

pool PVC membranes, and more. The standard machine is 19.6 ft (6 m) long, but it can be extended to 98.4 ft (30 m).

EASTSIGN INTERNATIONAL
www.eastsign.com

Lighting the Way for Digital Signage

Way-Light Systems' Light-Sticks are deco-style fluorescent lamp products that grab viewers' attention to the attached signage. They're available in six sizes (1 ft 4



Light-Sticks
 WAY-LIGHT SYSTEMS

in.; 2 ft 5 in.; 3 ft 5 in.; 4 ft 8 in.; 5 ft 5 in.; and 6 ft 3 in.) and nine colors (white, yellow, orange, red, pink, lilac, blue, green, and blacklight). Light-Sticks can be used in indoor and outdoor environments such as retail stores, trade-show booths, and P-O-P locations. The company sells stainless-steel stands to hold the Light-Sticks vertical, as well as eight styles of sign blanks with clips, into which digitally printed graphics can be inserted.

WAY-LIGHT SYSTEMS
www.way-light.com

Expand Tower Can Be Lit Internally

Expand International's Expand Tower consists of an interior scissor-like framework made of riveted aluminum tubing. Graphics,

which can be printed on paper and laminated or printed on backlit material, are installed around the interior frame. They are attached with "panel hooks," which attach to the top of the frame, and magnetic tape. Lighting options include backlit from within or traditional lighting spotlights. Dimensions: 88 in. high x 26 in. diameter.

EXPAND INTERNATIONAL
www.expandmedia.com

ProFlexx Edging Runs Rings Around Non-Square Prints

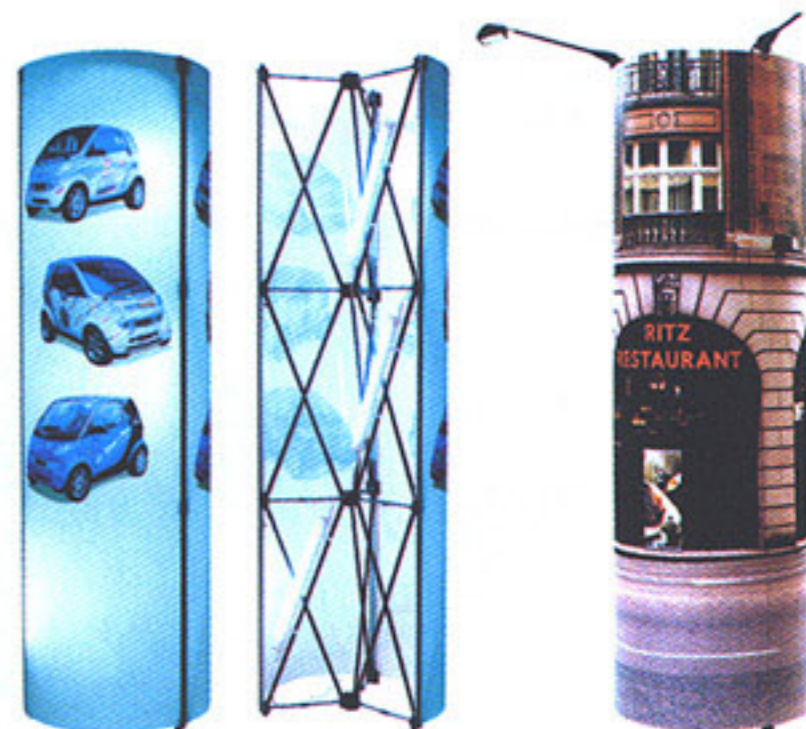
For customers needing a product that can edge images that do not have perpendicular angles—circular, oval, or arched graphics—ProEdge Systems has introduced ProFlexx. Designed to accommodate 1/8-in. media (such as Sintra or corrugated cardboard), ProFlexx can be wrapped around media as thick as 3/16 in. ProFlexx can conform to curves, giving curved graphics framed, finished, and protected edges; however, ProEdge does not recommend it be installed on circular images that have a diameter of less than 8 in.

Made of plastic, ProFlexx is available in black, gold, or chrome 500-ft coils. It can be cut with standard scissors, but ProEdge suggests cutting it with an anvil base cutter (part of the ProEdge starter kit when you buy a ProEdge cutting tool) for a more precise butt joint.

PROEDGE SYSTEMS
www.proedgesystems.com

New Horizon Banner Stand From Testrite

Testrite's Horizon Series of banner stands combines contemporary design at an economical price point. Available in 24, 36, and 48-in. widths, the banner stands feature a zinc die-cast, boomerang-shaped base with a portable aluminum



Expand Tower
 EXPAND INTERNATIONAL

telescopic stand. Hook-loop fasteners allow for a variety of display media.

TESTRITE
www.testrite.com

Paradigm Imaging's Notus Smart Banner Stand

Paradigm Imaging Group has introduced its new Notus Smart Banner Stand. Featuring adjustable height and width, it can expand from 59 to 78 in. high and 24 to 39 in. wide. Set-up takes less than 5 min. Users just fill the ABS plastic base with water or sand to provide stability (when used outdoors), adjust the lower bar and top adjusting rods, and attach the banner using its grommets. Traditional rectangular banners as well as trapezoidal banners can be displayed.

PARADIGM IMAGING GROUP
www.scantopia.com

Foster Manufacturing Wide-Format Cutters

The new Foster Classic Rotary Cutter features an anodized aluminum base and tough metal casting. It offers twin overhead stainless-steel guide rails, silent glide bearings, die-cast end plates and an ergonomically designed all-metal cutter head. The cutter has a 15 3/4-in. wide base and is available in nine cut sizes up to 54 in. The 54-in. model retails for \$545.

FOSTER MANUFACTURING
www.fostermfg.com