first place with a creative western theme and artificial



Winning team Marius Borodka, Maria Daring Larsen and Maija Hejgaard

dynamite accessories. The winning team from Copenhagen Technical College, made up of students Marius Borodka, Maria Daring Larsen and Maija Hejgaard, presented a comprehensive and carefully planned campaign centered on an easily identified theme and produced entirely on Roland machines in the Roland DG Academy at Media College Aalborg.

"Insanely high creative level!" said judge Thomas Fedder of the distinguished advertising agency Fedder+Okkel, about the overall standard of work at the Roland DG Challenge 2010. "The winning team was chosen unanimously. Their concept was bold, well executed and easily recognizable. It is a campaign with endless possibilities and a notable 'wow' effect. Their campaign has all of the features that characterize successful advertising."

The three winners of the Roland DG Challenge 2010 all agreed that it was fantastic to win such a prestigious challenge against so many worthy opponents. Their joy was apparent when they were presented with their prize from Adobe Denmark: three CS5 Master Collections worth approximately 6,000 €.

The Roland DG Challenge 2010 garnered plenty of attention from the local press and the Danish Ministry of Education as well as from Japanese visitors. The focus was on the future talents of the graphic industry and on the successful cooperation between two educational institutions and Roland DG North Europe A/S.

*"Insanely high creative level!"  
– judge Thomas Fedder, Fedder+Okkel*



Winning entry "Wanted - Students on the Loose."



A sample of their popular decals printed using metallic colors



Staff of Hayakawa Seni Kougyo with their XC-540MT

## Added Value with the World's First Metallic Silver Ink Printer

**GIFU, JAPAN** – Hayakawa Seni Kougyo is a manufacturing firm located in Gifu, Japan. The city of Gifu is famous for traditional Japanese paper products, including traditional umbrellas and paper lanterns, as well as for its apparel industry, which originated with shops selling old military clothes after World War II. Hayakawa Seni Kougyo manufactures fiber products for apparel and has recently founded a new business that responds to the needs of the times.

“About 40 years ago, our founder established our manufacturing business, which produces liners, adhesive interlinings, collar stays and other items for apparel companies,” said Mr. Masato Hayakawa, President of Hayakawa Seni Kougyo. “However, in recent years the business competition from China has increased and our sales have slowed down. When I became the president of this company, I seriously considered its future business strategy. I concluded that we should start a new business that would not compete with China: the manufacturing and sales of original goods. Over the past four years, through trial and error we have established a robust business creating T-shirts, banners, key chains and various other goods.” Mr. Hayakawa noted that the company has had great results over this period. “We started this venture with only two or three staff members,

but our sales increased strongly. Now, 50% of our sales come from this new business.”

Most of their clients are businesses seeking to advertise, requesting decals to apply on taxis or motorcycle messengers. Orders from individuals, smaller enterprises and private clubs have also increased. In addition to an online store, the company has a storefront in downtown Gifu where many of the city’s high schools are located. They receive a significant number of orders from these schools for items such as banners, T-shirts for school clubs, etc.

Mr. Hayakawa purchased a Roland XC-540MT as soon as it was released in fall 2009 because of an increase in his company’s decal orders and a need to replace their existing printer. “We wanted to install a print and cut machine to increase work efficiency,” said Mr. Hayakawa. “I visited the showrooms of many printer manufacturers to examine a variety of printers, including UV printers. When I visited the Roland DG Creative Center, I heard that the world’s first inkjet printer with metallic silver ink would be released soon. I was attracted to the idea of owning the first machine with this new inkjet technology because if we were the first ones to install it, we would have no competitors at that time! So I decided to purchase it immediately.”

“The XC-540MT works very well. When we installed the XC-540MT, we also started advertising our decals on our website. Since then, we have received many orders from all over Japan. Having the ability to print white and metallic silver ink expands the range of our manufacturing products. It also contributes to the sales of additional high-value products, such as decals on transparent film for snowboards, cars, and other vehicles,” said Mr. Hayakawa.

“It is a big advantage to be able to print metallic colors on a single sheet of media on demand. Actually, there are many ways to print with metallic colors, such as silk printing or offset printing, but these methods generally require larger production runs and special media.

