



Graphic Art

(Cambridge) Ltd

SILK SCREEN AND DIGITAL PRINTING

CREATIVITY ■ EXPERTISE ■ SERVICE

MEMBRANE KEYPADS

GRAPHIC OVERLAYS

FLEXI-CIRCUITS

DIGITAL PRINTING

LABELS

Bringing real value to our customers

Graphic Art is a market leader in the design, development and manufacture of Membrane Keypads, Graphic Overlays, Labels and a diverse range of other products associated with the Printed Graphics Industry.

Privately owned and with over 45 years experience, we embrace the latest in both Silk Screen and Digital Printing Technology to manufacture bespoke customer products for a wide range of market sectors.

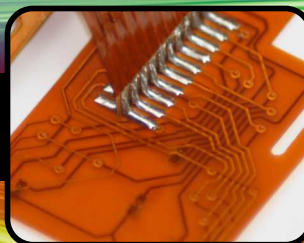
Our strong relationships with our customers are built on sound principles of;

- Quality
- Flexibility
- Innovation
- Competitive Pricing
- On-Time Delivery

Renowned for unrivalled service & support

From initial design concept and fast-turn prototyping through to full product manufacture, we strive to build partnerships with our customers, regardless of size, location and scale of opportunity. By providing early input we can reduce time to market and potentially realise significant savings by ensuring the most cost effective methods of manufacture are considered.

ISO 9001:2008 accredited we are proud of our reputation for consistently supplying products which exceed our customers quality expectations.



Membrane Keypads

With Quality and reliability of paramount importance, Graphic Art have long been considered the leader in our industry for the manufacture of Membrane Keypads.

Our design and technical teams are on hand to guide you through every step of the process and, if required, offer full design and technical support from initial design concept through to full production. A wide choice of options are available in the manufacture of your Keypad, depending on the end application. Key considerations include;

- Materials: Polyester or Polycarbonate are typically used
- Tactile & non tactile systems
- Embossing: Pillow or Rim are typical options
- EMC shielding
- Gasket construction
- RFI/EMC shielding
- Secret-Til-Lit
- Electroluminescent Backlighting

We work in close harmony with our customers and strive to provide the very best solution.



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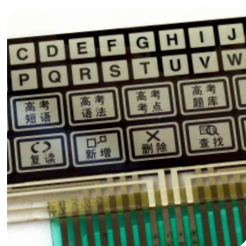
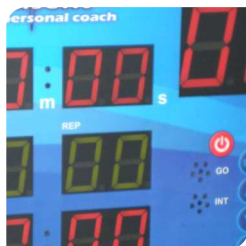
Graphic **Overlays**

We utilise the latest in both Silk Screen and Digital Printing Technology and hold in stock, a comprehensive range of base materials and adhesives to provide graphic overlay solutions to enhance our customers products.

Typical materials used are Polyester, Polycarbonate or, depending on application, material which offers antimicrobial protection. These are available in smooth, textured, gloss and semi-gloss finishes and printing is generally under surface to ensure a high level of print protection. Clear or tinted windows for use with LED's or LCD's is also an option.

Our overlays can be profiled to any shape and embossed for use in conjunction with low travel or membrane switches. Further features available for consideration include insertable legends and Secret-Til-Lit.

The use of Spectrophotometry and Densitometry, throughout our operation, ensures accurate and consistent colour matching and a full range of Pantone, RAL or metallic inks are available.



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Flexi Circuits

Flexi Circuits have high reliability, good mechanical strength and can be populated with surface mounted components. This is especially beneficial where room is at a premium; furthermore the use of single and double sided circuit's offers very cost effective solutions.

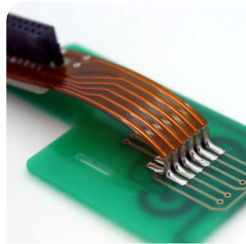
Typical material used is high reliability, high performance polyimide, which has good mechanical and thermal properties. Surface finishes can be tin/lead, nickel/gold and immersion gold. All materials are RoHS compliant.

Rubber Keypads

Rubber Keypads are a durable alternative to membranes and overlays.

They can be used in conjunction with membrane circuits and printed circuit boards, come in a variety of colours and can be screen or pad printed with your chosen graphics.

Rubber keypads are totally sealed against dust, liquids and the environment. They can be moulded into a variety of shapes, colours and different finishes can be applied to suit your requirements.



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Capacitive Switching

Capacitive switching technology has been around for many years but has recently become more auspicious with products such as the Ipad.

Moving away from traditional push button switches allows much more refined control of touch buttons without the mechanical movement and also enables completely sealed systems to be accommodated.

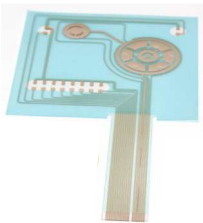
The capacitive sensing permits switching through various mediums such as Glass and Acrylics and can be utilised across a wide industrial and commercial spectrum from Medical to Instrumentation.

