

COLOUR
BOX

The Colourbox Ltd

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Clockwise from top left 01 Free Standing Finesse Frame. 02 A3 Beatles images mounted onto 12mm ultramount. 03 In store fashion shots printed and mounted onto 4mm palite. 04 Shore Flags for Chieftain Racing, 2009 Volvo Round the World Yacht Race. 05 A1 Mercedes poster block mounted on custom wood.

Company History

The Colourbox was founded in 1995 by Peter Dawson who saw an emerging technology in digital printing. Peter believed there was going to be an ongoing need for a specialist and innovative large format printing bureau that would consistently be bringing emerging and niche printed products to the Advertising Agency, Exhibition Graphics, and Retail Point-of-Sale industries. These markets have now expanded into domestic art combined with acoustic solutions, architectural models and rapid prototyping.

Examples of our early adoption include:

- Lenticular Printing - Introduced 1998
- Solvent Printing - Introduced 2003
- 3D Printing / Rapid Modelling and Prototyping - Introduced 2006
- Dye Sublimation Printing - Introduced 2007
- Finesse Frames - Introduced 2007
- Imaged Flooring - Introduced 2008
- Metal Signage and Art - Introduced 2008
- Visual Acoustic Solutions - Introduced 2009
- Versamount, Coreflute Roll Panels - Introduced 2009

This is our booklet of display and product ideas. We hope you find it inspiring, keep an open mind, and think of us next time you need something slightly 'outside the box.'

Printing into Metal

Colourbox is one of the only dye sublimation companies in New Zealand with the ability to sublimate into a range of metals, including stainless steel, aluminium and steel. The print is sub-surface, transferred through the clear coating to the base of the product, with a release liner ensuring extra protection from marks and fingerprints during installation. A major advantage is that the metal can be fabricated after printing with no distortion or 'cracking' of the image. All products are also chemical and graffiti resistant, resulting in an innovative way to produce signage in high traffic areas. Metal printing is also a true environmentally friendly system being recyclable with an outstanding quality and durability.

The metal comes in Weather Proof (W) or Processing (P). Weatherproof is suitable for 3 to 5 years outdoor which means it is great for signage applications, and Processing has been specifically manufactured for fabrication, making it bend easily for rounded corners, 3D shapes etc.

- **White Aluminium 0.5mm (W)** - Lightweight and easy to use, perfect for signs and display, info boards, name plates, interiors.
- **Stainless Steel 0.5/0.8/1.0mm (W,P)** - Could be used for interior and exteriors, flooring, appliances, elevator doors, trophy plaques, artwork.
- **White Steel 0.5/1.0mm (W,P)** - Great where extra strength is required for use in steel lockers, white boards, signage, cafe tables.



01 Trophy printed and fabricated into 1mm Aluminium
02 Photographer Sally Tagg, art printed into 2mm Stainless Steel with a close up of edges folded for wall mounting. 03 Platform Sign for Britomart Mt Albert Station printed sub surface into White Aluminium, inset shows before when vinyl was picked off.