“If we exercise our ingenuity and create designs that incorporate metallic colors and textures, we can deliver more value-added items with metallic colors that CMYK inks alone cannot match. We want to design attractive new items such as T-shirts and decals using textured pattern printing, as well as gradations and other creative effects,” said Mr. Hayakawa.



Stickers created by Mr. Taira displayed on the shop wall

## Digital Printing with Roland's XC-540MT Allows T-Port to Transform Imagination into Reality

**FUKUYAMA, JAPAN** – T-Port is a digital printing and sticker shop located in the historic city of Fukuyama, in the center of the Seto inland sea area in the Hiroshima prefecture of Japan. Fukuyama City is well known for its cliff, Tomo-no-Ura, and tide changes which inspired the famous Japanese animation director Hayao Miyazaki to create the film, "Ponyo on the Cliff by the Sea." The shop name comes from the initial of my surname, Taira, and T-shirts, combined with the word 'port' from 'import,'" explained shop owner Mr. Mitsunori Taira. "At first, our main business was sales of imported T-shirts, but I

wanted to differentiate my services and began creating original designs. Nowadays, our main business is designing decals and apparel. My wife and I provide a full range of services to our clients, from design to processing."

On the wall of the shop, thousands of decals are displayed. "Each of our customers puts one of their custom decals on the wall as a memento," said Taira. "This is our history as well. Now, it is difficult to find any space on our wall!"

Although in recent years many people order custom-designed decals and apparel on the Internet, T-Port's customers generally come into their shop. "Most of our clients are local people who visit us to order and to receive their goods. We always enjoy a friendly visit," said Taira. "My role is to transform our clients' vision into real objects. I take great pleasure in seeing our customers

smile when they receive their orders. I think devoting time to speak with clients directly is valuable and very important in helping me create exactly what they want."

"Some of our regular customers are young people who like cars and metallic colors. I feel the SOLJET PRO III XC-540MT is the best tool to create designs that appeal to these clients because of its metallic silver ink. New clients are referred to us by our regular customers. We always need something new to attract them to our shop and to provide them with new ideas. In the past, we were using our Roland PC-600, a thermal printer, and the SC-540EXW to meet their requests for gold, silver and white colors. The XC-540MT can print a variety of metallic colors, not just silver. Now, we can easily reproduce the images that our customers request." T-Port has at last retired its PC-600, the machine that served them for so long.



Original Sweatshirt Mr. Taira's designs for his customer.

*"Vehicle graphics and matching designs on apparel designs are popular with our customers."*

*– Mr. Taira*





Mr. Mitsunori Taira and his wife, Mrs. Ikuko Taira with their XC-540MT

"We generally start by meeting with our customer," Mr. Taira said. "We collaborate in creating a design by talking through their ideas. In one case, our initial client meeting took almost six hours! We choose colors by showing our clients the metallic and CMYK color chart printed on the XC-540MT. We set our production deadline within one week, because we want to deliver our products to our customers as fast as we can. We try to satisfy our customers' needs quickly so they will want to visit our shop again."

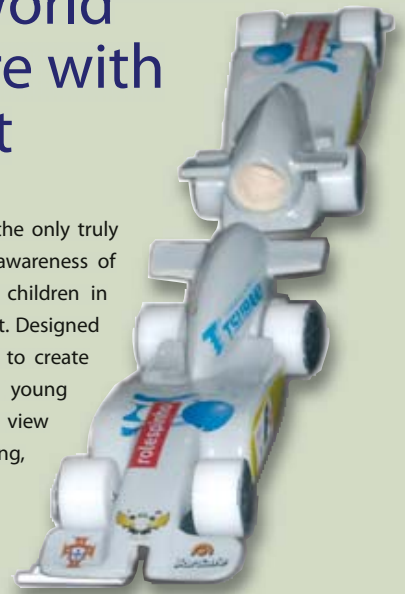
Vehicle graphics and matching designs on apparel are popular with their customers. "We have designed red and pink metallic stickers printed on transparent media," said Mr. Taira. "Of course, our customers were really excited by the colors. We also wrap cars with printed graphics."

