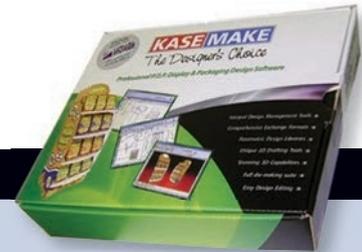# TECHNOLOGY REVIEW

By Chris and Kathi Morrison

Chris and Kathi Morrison own and operate The Image Specialists, a full-service graphics company based in Clements, CA. Chris is also a Microsoft-certified systems engineer.

Turnkey DGS 3D POP Store System

Design, print, cut and score 3-D tradeshow, POP and POS displays

DGS has developed a software package that's used to design, print, cut and score 3-D POP displays for tradeshows, retail businesses, sets, room dividers and more. Its turnkey system comprises software, a printer, a finishing machine and various accessories. DGS says its claim to fame is system integration, efficiency, speed, convenience and the overall "green" story.

Traditionally, tradeshow booths and retail POP/POS displays are printed on, and fabricated with, heavy and not-so-green material. Today, with eco-solvent inks, eco-friendly transfer materials and Falconboard™ graphic-display board, you have a clear path to economical and ecological high-impact displays.

Falconboard, manufactured by Hexacomb® (Buffalo Grove, IL), a Boise® Co. Subsidiary, is fabricated from reusable and 100% recyclable, kraft-paper-based honeycomb, material. Hexacomb says Falconboard's flat and smooth surface offers an excellent print surface.

See it as an alternative to PVC, polystyrene, acrylic, wood, MDF and drywall materials.

In April, at ISA's 2013 Sign Expo, we examined an extraordinary, Falconboard-based tradeshow booth – printed Falconboard columns and backdrops, plus usable shelving, tables and chairs – built entirely with the DGS Turnkey POP store system.

DGS' package includes Kasemake® box-design, packaging and POP-display software; a Teckwin flatbed, UV-cure printer; and a flatbed, Samurai V-Cut digital die cutter.

Kasemake's design software includes all components and templates to design tradeshow booths. In addition, as a Kasemake licensee, you have online access to many different design files.

The system appears perfect for a signmaker who's starting in the POP/POS display market.

You enter your dimensions into the software and go. Alternatively, you can create your own design – with the score, cut and fold facets – and then render it in 3-D for viewing at any angle.

Key Information

DGS / Digital Graphic Systems Inc.
3325 N.W. 70th Ave.
Miami, Florida 33122
(800) 991-6366
www.dgs-usa.com

Contact: Roberto Rodriguez
rrodriguez@dgs-usa.com
(800) 991-6366

As noted, the DGS turnkey system includes Teckwin's new, 96-in.-wide, UV-cure, PQ-300 flatbed printer, or Teckwin's TS-300/600 UV-cure, six-color (plus two white inks), flatbed printer, with the roll-to-roll option.

The 5 x 8-ft., Samurai V-Cut 5800 digital cutter will cut or fold-line score the printed Falconboard. The cutter features a quick-release, tool-head system driven by a high-performance motor. DGS also offers the 4 x 8-ft., high-end, DYSS V-Pro cutter.

You may also access a line of hardware products via DGS – connectors and hangers – for the actual structure fabrication.

The Turnkey DGS 3D POP system appears pricey, but DGS says its price is low for an integrated-design, print-and-finish system. Its ROI statement says you can recuperate your initial costs in approximately 10 months. Of course, if you already have a printer and finisher, contact DGS to purchase the Kasemake software, and to gain access to the assembly hardware. ■

Kasemake Software Requirements:

Processor	Intel, Core 2 Duo 3 GHz or greater with HTT
Memory	4 GB, RAM (minimum)
Video Card	3D video card with 1 GB dedicated memory
Hard Drive	160 GB
Screen	19 in. diagonal (or more)
USB Port	For Dongle licensee protection
System	Windows 8/7/XP