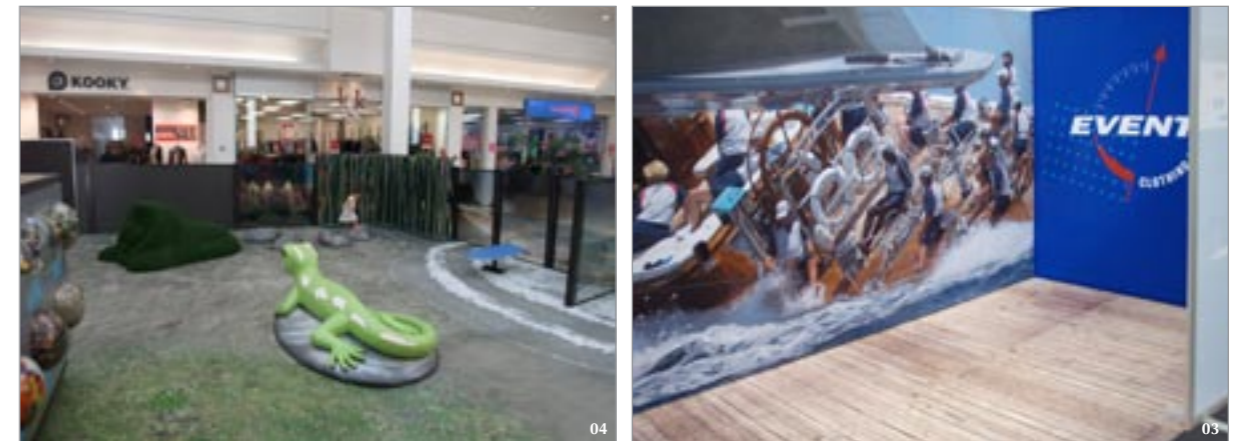


Flooring Solutions

Similar to the metals, Colourbox is one of the only dye sublimation companies in New Zealand with the ability to sublimate into a range of flooring solutions.

Product range includes:

- **Rubber Matting**- The best way to describe this is a bar or a welcome mat. These can have the rubber border around the edge or unbordered. Perfect for promotional items and suited for high traffic areas such as entrance ways.
- **Carpet Tile**- Great for exhibition use, quick to lay down and reasonably lightweight to move between shows. Tiles mean the floor area has no limits and they sit flush with a rubber base.
- **3mm Vinyl Tile**- Perfect for long term interior application and high traffic areas. Similar to a Lino floor in a kitchen, can be cleaned and is printed through a release liner for protection during application.



Clockwise from top left 01 Vinyl Tiles printed for trade show use. Inset image shows actual file, photo is the layout in our warehouse as we fit the tiles together. 02 Rubber Matting used as a doormat. 03 The custom trade show display using all Finesse Frames and vinyl floor tiles to replicate a wooden wharf for Events Clothing. 04 LynnMall Playground turned into a Piha Beach scene. All carpet tiles photographed, designed and printed at Colourbox, as well as surrounding panoramic shots of Piha on Clear Self Adhesive Vinyl.

Flags and Banners

Our flag range is suitable for both indoor and outdoor applications. The flags are all printed with dye sublimation inks and the print will show through as well as having a double sided block-out option. All finishing and stitching is done inhouse and supplied with the hardware for display or have us replace your flags only. Please note that sizes refer to the advertising space, not the height of poles and hardware. Our popular options include:

- **Teardrop** - 4000mm / 3000mm / 2000mm
Comes with Pole, Print on Fabric, Fittings, Carry Bag, 5 year hardware warranty.
- **Zephyr** - 410cm / 310cm / 250cm / 210cm
Comes with Pole, Print on Fabric, Fittings, Carry Bag.
- **Sidewalk Flag** - 900x1800mm / 700x2600mm
Comes with Pole, Spike or U-Base, Print on Fabric, Fittings, Carry Bag, 5 year hardware warranty.
- **A Frame** - 2000x900x900mm
Perfect for pool, beach, golf or field side advertising, these pop up out of a 900mm circular bag with hardware and graphic pre-installed.
- **Custom Banners** - Any size or fabric suitable for indoor or outdoor. Choose from ropes and eyelets, aluminium or wooden dowels for hanging, heat sealed or hemmed edges.



01



02



03



04



06



05

Clockwise from top left 01 Custom Satin Banner with dowels for hanging. 02 Series of double sided Sidewalk Flags. 03/04 A Frame front and side profile, different images on each side. 05 Single Sided Teardrops with flat plates. 06 Zephyr 410 with ground spike.

Finesse Frames

An innovative frame designed to achieve a number of benefits and solve a number of problems. The Finesse Frame, designed and manufactured by Colourbox, specifically uses a dye sublimation printed fabric graphic. This is ideal as the images do not crease when transported or mishandled during installation, nor do they curl when hanging. If the fabric image gets dirty for some reason it is completely washable.

