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**Global rigid plastic substrate manufacturer Brett Martin enjoys successful collaboration with EFI at PRINTING United**

Northern Ireland-based Brett Martin provided EFI™ with its ultra-high quality Foamalux White, Foamalux Ultra and Foamalux Xtra substrates at PRINTING United in order to help it promote the efficiency, quality and speed of its new EFI VUTEk® 32h printer through live on-stand demonstrations.

“We were delighted to be working with major print brand EFI at PRINTING United,” says Duncan Smith, Sales Director at Brett Martin. “We provided them with a selection of our industry-leading Foamalux substrates so that they could maximise the performance potential of their new VUTEk printer.”

Tiffany Bisson, a member of EFI’s team at its Customer Experience Center in New Hampshire, says: “Brett Martin has a large and impressively versatile product portfolio that complements EFI’s product range very nicely. It was a great pairing at PRINTING United, as the substrates demonstrated the capabilities and the potential of our new VUTEk 32h extremely well. They hold phenomenal drop quality – there is no spread, gain or static, which is essential as the 32h runs at such a high speed.”

Bisson explains the reasons behind EFI’s decision to choose Brett Martin’s Foamalux products for its VUTEk 32h printing demonstrations: “We initially discovered Brett Martin’s Foamalux products at the ISA Sign Expo. We were impressed with the feel of the materials and the different colour and thickness options, so we decided to test the materials for ourselves to see how they would work with our printers. What we found was the Foamalux range held a really nice tight dot, which is key for inkjet products. The adhesion levels were also great and material handling was easy, so we’ve decided to stock the range of substrates in our Customer Experience Center.

“We’ve been impressed with how well all the Foamalux products have run on a wide variety of our presses, which vary from entry level to super high speed, so utilising them for the VUTEk 32h at PRINTING United was an easy decision to make – and their materials performed extremely well.”

A market leader in the manufacturing of specialist plastic products, Brett Martin was one of the show’s furthest-travelled exhibitors. “PRINTING United is a very significant event in our calendar,” continues Duncan. “We are a global company and we made the 4,500 mile trip, as we did last year, because we see great value in attending one of the industry’s key international events – it provided us, once again, with a huge opportunity to connect with a wide range of potential customers in the North American market and throughout the world and to demonstrate to them the immense value our products can add to their creative signage, print and display applications.

“It didn’t disappoint – we had a fantastic visit – there was a lot of interest in our range of Foamalux products, so we are sure we will return again. The partnership with EFI demonstrates both companies’ commitment to producing advanced and efficient printing equipment and substrates that can allow businesses within signage, display and print to inspire and create the most striking of print work.”

In the Brett Martin booth, and printed on EFI’s VUTEk 32h, Foamalux White is a bright white, direct-to-print PVC media that is UV stable and suitable for both digital and screen printing. Providing high-end appeal, Foamalux Ultra is a high gloss premium surface in white and six colours, and the environmental Foamalux Xtra comprises a black core formed of 80% recycled foam PVC from production and post-consumer signage waste, sandwiched between one or two surfaces of white virgin PVC. Foamalux Xtra is a key product in Brett Martin’s portfolio, as the company is committed to reducing its carbon footprint. Its Northern Ireland headquarters is 25% powered by renewable energy.

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**About Brett Martin:**

UK-based Brett Martin employs over 800 people across several locations throughout the UK and Europe, and is a market leader in the manufacture of specialist plastic products for construction, roofing, engineering, print and display. The company exports over 50% of its £110 million turnover to more than 70 countries worldwide.

**Further information:**

Tom Platt Hayley Lowry

AD Communications Marketing Manager, Brett Martin

Tel: + 44 (0) 1372 464470 Tel: +44 (0) 28 9084 9999

Email: tplatt@adcomms.co.uk Email: Hayleylowry@brettmartin.com