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**16th March 2022**

**Plastic sheets expert Brett Martin to collaborate with major printing and processing players at Sign & Digital UK 2022**

Brett Martin – the world class industry leader and manufacturer of specialist plastic products for the sign and display industry – will be working with three of its Approved Partners at Sign & Digital UK 2022 (22 – 24 March, NEC, Birmingham). Zünd, swissQprint and InkTec will be operating their top of the range printing and processing equipment on their stands, using Brett Martin’s Foamalux Foam PVC and transparent sheet substrates. Distributors PDL and Premier Paper will also be present at the show, presenting transparent and Foam PVC sheets from the Northern Ireland-based company. An announcement regarding a new Approved Partner is also expected on day one of the event.

“We’re so excited to be returning to physical exhibitions once again,” says Nick Hughes, Sales Manager at Brett Martin. “Sign & Digital UK 2022 has been in our diaries for a long time and we can’t wait to collaborate with our Approved Partners at the show – demonstrating how various equipment works with our plastic sheets for the signage and display sector.”

Using Brett Martin’s Foamalux Xtra – an environmentally friendly sign and display solution – Zünd will be cutting and routering a special edition of Tic Tac Toe using its G3 digital cutter, set up with a router and universal cutting tool.

swissQprint, a leader in flatbed printer production, will have its Nayala 4 wide format printer on its stand – and three Brett Martin products. The printer will be producing some incredible imagery on Foamalux Eco, Foamalux Light and Marcryl FS, featuring Droptix for hologram effects and fine white lettering for a premium look.

Foamalux Eco can also be seen on Inktec’s stand, where its JETRIX LXi8 LED UV flatbed printer will be producing some striking art work, themed around the highly popular Netflix series – Squid Game.

Foamalux Eco has up to 80% reclaimed post-production waste content, reducing landfill and making it a greener choice of foam PVC – while still possessing all the printability benefits of the Foamalux range. Specifically formulated for digital printing, Foamalux Light is bright white in colour, and combined with a flat even surface, print quality is fully optimized for clarity, allowing for outstanding results

Marcryl FS is Brett Martin’s flat extruded acrylic sheet. An excellent alternative to glass, it has a high gloss finish and optical clarity, and very high light transmission.

As well as live demonstrations from major print and cutting manufacturers, two of Brett Martin’s key distributors will also be showing their products. PDL will have samples of Brett Martin’s Marpet-g FS Eco, an environmentally friendly clear copolyester PETg sheet made with at least 50% PETg regrind, and Premier Paper will be showcasing the Foamalux range.

“Working with our Approved Partners is always an enjoyable experience,” continues Nick Hughes. “Their products are designed for reliability, productivity and quality – that’s why we partner with them – they are trusted and are able to demonstrate the quality of our substrates to the signage and display industry. We look forward to working with them, as well as showing visitors the incredible versatility that our Foam PVC and transparent sheet products offer.”

Brett Martin will also be doing its best to ensure that those who can’t attend the event are able to take in the experience virtually: “As well as being present at our Approved Partners’ stands, we’ll also be broadcasting via LinkedIn Live throughout the show – offering our virtual audience the opportunity to see how top quality print and processing equipment works with our substrates.

“We’re also excited to be making an announcement regarding our Approved Partner programme on day one of the show – we’ve some interesting new developments to share with the industry.”

**ENDS**

**About Brett Martin:**

UK-based Brett Martin employs nearly 1000 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 £180 million turnover to more than 74 countries worldwide.

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