



Fascia
Graphics
LIMITED



Press Release

MARKET LEADER INVESTS IN NEW TECHNOLOGY TO PRINT ON ANY MATERIAL OR SURFACE

Fascia's new pad printing operation will enhance component value for customers...

Fascia Graphics, the market leader for the production membrane keypads in the printed graphics industry has invested in new Pad Printing Technology in order to offer customers a service that can print onto a far greater choice of materials (metal or plastics) and shapes/surfaces. For instance, Fascia will now be able to print onto parts that are angled, concave or radiused such as car switches, or recessed areas.

The company is expecting this new service to be very popular as it is a highly reliable process that increases the visual aesthetics of the substrate that is printed onto. Having just added an additional 3,000sq.ft of production space to its Chippenham based factory, the company will be allocating a dedicated operational space to this activity.

Fascia Graphics identifies the following benefits to customers of pad printing:

- Printing onto all shapes and sizes - Fascia can now print onto buttons/switches that protrude through a holes, or print into troughs or channels or onto concave or convex areas
- Added component value – by using pad printing to add graphics to a part, a significant value can be added as visually stimulating components are more attractive than plain coloured ones.
- Variety of printable surfaces – assuming that the correct ink is chosen, pad printing can be carried out on almost any material.
- Wet-on wet multi-colour printing – pad printing has the ability to print many colours without the need for intermediate drying time between each colour.

This helps to decrease the time to print multi-coloured parts as there isn't the need to allow each colour to dry separately.

John Law, a Manager at Fascia Graphics who is highly experienced in pad printing, commented: "This new service will provide Fascia's customers with a greater level of flexibility when designing component products that require a strong visual identity. With this technology, we can also print onto a vast number of substrates and into troughs, channels or into concave or convex areas."

www.fasciagraphics.co.uk

Bath Road Industrial Estate,
Chippenham,
Wiltshire, SN14 0AB
T: 01249 460606
F: 01249 460404



Fascia
Graphics
LIMITED



Press Release

For more information please contact:

David Pippett

Director

DWP Public Relations Ltd.

Tel: 01225 833745/07899798197

Email: david@dwppublicrelations.co.uk

Fascia Graphics

Established in 1994, Fascia Graphics Limited is the UK's leading supplier of screen printed labels, membrane keypads and graphic overlays. The company operates from a purpose built factory in Chippenham, Wiltshire; utilising the latest technologies and techniques for the manufacture of membrane keypads, overlays, labels and associated products to BS EN ISO 9001:2000 quality standards.

In 2007, the company achieved the UL Mark and PGDQ2 Recognition to standard UL969, the most accepted safety certification mark in the US by consumers, regulatory authorities and the insurance industry. During the same year, the company increased capacity by up to a quarter after training shopfloor workers in lean manufacturing techniques through the LSC's Train to Gain programme.

The company works with leading players in the medical, fire and safety industry.

www.fasciagraphics.co.uk

www.fasciagraphics.co.uk

Bath Road Industrial Estate,
Chippenham,
Wiltshire, SN14 0AB
T: 01249 460606
F: 01249 460404

Directors: P.A. Bennett, E.W. Griffin, Registered in England No 29044839
Registered Address: Fascia Graphics Limited, Bath Road Industrial Estate, Chippenham, Wiltshire, SN14 0AB

email: sales@fasciagraphics.co.uk