



N E W S R E L E A S E

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NEW VISION BRINGS PRINTS IN MOTION™ TOUR TO ATLANTA

New Vision Drives Adoption of Solvent Printing with a Vehicle Wrap Training Tour for Commercial Printers and Sign Shops, Sponsored by HP, 3M, GBC, Summa, and ONYX Graphics

October 24, 2007 (Greenville, SC) – [New Vision](#), a technical and marketing services organization focused on the digital, color printing industry, announced today the launch of [Prints In Motion](#). Prints In Motion is a multi-city training tour debuting in Atlanta, GA at the Cobb Energy Performing Arts Centre on Tuesday, December 11. This one-of-a-kind tour is designed to educate commercial printers and sign shops on the use of solvent printing and vehicle wrap services to help grow their businesses. Prints In Motion will train participants on the full cycle of steps involved in wrapping – not just the application of wraps but the marketing, design and production elements as well.

New Vision joins together with industry leaders [Hewlett-Packard \(HP\)](#), [3M](#), [GBC](#), [Summa](#), and [ONYX Graphics](#) to provide this unique learning opportunity for the signage and commercial printing markets. Experts including nationally-certified 3M installers and HP-certified solvent technicians will provide an introduction to solvent printing and application techniques. The day-long event begins at 9:00 am and will feature a live vehicle-wrap installation from start to finish, demonstrating all stages of the wrap including design, printing, lamination, cutting, application, and removal.

“Graphics and sign manufacturers see the potential for wrap services but they do not necessarily know how to enter the market. The goal of this forum is to educate those business owners and operators so they understand what’s involved and how they can capitalize on a lucrative new revenue stream,” said New Vision vice president Rick Slagle.

“At HP, we’re committed to providing the tools and resources that will help customers capture business success,” said Daryl Little, graphic arts channel director at HP. “We are pleased to work with other industry leaders to demonstrate the entire vehicle wrap workflow and help attendees take advantage of the high-growth vehicle wrap industry.”

Prints In Motion attendees will gain a better understanding of wrap design, file preparation, solvent printing, lamination, and installation, as well as tips for marketing wrap-application services. “We are very interested in learning more about the entire wrap process -- from design to how to effectively market wrap services. This information will be critical to my planning,” relayed Jim Hunt, director of technical services for [FASTSIGNS](#).





During the event, attendees may register to win giveaways including tuition for 3M Installer Training or a GBC laminator, which will be drawn and awarded that day. Additionally, attendees will be registered for the grand prize drawing – a lease on the Prints In Motion wrapped 2008 Scion xB 4-door wagon vehicle from Toyota Motor Sales that will be awarded at the end of the winter tour. The winter tour continues through February with events in Orlando, Dallas, San Francisco, and Los Angeles. In the spring, the tour will relocate to the northern portion of the country, adding at least five more cities.

Prints In Motion is open to the public, and participants may register online. The cost of the event is \$35 per attendee, which includes lunch and all presentation materials. Additional information and the grand prize drawing terms and conditions can be found at www.newvisionservices.net/PrintsInMotion. For more details, call 1.888.251.6018.

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About New Vision

[New Vision](#) is a full-service technical and marketing support services organization for the wide-format, color printing industry. With proven expertise in a variety of services including technical help desk support, color profiling, break/fix training, as well as lead generation, event management and product promotion, New Vision is uniquely suited to support manufacturers, resellers, and end users within the wide format industry. New Vision is a division of Tekgraf, a national distributor of quality, digital wide-format solutions located in Greenville, SC.

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Note to Editors (photo opportunity):

New Vision will print and wrap a Scion xB 4-door wagon vehicle **live** during each Prints In Motion educational forum. If interested, call Catherine James at 864.277.2859 for the exact schedule.

