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**Local companies join forces to test products for Irish printing industry**

County Antrim based Brett Martin and digitalprint.ie, located in Dublin, have carried out successful printing and cutting tests at digitalprint.ie’s Dublin premises. Brett Martin’s Foamalux foam PVC was printed on the Epson SC-V7000 UV flatbed printer, then cut on the Summa F1612 digital flatbed cutter, equipment which is supplied by digitalprint.ie into the Irish market.

The tests were the first occasion on which Brett Martin was able to test any of its semi-finished plastic sheets on the SC-V7000, Epson’s first wide format UV flatbed printer which was launched in 2020. Although the company had already tested its products on Summa’s cutter, tests carried out with the OEM itself, it was useful to reconfirm the previous positive results and test the printing and finishing processes together.

During the test, an image of a chameleon was printed using the UltraChrome UV 10-colour inkset of the SC-V7000. Textured effects using the SC-V7000’s spot UV varnish created a stunning tactile finish. The high quality of the print combined with the smooth white surface of the Foamalux resulted in a very eye-catching, vivid image with texture that added interest when the picture was viewed from different angles.

Simona Firth, Product Manager for semi-finished plastic sheets, explains, “digitalprint.ie’s location, a mere 2 hours’ drive from Brett Martin’s Newtownabbey manufacturing site, makes them an ideal testing partner for us. In addition, it was an excellent opportunity to try out the Epson printer that we had not tested before. It is important for us to ensure that our products can be successfully processed on the equipment which our customers use and this new collaboration with the team at digitalprint.ie has allowed us to further our knowledge of the processing equipment used within the market.”

John Noonan, Managing Director of digitalprint.ie added, “As an independent supplier of digital printing equipment to the sign & graphics industries in Ireland, it is important for us to confirm that the equipment we are selling works well with the leading brands of rigid substrates, such as Foamalux. The relationship between digitalprint.ie and Brett Martin benefits both parties as we ensure that our end customers can create the very best quality products.”

For more information about Brett Martin’s products visit www.brettmartin.com. For more information about digitalprint.ie visit www.digitalprint.ie.

**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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