The frame is designed in such a way that only about 2mm of anodised aluminium frame is actually seen from the front. This produces a very subtle but sophisticated silver edge to the poster eliminating the bulky look of frames from days gone by. By installing the fabric image in a Finesse Frame there is no longer any curling on the edges of the posters. The biggest benefit of all that the Finesse Frame offers is the fact that the frame itself is purchased only once and from that point on the fabric print only is replaced. Colourbox keeps a record of the size of your frame and a new image is couriered to you without risk of damage to the print for very simple and quick installation into the existing frame.

The Finesse Frame has also been adapted for multi purpose use. Fabric lightboxes, or installation of the frame into existing lightboxes, resulting in easy changeouts and a smarter look through the special light diffusive fabric. Also the frame can be combined with a hidden acoustic panel to give noise control inside your art pieces. This concept is ideal for domestic, cafes, hotel art, event centres or commercial offices.



01 The Finesse Frame, custom made by Colourbox, a sophisticated alternative for anything from point-of-sale retail to exhibitions. 02 The dye-sublimation fabric print out of the frame, with a close-up of the silicon strip which allows fabric to sit snug into the frame. 03 The custom trade show display using all Finesse Frames for Masport. This was designed so that the end frames could be used individually as well, and a selection of sizes ensures flexibility at future trade shows.

Niche Products

At Colourbox we have a range of innovative products. As we have a large range of specialised equipment, it means we can use our resources to experiment with different mediums and ideas. Use your imagination to get a step ahead of your competitors, and we will help you develop your solution. From colour matching car upholstery, to custom snow and kiteboards, to microfibre towels, we can help you create something different to impress your clients.



01 Custom printed Microfibre Towel. 02 Personalised Upholstery. (Next Page) 03 Candleman Custom Snowboards, top and bottom printed by Colourbox. 04/05 Retro Ford Escort with striped interior fabric printed as an exact colour match by Colourbox.



Dye Sublimation / Fabric Samples

Dye Sublimation is the printing process whereby a high quality image is transferred to fabric. This results in a brighter more vibrant image unable to be achieved with any other printing method. Stitching, hemming and eyeletting is all done in-house.

- [Heavy Satin](#) - Ideally suited to exhibition banners or for retail point of sale.
- [Voile](#) - A see-through sheer for window display and in store where it would be nice to have images but transparency as well.
- [League Star](#) - A poly knit fabric used in Finesse Frames and ideal for point of sale images and exhibitions. Also, as the name suggests, used for sports garments.
- [Flag](#) - A full show-through stock ideally suited to flags.
- [Lycra](#) - Where major stretch is required.
- [Double Sided Blockout](#) - For right reading images on both sides.
- [Silk](#) - A lightweight show-through fabric used in Teardrops, Zephyrs, banners and flags.

Fabric Samples

Call us for viewing 09 415 5625

PullUps and Trade Show Displays

Utilising large format inkjet printers Colourbox offers clients a wide range of different medias to produce posters ranging in size from A2 to 1500 wide and any length that can then be laminated or mounted as you wish. However we also provide a range of systems to save you set up time, and because we do everything in house it prevents the stress of dealing with many suppliers when deadlines are tight.

- **PullUp** - Portable, retractable pull-up displays. Easy to assemble and comes in a range of attractive metal finishes with a fabric carry case. A wide range of medias and inks can be chosen to suit your needs. Very small footprint, great in limited display areas.
- **LBanner** - Popular with a satin fabric LBanners are a great lightweight solution assembled in seconds by any height person. Will not curl on the edges and will sit flat regardless of how long it is on display.
- **XStand** - The XStand is a great cost-effective solution, lightweight and takes just seconds to assemble. Perfect for having multiple prints that can be changed over, available in fabric or synthetic media.
- **Collapsible Fabric Wall** - A 2300x2300mm collapsible stand that can be put up and taken down in just a couple of minutes. The image is velcroed to the stand and stays attached until you decide to replace it. Perfect for Media Screens, backdrops etc.
- **PopUps** - Using framework and laminated panels with a light crystal front to protect from UV and a lightblock backing. Many different sizes available, also ask us about replacement panels for your existing stand.



