



PRESS RELEASE

BLOCK MOUNTING REVIVAL FOR HOT PRESS

Framing and Photographic specialists' Hot Press have experienced a renewed interest from customers in how to create professional looking block mounted images. With simplicity now being an essential requirement for many galleries, museums and other art buyers, block mounting images is a perfect way to present images for the industry.

Sales Manager, Steve Goodall explains, "At this year's international trade shows, Autumn Fair and Photokina, we had several examples of block mounted images on display as well as our DES-1 Edging machine in operation which meant we were able to effectively demonstrate the whole PlaqDecor™ system. As a result, we were inundated with enquiries about how a variety of images, including prints, posters, maps, drawings, among many others could be block mounted in order to achieve this simple and professional look."

The PlaqDecor™ system, developed by Hot Press is particularly useful for challenging display applications in venues such as museums and galleries, with an ability to vary surface finishes and create special textured effects where required. This creative finishing system produces stunning visual presentations from artwork of almost any kind and gives an elegant, yet contemporary feel to a wide range of images.

To find out more about the PlaqDecor™ system and to see the variety of finishes available, Hot Press will be providing demonstrations at the International Spring Fair, NEC from 6th until 10th February 2005 and Quadrum Saca, Italy from 17th to 20th February 2005.

If you can't wait until then, contact Steve Goodall directly on his mobile 07714 523780 or call our Customer Service Team on 01604 495444.

- ENDS -

Date: 9th November 2004
For all press enquiries, please contact:
Lucie Chichon, Sales & Marketing Co-ordinator
luciechichon@drytac.com
Tel: +44 (0)1604 495444