

PRINTING

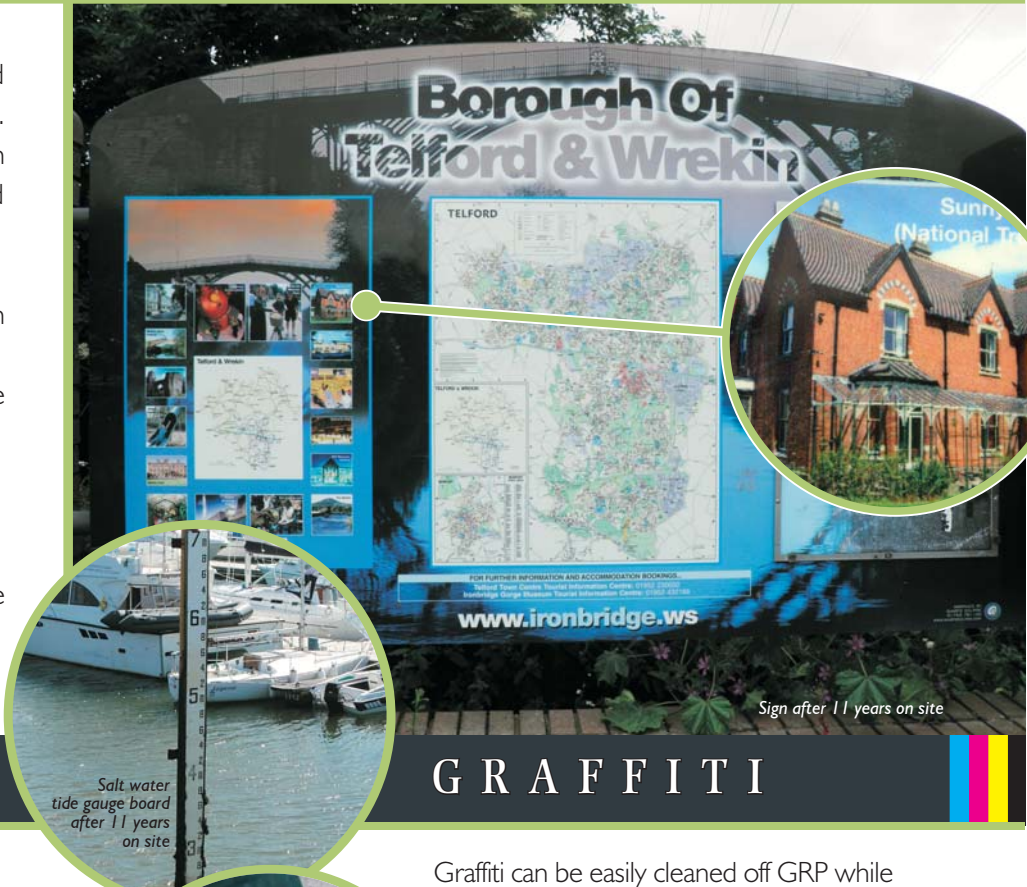
The highest possible print quality underpins all our work. We invest heavily in state of the art printers, have complete in-house control over the process and do not subcontract. Our Mimaki JF1630+ printer is a 12 head printer which offers fantastic print quality with bright vibrant colours. You will receive a paper proof for approval and in the unlikely event that something needs tweaking you would speak direct with our design and print team.



Mimaki JF1630+

DURABILITY

Many bold, and usually, unsubstantiated claims are made about outdoor graphics. Shelley genuinely understand production and durability issues as we have printed and encapsulated in-house for many years. We offer a realistic warranty of 5 years against fading with the expectation that colours should in most conditions last far, far longer. This Telford sign is one of a series, off an earlier Shelley printer, but with inks of a similar chemical composition to today. They are still in use after 12 years and are in perfect condition with no fading. As shown here by the enlarged house photo.



Sign after 11 years on site

Salt water tide gauge board after 11 years on site

MATERIALS

We can offer a wide range of materials including vinyl, acrylic, polycarbonate, Dibond and aluminium but for most applications our unique encapsulated Glass Reinforced plastic (GRP) offers the most durable and robust solution.

GRAFFITI

Graffiti can be easily cleaned off GRP while the overall robustness of the GRP process is illustrated by its use as gauge boards in both inland and tidal locations. Pictured in June 2013 this gauge board was installed at Pwllheli Marina in 2002 - 11 years in the sea and genuine evidence of durability, not just a claim!



ENVIRONMENTAL

Shelley make extensive efforts to minimise the environmental impact of our processes. While this is a complex and sometimes contradictory area our key features include:

- By printing direct to the sign material we eliminate the need for the papers and vinyls that are associated with many processes but are both environmentally wasteful and associated with many long term quality problems
- Inks are cured with cold UV lights which use minimum Khz to run.
- As no solvents are used in the printing process our printer emits almost zero VOCs
- All GRP and resins are low styrene and produced to the highest environmental standards



RECYCLING



Rather than non specific claims we offer 2 recycling options. Depending on the age of the redundant panel they can either (a) be stripped down in our factory, reprinted and encapsulated, or (b) used as backer panels in new commissions. And without

the huge energy consumption of recycling aluminium based panels.

Timbers are FSC sourced and Cedar for our sandblasting process is locally and sustainably sourced from Stokesay Estate on the Shropshire / Herefordshire border.



DESIGN

We can work from your own electronic artwork take advantage of our extensive experience in designing panels. Please call Rob Shelley (01952 541483) if you would like to discuss our design services



FRAMING

A wide range of framing options are available including lecterns, vertical mounted and wall mounted frames in steel, aluminium, pressure treated softwood and oak. Our sandblasted timber options provides a real opportunity for individuality. Details at www.shelleysigns.co.uk

