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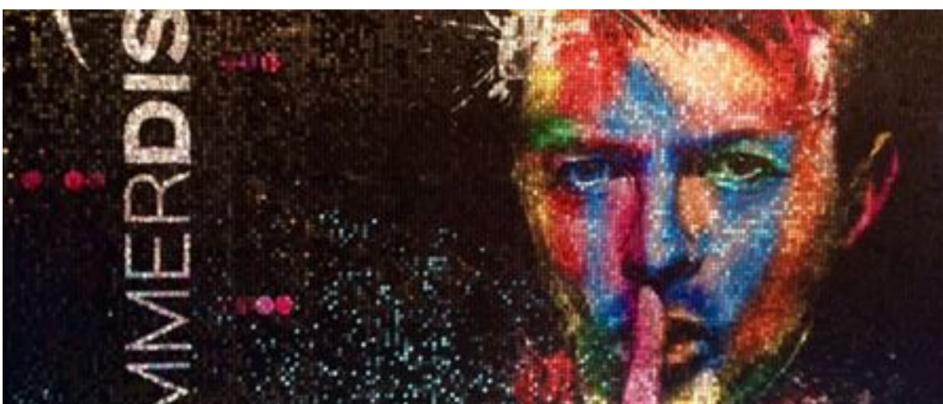
## Wide-format

### Shimmerdisc brings sparkle to SDUK

Exhibitions like Sign and Digital UK are a great way for leading industry names to showcase their new equipment and latest products, but it is also an opportunity for lesser-known firms to introduce themselves to the market. One eye-catching introduction came from Shimmerdisc, which creates photographic sequin displays.



**Karis Copp**  
Print Monthly online editor  
Tuesday, 10 May 2016 13:52 GMT



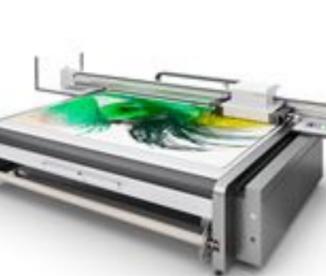
Shimmerdisc Sequin Displays caught the eye of many SDUK attendees and exhibitors

Visitors to Sign and Digital passing by the Shimmerdisc stand could not miss the striking moving image displays that give the impression of an almost 3D effect. The displays can be custom-printed with any artwork, such as fine-art images, logos, and photography, using more than 5,000 sequins per square metre.

Shimmerdisc displays are printed using flatbed UV printers, and has announced partnerships with key industry players, namely Agfa, Roland DG, HP, Fuji, and Mimaki. Marketing and channel manager at Agfa, Steve Collins, comments: "I'm always on the lookout for applications in our industry that allow creativity from our UV flat bed technologies. Every now and then, a new idea comes along that stops you in your tracks. One of these moments occurred recently while I was walking around the Sign & Digital exhibition at the NEC in Birmingham.

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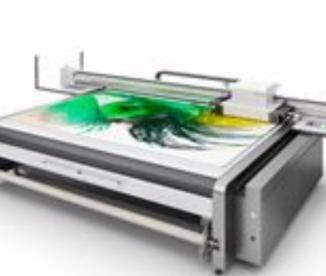
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Striking products from @shimmerdisc at #SDUK - find out more: ...

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Shimmerdisc uses more than 5000 sequins per square metre

“The Shimmerdisc image of David Bowie immediately caught my eye with the stunning effect of the sequin displays. In addition to the visual aspect, Shimmerdisc is an application that is perfectly suited to our Agfa UV flatbed products such as our Anapurna range and the Jeti Mira and the Tauro. When the two are combined, the fusion of the photographic quality from our product’s along with the creative attributes of Shimmerdisc, create a final printed result that is visually amazing. Shimmerdisc is a perfect example of a product that will take display imagery to a higher level.”

“ Shimmerdisc is a perfect example of a product that will take display imagery to a higher level”

Shimmerdisc products are suited to a range of applications, including indoor and outdoor signage, events and exhibitions, and retail displays, and can be printed to any size. Wall installations usually have more than 100,000 sequin discs, transforming and animating a plain space.

Managing director Andrew Ainge says: “We’re pleased the industry are excited about including Shimmerdisc in their portfolio. Introducing Shimmerdisc into your print offering, opens up more business and is an opportunity to show your customers something new that they will never have seen before. Guaranteed to totally knock their socks off!”



Interview with Shimmerdisc's Andrew Ainge at Sign and Digital UK

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