



Board-mounted Vinyl

How a Wisconsin print shop spells r-e-l-i-e-f

For 7 years **Sign Me Up of Wisconsin** has been creating mounted vinyl barrier and A-frame signs for event advertising. Printed vinyl was manually applied to 30" by 12' corrugated foam boards with a squeegee hundreds of times a year.

At 10-15 minutes apiece, it took two to three hours of labor for 12 barriers.

"Not anymore," says Operations Manager, Bryon Brooks.

"Our 463TH laminator cuts turnaround time by 65-80%."

"Now the same twelve signs can be applied to the boards in only 40 minutes... and the machine does all the work! It's awesome. Everyone is really excited about what we can now do faster and easier than ever before. And it's freed people up to do other jobs."



"We first saw the 463 at Advanced Sign Supply, and were impressed with both the machine and the technical expertise they had about what we were trying to do. They were extremely helpful in getting us set up and continue to be supportive as we try new materials and applications."

To make 12 foot lengths easier to handle, Don Bahr - digital wide format consultant and owner of **Smooth Finish** - helped the shop customize two 10 foot tables on casters that match the feed and exit height of the laminator. Now one person can easily put boards through the rollers just by guiding them in and out.

"Before we got the 463TH, I'd never run a laminator," admits Bryon. "So at the installation we were trained on lots of different applications. By the time the install team left, I could handle anything on a substrate."

Bryon adds, "It's not just labor and time savings either. We can now offer a lot of new services like lamination, masking on die-cut, pre-coated adhesive boards and more vehicle wraps. No more squeegees. And the 463 will pay for itself in just over a year. That's how **we** spell relief."

Bryon Brooks, Operations Manager
Sign Me Up
Howard's Grove, WI