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Welcome to the July 2009 Reid Industrial Graphic Products e-News!

Reid Industrial Graphic Products is providing this e-News to our valued customers on a monthly basis to keep you informed of the latest trade events, technologies and general news in the world of industrial graphic products.

Each month we will provide information on new or popular products in our product range and also emerging technologies we think may be a benefit for you to know about. This month we look at **Graphic Overlays** and the fantastic solutions Reid Industrial Graphic Products can offer your company. Make sure you check it out below. Please *Reid* on.

Graphic Overlays

Graphic Overlay Panels significantly enhance the appearance and functionality of a visual user interface. They are commonly used to combine several different switch and display technologies and components as well as for product identification and information, into an integrated and user friendly interface.

Overlay Panels are used to provide the graphic layer for membrane switches and EL lamps and can also be used as a surround for touchscreens or displays.

A variety of base materials are available, though we recommend using polyester for any application where the panel will be flexed. If the panel is simply for badging or identification purposes polycarbonate is suitable. Both polyester and polycarbonate offer a variety of surface finishes from matt to high gloss and even hard coated gloss.

Unlimited graphic design options are a key feature of graphic overlay panels. Embossing, raised printing, die or laser cutting and the inclusion of clear or tinted windows for LCD and LED displays are just some of the effects which Reid Industrial Graphic Products can incorporate into an overlay panel to enhance its appearance and ease of use.

Meet the staff – Trevor Johnson

Meet Trevor, the National Sales Manager for Reid Industrial Graphic Products and currently the Account Manager for New South Wales and ACT.

Starting with the company 10 years ago after completing a Diploma in Information and Technology, Trevor has held various roles which has given him valuable knowledge of all facets of the business. He has also completed the Young Manager Program, Understanding & Implementing Quality Management Systems and Managing Your Sales Team.

Trevor is currently working on increasing the promotional activities of Reid and is looking forward to reconnecting with customers.

On the social side, Trevor is a keen footballer, playing touch football every Monday night. He is a devoted supporter to the Canberra Raiders, and if you ever question his team – he'll tell you "you're dreaming"! He also enjoys tennis and perfecting his swing on the golf course.

Trevor and his team have the knowledge and experience to be able to help make your ideas a reality.

Joke of the month

When a man's printer type began to grow faint, he called a local repair shop where a friendly man informed him that the printer probably needed only to be cleaned. Because the store charged \$50 for such cleanings, he told him he might be better off reading the printer's manual and trying the job himself.

Pleasantly surprised by his candor, he asked, "Does your boss know that you discourage business?"

"Actually, it's my boss's idea," the employee replied sheepishly. "We usually make more money on repairs if we let people try to fix things themselves first."

File format information

We receive many enquiries relating to which types of file formats we work with. To maintain consistency and quality we prefer:

- Corel Draw 13 and below files (.cdr)
- Adobe Illustrator files (.ai)
- AutoCAD Drawing Interchange files (.dxf)

If you require more information please contact your local sales representative who will be happy to discuss file formats in more detail.

Product Range

Do you need a prototype, a single component or a full production run? Is time an issue or is cost the most important factor? With the ability to execute locally or via our partners in Asia, Reid can offer the right guidance and solution for any application.

Reid Industrial Graphic Products has a huge range of products to help you and your customers achieve the quality and reliability needed in today's ever changing world. Some of the many products we can produce include:

* *Graphic Overlays* * *Membrane Keypads* * *Touchscreens* * *Silicone Keypads* * *EL Backlighting* * *Lumitex Backlighting* * *Sheet and Roll Form Self Adhesive Labels* * *Embossed Foil Serial Number Decals* * *Lensed Labels and Logo Badges* * *Reflective Decals* * *Direct Printing* * *Metal Backing Panels* * *Digital Prototyping* * *Plastic Injection Moulding* * *Aluminium Die-Cast* * *Sheet Metal Casing* * *Aluminium Extrusion* * *Stainless Steel Plate* * *Wire Harness and Cable* * *Printed Circuit Board (PCB)* * *Printed Circuit Board Assembly (PCBA)* * *Flexible Printed Circuit (FPC)* * *LCD Screens* * *Full Turn-key* * *Digital Printing* *

For over fifteen years Reid has been assisting designers in the complex task of bringing ideas to life. Let your next project small or large benefit from Reid's experience and 'hassle free' personal service. **Call us today!**

If you have the ideas, Reid can bring them to life!



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