Touch Screens

In conjunction with our Chinese Partners, Graphic Art have the facility to offer a comprehensive range of Touch Screens with the following options available;

- Digital (Matrix)
- Analog (4 & 5 wire)
- ITO Resistive
- Silver or Copper Flex Tail
- Crimped Connector Option
- ZIF Connector Option
- With or Without Graphic Overlay
- Gloss Coating
- Anti-Glare Coating
- Anti-Reflective Coating

Touch screens are perfect for industrial and medical instrumentation, office and hand held equipment. They have many outlets in point of purchase and point of sale applications.



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Self Adhesive Labels

We produce a wide range of custom-made labels including warning, safety, instruction and serial labels printed on a variety of materials, including paper, self-adhesive vinyl, plastics, aluminium and stainless steel.

For added durability we also Silk Screen or Digitally print under-surface onto clear polyester and polycarbonate. Labels can be Personalised to include barcodes, pictures and sequential numbering.

Labels can be supplied individually or, to reduce cost, can be kiss-cut on a sheet as a multiple set or on a roll. We offer a wide choice of adhesives suitable for most applications.



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Panel **Printing**

We offer full panel printing and curing facilities with either conventional silk screen or pad printing onto Plastics, Mouldings, Extrusions and Metal Panels. From instrumentation to promotional products, our panel printing department offers a high quality, competitively priced fast turn around print service.

We also offer a full Silk Screen manufacture and processing service for customers who wish to print their own products.

Electro **Plating**

Through our sister company, Cambridge Electro Plating (CEP), we are able to offer the following services, prior to printing;

- Stove Enamelling
- Powder Coating
- Nylon Coating
- Copper, Tin, Nickel & Silver Electroplating
- Zinc & all Passivations (Clear, Colour & Black) - RoSH Compliant
- Alocrom 1200 & 1000
- Surtec 650 - RoSH Compliant
- Anodising (Sulphuric) - Natural, Black & Blue

With over 45 years in the industry CEP has developed an enviable reputation for quality, technical expertise and supplying finishing solutions for a diverse range of products. Located within close proximity, CEP & Graphic Art can offer the complete finishing solution as a one stop shop.



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Bottle Printing

Graphic Art (Cambridge) Ltd is able to offer printing around curved surfaces allowing print to be applied onto items such as bottles in a variety of materials such as Plastic, Glass and Metal.

Available in a wide selection of colours and ideal for corporate awareness, promotional products and personalised gifts, bottles are printed in vibrant hard-wearing inks which withstand heavy handling and multiple washes. Logos and graphics can also be printed in multiple colours meaning your corporate identity isn't compromised and different colour variations can be chosen to suit the underlying colour or material of the chosen bottle.

Allowing the bottle contents to remain viewable, direct printing can also prove to be more cost effective than applying a label and offer a more premium finish. Ask us about applying antiglare or gloss lacquer finishes to provide etched and frosted effects.

Combining our bottle print facilities within our panel printing department allows us to additionally accommodate irregular shaped objects such as square edged bottles, piping, mouldings, cases, ceramics and all manner of other objects.



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Promotional **Products**

Through our extensive Digital Operation, we are able to produce a full range of promotional & personalised products including;

- Exhibition Stands
- Banners & Signs
- Posters
- Flyers
- Calendars
- Point of Sale
- Plastic Cards
- General Stationary
- Canvas Prints
- and much more...

More than just a print

Our personalisation service doesn't just stop at stationary and business cards. With our digital presses we can provide personalisation and bring digital printing technology into any part of our business thus providing complete customisation and almost unlimited possibilities for your product.

We are able to print to various substrates and can accommodate a range of design and print elements such as full colour photographs or sequential numbering. Combined with our silk screen processes, we can offer industrial use products in almost any style whilst still maintaining the build quality and reliability Graphic Art are renowned for.

For the full range of our personalised and promotional products and more in-depth information on our digital printing facilities please check our website or speak to one of sales representatives and ask for our Digital Product Guide.



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Additional **Information**

- Modern 24000 square foot facility, housing the latest in Silk Screen and Digital print technology.
- Proven track record in market sectors including Medical, Electronic, Telecoms, Security, Marine, Instrumentation and General Industrial.
- Latest CAD technology engaged with our print operations, enabling full flexibility and fast product turnaround.
- Full professional in-house design and art working service.
- Fully certified ESD environment enabling the highest build level.
- Environmental, actuation and electrical testing, along with accompanying validation reports, all performed on site.
- ISO 9001:2008 Accredited
- A high level of technical support for new design & development.
- A pro-active approach to new developments in our industry.
- Quick-turn and low cost prototyping.
- Far East Manufacture through long established partnerships.
- High level of flexibility and support.

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What happens next...

Find out how we can make a positive contribution to your products at **www.graphic-art.co.uk** or by contacting our Sales Team.

We would be delighted to meet you at your company or why not arrange a tour of Graphic Art where you can see our production facility in action before sitting down to discuss your requirements?



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