

## LUMALINE™ Silvermedal winner of the FESPA Digital Print Award '07

Lumaline is a new product range from Tech View A/S, the makers of FLEX-display™.



*"LUMALINE™ counter gained Silver award for the dynamic and original use of digital print as a concept to get attention and serve a useful functional purpose".*

Lumaline™ is a bright new perspective on exhibition furniture:

With Lumaline™, we offer a range of counters and display units for trade shows, in-store activities and other promotional campaigns. The units can be equipped with inside illumination to light up your message.

Lumaline™ is portable in handy bags, easy and quick to set up, and will attract plenty of attention in any setting.

The core of the Lumaline™ system is a modular frame and a flexible polycarbonate sheet wall. When mounted to the frame, the polycarbonate becomes a rigid structure, capable of carrying the entire system in a height up to 220 cm. Due to the modular frame, you can create an infinite number of shapes. Patent on the system is pending.

The system can be decorated in different ways. You have the option of printing your graphics directly onto the polycarbonate sheets - offering multiple possibilities in terms of effects with added lights. Or you can opt for a white polycarbonate front and add your own printed foil.

Printing on polycarbonate sheets for Lumaline™:

The polycarbonate sheets for Lumaline™ products are printed on a Durst Rho flatbed-printer using CMYK colours plus white.

The 4-colour graphic is printed first, in reverse, meaning that the print is protected behind the sheet when in use. The white colour is printed on top of the CMYK layers, effectively enclosing the graphics between the clear polycarbonate and the white layer. This gives an opalescent effect when there is a light source behind the polycarbonate sheet. If the products are to be used without light, we would not print the white layer.

Download product images here:

[http://media.tech-view.com/lumaline/press\\_june\\_07](http://media.tech-view.com/lumaline/press_june_07)

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