Clockwise from top left 01 Colourbox PullUps, Left - Elite, Right - Classic. 02 LBanner with a Satin graphic. 03 Colourbox 600x1600 XStand 04 2300x2300 Collapsible Fabric Wall for Overland. 05 3 Panel PopUp

Versamount

Colourbox has purchased the assets and patents of long established roll panel designer and manufacturer Versamount. We believed the Versamount roll panels would make a nice complement to the other niche products offered by Colourbox to exhibition, signage and other printing companies.

The Versamount product is a coreflute board with a narrow 2mm channel taken out of each flute on one or both sides which allows the coreflute to be rolled up. The benefits of a rollable printed board go beyond the sheer convenience of a compact display plinth or stand and include distribution savings by being able to put your point-of-sale printed board into a tube. This makes for cheaper distribution and eliminates the damage so often incurred in couriering lightweight boards around the country. It enables users to create displays, structures and products that are light in weight yet strong, easy to erect and highly portable. It is ideally suited to applications where only a car (such as a representative's vehicle) is available for transport. For example, large 2000x1000 exhibition graphics can be stored in the boot/trunk and carried on to site in a sling bag over the shoulder.

Coreflute has long been used for plinths, pedestals and point of sale displays but so often has been limited to shapes with flat sides. With the Versamount roll panel curves can be introduced into designs. The roll panel can be either printed directly with screen printing or a flatbed inkjet printer or can have a graphic print mounted to the board. Because Versamount rolls, it can be used where foamboard can't, i.e. following contours, creating curved surfaces, cladding curved shapes (pillars, lamp posts etc) and in any area where access is limited by size. Imagine a sleeve for a rubbish bin which can be branded for events. Colourbox is also using it very successfully as a base for a printed carpet tile for an exhibition floor.

Opportunities abound outside of the graphics industry as well including packaging, protection of valuable property when being transported, protection of boat decks when building or refurbishing, tree protection for forestry, horticulture and viticulture, hydroponic trays etc. It really is up to your imagination!



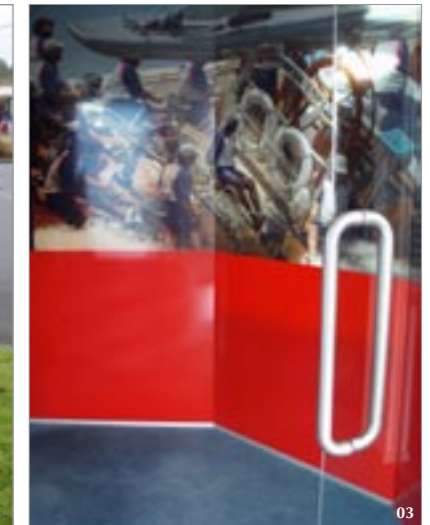
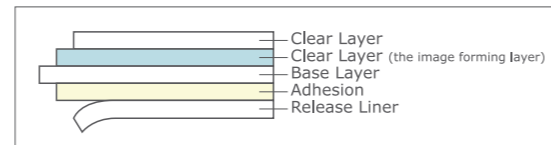
01 A typical Versamount display stand. 02 Versamount Coreflute Pedestal used for a tasting table with a dye sublimated lycra sock over the top.



