



## Signage expert has Designs on minimising carbon footprint



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Founded 26 years ago by Rob Daysley, the Hull-based business is known for its sports stadium signage and branding, with work also spanning vehicle graphics, commercial, retail and education signage, and high-end interior displays. Over the past decade it has developed its sustainability programme which includes sourcing its electricity from on-site solar panels, running three electric vehicles, recycling all its cardboard and plastic waste, and using eco-friendlier printing technology.

Over nine years ago Designs invested in its first HP Latex printer and this year installed a new HP Latex R2000 Plus printer, a hybrid solution designed to offer high quality printing on an extensive range of rigid and flexible substrates. Designs also runs an HP Latex LX1500 3.2m-wide roll-to-roll system and two HP Latex 570 64" roll-to-roll machines alongside other printing and finishing equipment. All the HP Latex printers were purchased from Designs Signage's preferred supplier Papergraphics.

Hull Designs Signage Solutions HP

Designs Signage Solutions' Managing Director Rob Daysley explains that Designs initially chose HP Latex technology for its green credentials: "The water-based inks used on HP Latex printers are better for the environment, better for people, and better for disposal, which are all big ticks for us.

"People are more interested in their impact on the planet and are looking for more sustainable products and services, so this is something we've driven in our industry. It gives our business the competitive edge while also benefiting the environment. We want our carbon footprint to be as small as possible."

Many of the environmental gains come from HP Latex water-based odourless inks, which help businesses such as Designs Signage run their operations in a sustainable way. This innovative ink technology addresses the full spectrum of environmental concerns; from ink chemistry and indoor air quality - both for print production and display - to lifecycle considerations.

Rob Daysley adds that the ecological benefits of HP Latex 'do not in any way compromise performance, quality or price'.



For more information, please visit <http://www.hp.com/go/LatexR2000>