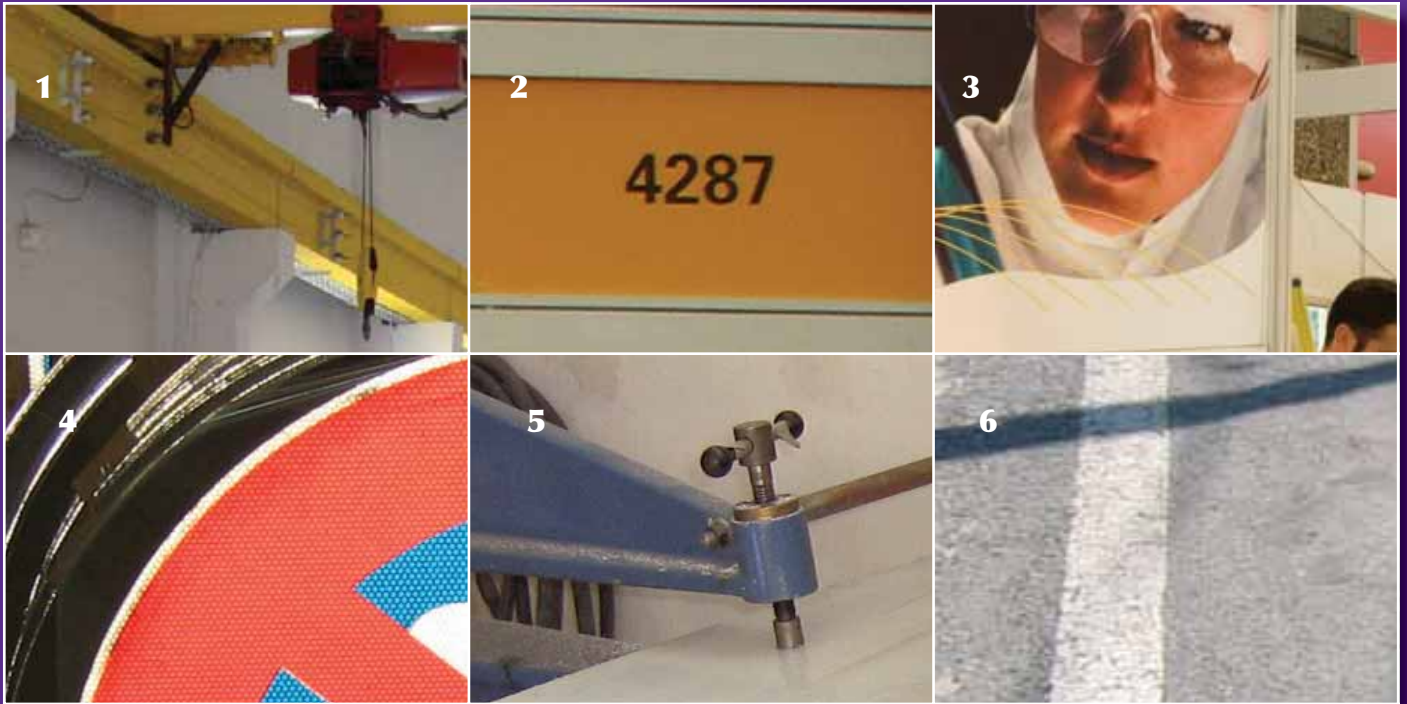


Win prizes with the Cgate quiz - see page 3



IN THIS ISSUE

- Review - 2006 Trade Shows
- Atrium expands & extends product range
- Cbond road sign application
- The Cgate quiz - Win an MP3 player

## CGATE TRADE SHOW UPDATE

Like buses, you wait for ages for the best trade shows and then 4 or 5 come along all at once. The second quarter of 2006 was a very busy period for large format digital print and sign trade shows.

Cgate chose to exhibit this year at 3 of these shows: ISA in Las Vegas USA, Fespa Digital in Amsterdam and the Shanghai Sign show.

By exhibiting at these major shows, Cgate had the opportunity to meet face to face with many customers and discuss their future needs and demonstrate new product ranges.

For the rest of this year, Cgate will be busy pursuing new market segments and products.



Shanghai Signage Show - June 2006



Fespa Amsterdam - May 2006

# THE CGATE CUSTOMER COLUMN

## ATRIUM - A POLISH SUCCESS STORY

On a recent visit to **Atrium Centrum Ploterowe**, we found out why the state of the roads has had an impact on Polish manufacturing in general and on their business in particular.

Opole used to be part of Upper Silesia and today is capital of Opolskie Province. For centuries it has been the crossroads of major trade routes. The town is situated on the Odra river and boasts 21 bridges and 21 churches.

For several years Atrium has been awarded with Gazela Biznesu (Business Gazelle) – an award granted to Polish companies for exceptional financial results, solidity, fairness in business and professionalism.

In summer 2006 ISO Quality Management System was introduced into the company.

Atrium head office in Opole is in a charming residential area (1) and houses the administration, demonstration centre (2) and technical support departments. This is the 3rd office that the company is about to outgrow. A recently purchased a 1600sqm warehouse (3) on the outskirts of the town, very close to the new ring road, already houses stocks (4) of media and machines and construction will soon start on a suite of very smart offices adjacent to the warehouse.

Director of Media, Bolek Karmelita is responsible for qualifying suppliers and products. He pointed out how the state of the roads (5) affects business in Poland. Even if companies do choose to build their factories in Poland, exporting the finished goods would still be a major hurdle.