Signage and Outdoor Printing

We have an extensive range of outdoor medias printed using eco solvent inks that are long lasting and waterproof, ranging from transparent window applications to window vision for vehicle graphics. Our most popular stocks are:

- Self Adhesive Vinyl** - Colourbox always uses 3M or equivalent quality vinyls. Ask us about our long/short term, or indoor/outdoor applications as well as 3M 180 series cast vinyl suitable for printing vehicle graphics requiring application around curves or as a very easy-to-apply vinyl for signwriters. Both laminating of the prints and mounting onto specified boards can all be done inhouse at Colourbox.
- Vinyl Banners** - Heavy duty 660gsm vinyl banner suitable for indoor or outdoor applications up to 1600mm wide. These banners are particularly suitable for property signage for developers or retailers requiring a robust construction that can handle severe weather conditions. The banners can be stitched, hemmed, and have eyelets or ropes sewn in as the application requires. Other options include double sided or lightweight gloss banners as well.
- Kiwa Films** - These films are printed through dye sublimation so are rich in colour and do not need protective laminates. Kiwa is a PET base product with multiple layers and used as an alternative to traditional PVC and vinyl products. All Kiwa films have the same properties where the dye infiltrates through the fluorine layer into the form layer, resulting in the image being protected from UV, acid, dirt, graffiti and abrasion. Film options are White, Clear, Backlit, Foil, Reflective, Window Vision and Photo Luminescent. All of these products are durable outdoors for over three years.
- Outdoor Aluminium Signage** - (see [page 04](#) of this booklet)



Clockwise from top left 01 Outdoor Signage for Colourbox and 3D Print company premises. 02 Outdoor Sign for Coatesville Playcentre, printed on self adhesive vinyl with an extra protective laminate and mounted onto a 3mm plastic board which can then be screwed over the top of existing signs, walls, fences etc. 03 Print on clear self adhesive vinyl for semi see-through window graphics. 04/05 Vinyl Banners with hems, ropes and eyelets or dowel options.

Lenticulars

Colourbox lenticulars can range in size from a business card to a billboard and every size in between. We have a very clever production system inhouse for producing short runs of large format lenticulars and for smaller format and larger run sizes we have production completed in China with our alliance printer there.

A variety of lenticular effects are possible including:

- 3D (see [front cover](#) of this booklet)
- Flip
- Animation
- Morph
- Zoom
- Explosion

3D and Flip Lenticular pictures are very useful promotional products. Research shows that motion and 3D pictures attract the attention of people approximately 6 times more than an ordinary flat picture. People will stop and scrutinize the lenticular image for a long time providing marketers an extended opportunity for their target customers to take in the message. As well as grabbing customer's attention easier a lot of people keep such pictures as a souvenir, and do not throw them out into the trash like ordinary pictures and ads. This really is the dream of all promotional companies.



Top Row The three Lenticular images for Cambridge Menswear that were used for indoor posters and billboards.
Middle Row The images made into a 3-Flip Billboard. **Right** The indoor A0 poster showing a flip from image 2 to image 3 in motion.



3D Printing

Never before has it been so convenient and so cost effective for the likes of inventors, manufacturers, packaging companies, product designers, property developers and architects to obtain a prototype or a model of their new designs.

3D Print partners with their clients to provide expert consultancy support, 3D design and conversion services and solid model and prototype building.

Our 3D Printer is a revolutionary piece of equipment that builds a new design into a solid model. All of this is available in a fraction of the time and significantly cheaper than previously thought possible.

From design concept... to market... in record time.

- Architecture
- Engineering
- Marketing
- Medical
- Packaging
- Topography
- Yacht Design



01 A topographical model of Qingdao's sea floor, built in 9 parts for Yachting New Zealand's Olympic Team. 02 The first of a series of models for Haven Group Ltd. 03 Packaging Prototype for Meadowfresh. 04 The pattern built by 3D Print for Canterbury Headgear. 05 The actual tool cast from aluminium, sitting in the press. 06 The final product for Canterbury Headgear. 07 Proposal Model for Milford Shopping Mall used for public awareness. 08 Closeup of the individual houses that make up the following model. 09 A Property Development Model for Gillak Holdings.