"Everyone has different taste. The definition of what's 'cool' and 'cute' vary from person to person. We want to carefully create the designs our customers imagine and transform the designs into real objects. We believe the best tool that we can use to do this is the XC-540MT. We will continue to research new solutions so that our customers will feel great happiness when they visit our shop," said Mr. Taira.

## Oporto Team Reaches the "F1 in Schools" World Final in Singapore with Roland's Support

**OPORTO, PORTUGAL** - F1 in Schools is the only truly global educational program designed to raise awareness of Formula 1 racing among students and school children in every region, in every country, on every continent. Designed for children aged 9 to 19, its main objective is to create a fun and exciting learning environment for young people where they can develop an informed view about careers in engineering, Formula 1 racing, science, marketing and technology.

Participants enter in teams to design their own small-scale Formula 1 car, with the car's speed and design being judged, as well as the team's business plan. National heats and finals take place in each country before finalists head to the World Finals, held this year in Singapore, where they compete for various awards including the Bernie Ecclestone World Champions Trophy and engineering university scholarships.



Small-scale Formula 1 car, milled on Roland MDX-40A

The F1 in Schools National Final event held at Alfândega do Porto, in Oporto, Portugal, capped a year of work in more than 60 schools across the country. The challenge consisted of constructing an F1 miniature prototype powered by a small bottle of CO2. The cars were tested on a 25-meter racetrack, creating tremendous excitement at the competition.



The Oporto Team

The big winner of the 2010 National Championship was the Oporto Team which will represent Portugal in the World Final in Singapore. The Portuguese team was supported and sponsored by Roland DG Iberia, which provided assistance with the design, engineering and prototyping of the small-scale Formula 1 car.

The Oporto Team car was milled entirely on a Roland MDX-40A and achieved the highest possible score on Engineering Judgment, earning 20 points out of 20. It was the only car to achieve this score at the Portuguese Final held in June.

Teams were judged on car design, manufacturing and speed, as well as on supporting evidence of their design, a verbal presentation and a marketing display stand in "the pits." The Roland AJ-1000 was used to produce all the signs and banners for the booth, and all the sponsor logos were printed on a VersaCAMM VS-640. Attendees who visited the booth had the sensation of being in a real racing pit, with plenty of screens, monitors and youth dressed in their official uniforms, and, of course, the miniature cars.



Roland MDX-40A

# Roland DG Australia Debuts New Metallic Silver Wraps

**SYDNEY, AUSTRALIA** – Roland DG Australia recently unveiled a new look for its service vehicles. The new vehicle wraps are among the first of their kind, printed with award-winning Metallic Silver ECO-SOL MAX ink.

“Metallic Silver ECO-SOL MAX ink is an exciting development and has opened up many new opportunities for our customers,” said John Wall, sales and marketing manager at Roland DG Australia. “We wanted to test and also demonstrate what can be done with the new metallic ink and were very pleased with the results. We hope that our customers can find similar success in creating new opportunities with Roland metallic solutions.”

Roland released the world’s first metallic eco-solvent ink in late 2009 for the SOLJET PRO III XC-540MT printer/cutter. After winning the prestigious DPI award for Best Ink in 2009,

Roland DG also released the revolutionary new VersaCMM VS-640 with the metallic ink option in 2010.

According to David McDowell of Graphics Adhesion, part of the team of installers for the project, “This was the first experience we have had with the metallic ink and overall we were very impressed with its performance. It stretched well and had no problems with heating.”

The recently expanded Roland DG service fleet is an integral part of the customer support program. Service engineers travel hundreds of kilometers each week to visit customers, provide technical advice, and perform regular maintenance as part of Roland’s extended warranty program.

You may see the fleet’s new look at your next service call or out on the streets of Sydney and Melbourne. You can also visit Roland DG Australia in Sydney to view the vehicles and a vast range of other unique metallic applications.



