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DRYTAC[®]

The great majority of businesses that have succeeded through the years have come from humble beginnings. The adversity of those companies makes them who they are. Adaptation and change has helped them survive.

While these companies are very successful and thriving in a recovering economy, accountability should never scare them. With more people becoming more eco-conscious more and more businesses are striving to meet that demand.

Drytac came from humble beginnings but has not lost the consciousness for the little guy or the environment. As it strives to provide only the best it continues to reevaluate everything so it can be healthier for the planet.

home in England and immigrated to Canada. For seven years he worked in the transportation and food industries. With desire to own his own business, Richard decided to test the waters. He then started a small manufacturing business in Ottawa, Canada producing laminated gift and promotional products.

In 1972, he obtained the Canadian distributorship for Ademco, a UK supplier of mounting adhesives, heat set films and equipment. Following Ademco's restructuring four years later, Richard established his own brand-Drytac.

Now, 33 years later, Drytac has locations in Canada, the United States and Europe. It has come to supply customers in the sign, display and graphic industries worldwide with a comprehensive range of films, adhesives, liquid laminates and finishing equipment.

Drytac continues to invest in the most up-to-date research and manufacturing resources available, including spending £150,000 this year in advance coating systems to provide the most innovative liquid coatings and application technique coating unit. "Alongside our invaluable pilot coater," said Emily Conklin, Drytac Marketing Communications Coordinator, "the Drytac Technical Team is better equipped than ever to offer custom coating solutions, from research through testing to final manufacturing.

This has led us to being in business for over 35 years."

Current Offering

Drytac develops and manufactures an extensive range of mounting adhesives, laminating films, specialty print media, and other products for roller laminators and flatbed mounting presses. "In addition to our extended range of specialty textures - including sand, leather, linen and canvas - we are also known for such innovations as HeatSet™ overlaminating films, MHA™ repositionable mounting adhesives and Trimount™ permanent dry mounting tissue," Conklin noted.

Drytac has supplied finishing supplies to print shops, framing and mounting shops to over 64 countries around the world. These finishing supplies include:

- Film laminates and mounting adhesives- hot press- framing industry
- Cold Film laminators/ heated top roll laminators for pressure sensitive and thermal laminates-protecting prints BannerStand displays-30,000 units sold last year from BannerBug
- Print Media-canvas, polypropylene, eclipse
- Liquid coaters 2007-bought AFC (Advanced Finishing Solutions) small and large format UV and water based coaters
- UV/Water Based liquids
- Edge Finishing equipment

History

The year 1963 brought about Richard Kelley's eighteenth birthday and change. He left his





Responsibility through Knowledge

“We consider ourselves the authority on our products. We’re not just sales people hitting the streets. We hold workshops, open houses, and onsite demonstrations all over the world. We’re here to educate and inform the printers how to protect their client’s prints.”

Each year, more and more customers take advantage of the company’s customized technical training program. Drytac offers regular training sessions, either on site at client company premises or its Bristol facilities.

Customer Service Excellence

Drytac products are backed by a service and technical support team unrivalled in the graphic arts industry. “You’ll find our customer service personnel to be easily accessible, friendly and efficient - ready to do whatever it takes to get you the right product when you need it. Whenever you have technical questions, our sales team is ready to help you any time,” said Conklin. “From product compatibility to applications help, please don’t hesitate to take advantage of our knowledge and experience.”

Liquid Coatings

Since bringing on the liquid coating division in 2007 Drytac has seen over 100% growth year over year. The

company continues to educate printing companies on the advantages and cost savings of liquid lamination.

The liquid coating line has received outstanding feedback. Drytac can provide coating techniques to multiple industries such as wide format, direct-to-print, fine art, packaging and fleet graphics. With potential like that the company sees itself providing a simple protection solution to many more industries.

The benefits of adding a Drytac liquid coater for any shop would be to bring its capability in-house. It enables jobs to run more quickly and cost effectively.

Liquid coatings can be used in a variety of applications, especially with liquid coating product offerings growing every day. Common uses provide a gloss or matte finish and scratch protection. Textured roller systems like the VersaCoater™ PhotoMate can add decorative finishes to photo books and photo prints - linen, crystal, leather



and fine canvas. Specialty liquid coatings like InstaCure Dry Erase can add dry erase functionality to display and menu boards. Other specialty finish applications could include antimicrobial coatings for menus or other print pieces that will be handled and re-used frequently.

“The major difference,” noted Conklin, “between what we have achieved with our fire retardant and antimicrobial specifically and others is that our tests have all been conducted over digitally printed graphics, whereas none of the other products on the market - to my knowledge - have. We have also passed NFPA 286 and ASTM E84 on this same product - flame spread and corner burn tests - and DIN 4102 part 1 class B - European Standard for Flame Spread on Exhibition Materials.

“Often digital inks and toners leave a gloss differential between the ink and the paper. Coating the print with



either an aqueous or UV curable coating resolves this, giving the print a more even surface and enhancing it to making the quality more similar to offset printing.”

Conklin continued, “Liquid coatings also offer scratch protection for brochures and direct mail pieces. Specialty liquid coatings can add functionality to prints, such as creating a dry erase surface, flame retardant displays, and anti slip coatings for floor graphics and for a display board or giving a restaurant menu an anti-microbial surface.”

Drytac’s wide range of products span from its Protac Anti-Graffiti™ to Emery Coat Anti Slip. All Drytac products offer only the best protection to any project.

Anti-Graffiti™ UV is an outdoor satin finish laminating film impervious to UV, dirt and pollutants. Anti-Graffiti offers superb clarity, detail and color contrast. Popular applications for Protac Anti-Graffiti™ UV include bus shelters and kiosks.

The textured clear coat of **Emery Coat Anti Slip** is ideal for use in wet or dry conditions requiring a non-slip surface. It is also great for tradeshow graphics,

demonstrating the versatility of this wonderful product. It, of course, is approved to ASTM 2047 standards.

Ecofriendly

Over the past decade, Drytac has adopted several practices to help reduce its impact on the environment. It has increased teleconferencing to reduce air travel and implemented recycling and paperless practices in its offices, as examples. It has also examined our existing products. There are very low or no VOC’s with Drytac liquid coatings. All the coating machines have circulation tanks so there is very limited waste.

Conklin commented, “Since 2007 our main coating line has committed to using a lower percentage of solvents in all of the products we manufacture. This provides a number of benefits, including safer material handling, less toxic emissions in production and a reduced use of solvents to clean our manufacturing equipment.

“The remaining solvents that we do use in the production of our solvent acrylics

are now oxidized rather than released into the atmosphere, further reducing our overall emissions.

She continues, “All our cardboard packaging is manufactured with 70% recycled board and is 100% recyclable. The plastic inserts (bungs) used in the large roll materials are made of recycled high density polyethylene (HDPE) or number 2 plastic. These inserts can be recycled and are marked with the recyclable logo on the insert.”

All paper and cardboard waste at Drytac’s manufacturing site in Bristol, UK and corporate offices is also recycled. The company is also in the process of becoming certified to send production scrap to a reprocessing facility where it can be made into a recycled fuel product.

Drytac is always striving to find ways to lessen its environmental impact and bring the latest graphics finishing products to its customers. As print and graphic display consumers become more conscious of their effect on the environment, Drytac will be there to offer its customers green product choices.