

SSE Worldwide 'Signracer' provides Peerless Plastics & Coatings with new business opportunities



Peerless Plastics and Coatings latest business strategy has begun with a key investment in a Signracer 2500 H-LED Hybrid UV printer from SSE Worldwide. The deal was signed during FESPA 2016. The machine will be installed at the company's site in Thetford, Norfolk where a refurb has already taken place and a coating line removed. Scott Armitage, Managing Director of SSE Worldwide and Phil Little, Technical Director of Peerless Plastics and Coatings shook hands at the show.

Armitage says: "This is a unique installation. Peerless is moving forward into new markets and we are pleased to support this exciting business strategy. The Signracer is proving extremely popular as a highly versatile, reliable and affordable machine of choice which fits easily into any production environment. The adjustable UV LED curing capability allows the printing of temperature sensitive substrates and enables companies to print onto a wide range of materials and objects. The capability and versatility of this UV printer opens up new markets for added-value printed products.

Peerless Plastic Coatings has invested in the Signracer UV LED printer as a first step in the plan to transform their company. Phil Little explains, "The main core of our business at Peerless is UV hard coating and over the last few years we have increasingly found ourselves coating over Digitally printed media for wall coverings and similar applications. We also identified that many of the Signage and Printing companies around us require a Direct to Media Printing service but perhaps not enough to warrant the purchase of their own machine. We could see a business opportunity and this led to the decision to invest in the Signracer UV Printer from SSE Worldwide. We are now on course to become a Trade House for supply to the Printing and Signage Industry and, we believe, the only company who will be printing and protecting with UV curable hard coating at the same time under the same roof. Our aim is to extend the synergy between printed media and UV curable protective coatings incorporating silver ION. This will extend the life of the product with increased durability and provide protection to include anti-microbial hard coatings and in the longer term a super hydrophobic self-cleaning hard coat. We will also be looking to bring

the printing aspect of the wall coverings business in-house with a view to becoming more competitive.”

Little concludes, “We would like to say a big thank you to Scott Armitage and his team at SSE. It is largely down to them that we have been able to move forward successfully in such a short time frame. We will be looking to incorporate a number of machines able to print direct to media and we look forward to a strong ongoing relationship between our companies.

March - 2016