Roland VersaCMM VS-640 Printer/Cutter

*“Metallic Silver  
ECO-SOL MAX ink is an  
exciting development...”*

*– John Wall, Roland DG AUS  
Sales and Marketing  
Manager*



Roland MDX-15 CNC Mill in classroom

## Students Introduced to MDX-15

**HASSELT, BELGIUM** - TIHH is the oldest technical school in the Belgian province of Limburg with a current enrollment of about 850 students. The school offers four branches of study including construction, wood, metal and electricity. Students in their first two years of high school have the opportunity to try all four branches before they make their final choice. In order to fully prepare students for their future careers, TIHH employs technical advisors to stay connected with the business community. These advisors visit trade shows and maintain close contact with companies in order to keep informed on new technologies and other changes across the industry.

Tony Pollaris, technical advisor at TIHH, coordinates the part-time education program, TOBO, and made the decision to invest in a Roland MDX-15 scanning and milling machine. “At the time, we had to replace an old machine,” Pollaris said. “Our goal was for students to learn how to work with a coordinates system and that is why we bought the Roland machine. While we have not yet integrated it fully into our curriculum, we have given our students an introduction to the machine. At the moment, we use the MDX-15 in technical lessons. Students learn to engrave text on a small plate. Older students from the plastics department use the machine to scan objects and mill them in wood. Then they learn how to create a vacuum.”

TIHH also sets up projects for primary schools to introduce the technology to younger students. According to Pollaris, “We encounter adults that have so little experience with new technologies that they don’t even know how to replace a light bulb. That’s unacceptable for us and we believe it is our responsibility to make sure students develop important technical skills. We set up the TOBO project to introduce technical education in primary schools. Teachers are invited to attend our workshops which help them set up lessons. Our objective is to give kids hands-on experience with technologies so they can select the right branch of study faster and begin working toward their career goals.”



## Three New Models of the VersaCAMM VS - Now Available in 30," 42" and 54" Sizes

The VersaCAMM VS family has expanded and now includes the 54-inch VS-540, the 42-inch VS-420 and the 30-inch VS-300. The new VS models join Roland's best-selling 64-inch VS-640, which was introduced earlier this year as the company's largest and most advanced VersaCAMM to date.

VersaCAMM VS printer/cutters come in a choice of three ink configurations featuring CMYKLcLm + White + DPI award-winning Metallic Silver ECO-SOL MAX ink. The machine creates premium metallic graphics on demand with a metallic color palette previously available only through screen printing, offset printing or hot stamping. VS users can choose from two new metallic print modes, blended or layered.

Equipped with Roland print/cut technology, the VersaCAMM VS prints images and then automatically contour cuts them on one device through one seamless workflow. The VS also features the Roland OnSupport system for remote print management. When a job is completed or ink runs low, notifications are sent to an e-mail address which can be accessed by a smart phone or computer.



## Versa Art Sublimation Printers for Soft Signage, Apparel, and Interior Décor

The VersaArt series is now available with a new sublimation solution that delivers rich, saturated colors, exceptional print quality and high-speed performance, all at an affordable price. VersaArt printers are available in two models, the 64" RS-640 and 54" RS-540 and can be configured for sublimated graphics with the addition of Roland's BU-2 high capacity ink system and SBL2 sublimation inks.

VersaArt sublimation printers produce vivid colors and image well at print speeds up to 342.6 sqft/hr. Designed for unattended production, VersaArt printers can be upgraded with an optional take-up system handling media rolls up to 66 lbs. Automated maintenance minimizes ink, labor and downtime. VersaArt sublimation printers are Energy Star certified and carry Roland's Eco-Label for environmental compliance. Roland VersaWorks RIP software is included.



## New GX-640 Grand Format Vinyl Cutter

The 64" CAMM-1 PRO GX-640 is Roland's largest and most powerful vinyl cutter to date, setting a new standard for performance and precision across a wide range of media. It outperforms other cutters on the market today with a new generation of hardware, CutStudio software and a design built on 23 years of advanced CAMM-1 technology.