Much of the media sold by Atrium is purchased through Cgate Enterprise. Products are ordered by container load and transported from China to Hamburg and then by land to the Opole warehouse some 700km away.

In spite of these transport challenges, this collaboration is proving to be very successful since Atrium places orders through Cgate's European sales office and communicates directly with this office on all matters of supply, support and the sourcing of new products.

Atrium is the sole distributor of Mutoh large format printers and cutting plotters, Durst large format UV printers, Kala laminators, and quality media.



## KAVIM DIVERSIFY CBOND SIGNS

Sign manufacturer, Kavim, started using Cbond as an alternative for the traditional motorway aluminum signs about 2 years ago. Initially they changed the material due to the high instance of theft the aluminum signs which were then being recycled as raw material.

Once these new road signs were being produced successfully, they also became aware of the cost advantage. The price of aluminum has continued to rise making composite material more cost effective.

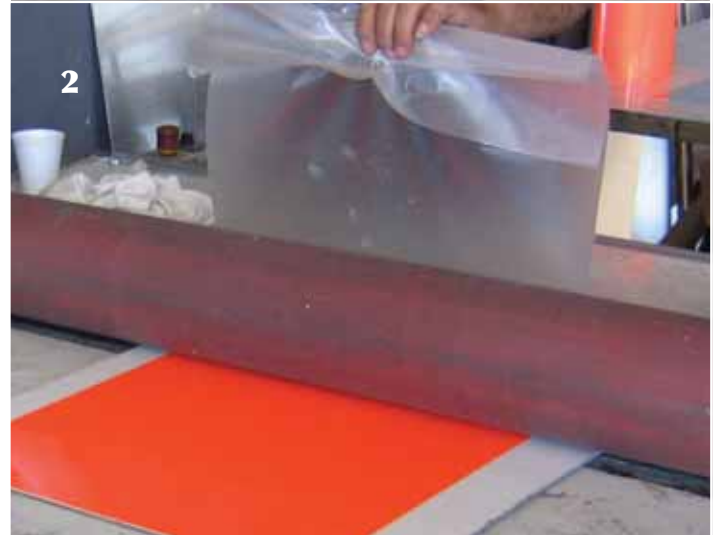
Furthermore, it has now become clear that composite aluminum panels are much easier and cleaner to process and the finished product looks better than traditional aluminum.

Following the success of the highway signs, Kavim started using Cbond also for the smaller direction signs such as "stop", "one-way", "no entry" etc. These signs have to be produced to very high and accurate standard and have now received approval for use with the reflective material.

With the road signs successfully in wide use now throughout the country, the company had started producing advertising panels at railway stations. Another application is for the back panel in large advertising light boxes.

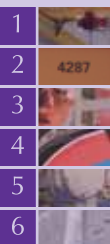
Kavim are now in targeting municipal and local government signage with the aim of replacing standard aluminum signs with Cbond, around the towns and local areas. This will include general information signs in hospitals, parks, government offices and other public areas.

1. Router for cutting the panels into different shapes
2. Laminating table for mounting the reflective sheet
3. Finished road signs



### THE CGATE QUIZ

Select the answer from the choices below and send by email to [info@cgate-enterprise.com](mailto:info@cgate-enterprise.com) before 30th September 2006. The first 3 correct answers to be drawn will win an MP3 player.



- a.** Cgate packing facility **b.** Atrium warehouse **c.** Fespa Munich 2005 **d.** Cgate staff café
- a.** Number of Cgate distributors **b.** Cgate Shanghai address **c.** Lucky draw number **d.** Shanghai Sign Show
- a.** Fespa Amsterdam 2006 **b.** Frontlit banner **c.** Winner of photography competition **d.** Customer poster
- a.** Road signs **b.** Cgate corporate colours **c.** Visual Paris **d.** New printing application
- a.** Brand printing process **b.** Cbond manufacturer **c.** Kavim sign assembly **d.** ISA Las Vegas show
- a.** Roads in China **b.** Road signage **c.** Highway painting application **d.** Roads in Poland

Terms of participation: This quiz is open to all Cgate customers and recipients of the Cgate newsletter to whom the newsletter has been sent by email.

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CGATE PRODUCT LINES

**Flexible media** for both dye pigment and solvent ink printers including front and back-lit banner material including One Way Vision, Mesh, Lamination Film, Magnetic Sheeting and a variety of media for indoor applications

**Rigid materials** for signage and direct printing such as Free Form PVC, Composite Aluminum panels, Cast and Extruded Acrylic sheets, Fluted Polypropylene

**Display products:** Light Boxes, Snap Frames, Roll Ups and more

Cgate is pleased to manage **bespoke projects** on behalf of customers

LOCATIONS OF CGATE DISTRIBUTORS

Canada	Italy
Cyprus	Japan
Denmark	Norway
Estonia	Poland *
Finland	Portugal
France	Russia
Germany	Saudi Arabia
Greece	South Africa
Guatemala	Spain
Hong Kong	Sweden
Hungary	Switzerland
Iceland	Turkey
Ireland	United Kingdom
Israel *	United States

\* Featured in this newsletter

For information on any of our products or to become a distributor, please contact us now for details: Email: [info@cgate-enterprise.com](mailto:info@cgate-enterprise.com)

At Cgate we are always interested to hear from you whether you are interested in our current range of products or in other business opportunities.