The GX-640 is ideally suited for restyling applications. Full integration with Roland VersaWorks RIP software allows it to contour cut pre-printed graphics for signage and decorated apparel. The GX-640 features the industry's most advanced DC servo motor technology for increased mechanical resolution to 3.5 microns. A total of ten pinch roll slots accommodate up to six added pinch roll assemblies to support the heaviest materials. Other features include the HEAVY MODE setting for large, heavy media such as sand blast mask, the OVERLAP function for multiple cuts on thick materials, and EXTEND mode for increased cutting width to aid in tracking long cuts.

## The VersaUV LEC is Now Bigger and Better

The new VersaUV LED inkjet printer/cutter is now available in a 54" format. Based on award-winning VersaUV technology, the LEC-540 prints CMYK + White + Clear and contour cuts virtually any substrate up to 1 mm (0.04") thick for luxurious, custom graphics with unique special effects and finishes.

The LEC-540 is the third model in Roland's VersaUV series. It is faster than previous VersaUV models and offers greater versatility for applications ranging from packaging prototypes, short-run labels and membrane panels to interior décor items, point of purchase (POP) displays and large-format window graphics. It prints on a wide variety of flexible and rigid media, including synthetic paper, polyester film, paper and vinyl banner media, PET, leather, plastic, polycarbonates and paper boards.



In high quality mode, the LEC-540 prints 25 percent faster than the 30" LEC-330 due to new larger UV-LED lamps that expedite production and automatically reposition themselves for high-speed performance and the highest image quality in all print modes. The LEC is offered in three ink configurations and features the Roland OnSupport system which allows remote monitoring of production activities.

To:

## Tradeshows & Events

### OCTOBER

|           |   |                        |
|-----------|---|------------------------|
| 14-16     | <b>Graph Expo</b>   | Chicago, Illinois, USA |
| 5-8       | <b>Macropack</b>  | Urecht, Netherlands    |
| 5-8       | <b>Tokyo Pack 2010</b>  | Tokyo, Japan           |
| 6-8       | <b>Design Engineering and Manufacturing Solution Expo Osaka</b> | Osaka, Japan           |
| 7-8       | <b>Packaging Innovations London</b>                             | London, England, UK    |
| 7-10      | <b>Taipei International Arts Exhibition</b>                     | Taipei, Taiwan         |
| 13-15     | <b>SGIA</b> (Specialty Graphic Imaging Association)             | Las Vegas, Nevada, USA |
| 14-16     | <b>Viscom Sign</b>  | Madrid, Spain          |
| 19-20     | <b>Pack &amp; Emballage</b>                                     | Coventry, England, UK  |
| 20-21     | <b>nsers</b>  | Stockholm, Sweden      |
| 20-23     | <b>SIET Tunis</b>   | Tunis, Tunisia         |
| 21-23     | <b>Viscom Italy</b>   | Milano, Italy          |
| 25-28     | <b>REKLAMA</b>  | Moscow, Russia         |
| 26-28     | <b>The Safety Show Sydney</b>                                   | Sydney, Australia      |
| 31-3 Nov. | <b>Pack Expo/SME</b>  | Chicago, Illinois, USA |

### NOVEMBER

|       |   |                     |
|-------|---|---------------------|
| 1-7   | <b>SIB Casablanca</b>                     | Casablanca, Morocco |
| 4-6   | <b>Viscom</b>                             | Frankfurt, Germany  |
| 9     | <b>Autodesk Digital Prototyping Forum</b> | Darmstadt, Germany  |
| 9-12  | <b>Elmia Subcontractors</b>               | Jonkoping, Sweden   |
| 18-20 | <b>SweDental</b>                          | Gothenburg, Sweden  |
| 22-25 | <b>Emballage</b>                          | Paris, France       |
| 23-27 | <b>SIB Tunis</b>                          | Tunis, Tunisia      |
| 25-28 | <b>MACTECH 2010</b>                       | Cairo, Egypt        |

### DECEMBER

|     |  |                                |
|-----|--|--------------------------------|
| 1-4 | <b>Euromod</b>   | Frankfurt, Germany             |
| 2-3 | <b>ACTE</b> (Association Career and Technical Education) | Las Vegas, Nevada, USA         |
| 2-4 | <b>USSC SignWorld Int'l</b>                              | Atlantic City, New Jersey, USA |

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