

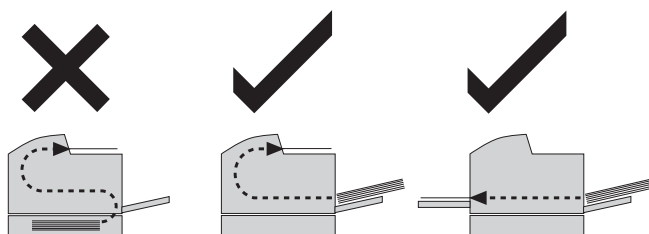


### Printer Recommendations for APCO SignWord Paper

With many different printers on the market and rapidly changing technology, it is difficult for APCO to provide definitive direction regarding which equipment to use. However, following are some important considerations.

- **Path Through the Printer**

The printer should have the ability to send "heavy" paper stock through a Manual Feed or Bypass Tray (vs. pulling from an internal paper tray). This will allow the paper to travel on a straight path through the printer. Some printers will even have the option to open a "back door" allowing the paper to pass straight through as opposed to making a curl at the top of the printer. This would be an ideal set-up for SignWord paper.



- **Printer Type: Laser vs. Inkjet**

Both laser and inkjet printers are compatible with SignWord paper. Deciding between the two is more a factor of the type, quantity and speed of printing you require.

- **Setting for "Heavy Uncoated" Paper**

The printer should have a setting for "heavy, uncoated" paper. This is especially important with inkjet printers as it will adjust the amount of ink and coverage.

- **Maximum Paper Size**

Most APCO SignWord paper is either Letter (8-1/2" x 11") or Legal (8-1/2" x 14") size which are compatible with virtually all printers. However, if you are printing larger 11" x 17" (Tabloid) inserts, generally for APCO's FullView or Arcadia systems, make certain the printer you select will accommodate Tabloid size paper.

### Important Considerations When Incorporating Paper Inserts within a Sign System

Though incorporating paper inserts into a sign system can help lower costs and facilitate updating, it is important to remember that paper is paper. Unlike more permanent graphic solutions with silkscreen printed graphics, paper inserts are more quickly affected by humidity and light.

The following factors should be taken into consideration when using paper insert systems:

- **Humidity Level**

Paper inserts have a tendency to absorb moisture in environments with high humidity, generally causing them to warp or curl.

- **Exposure to Light**

Colors fade with extended light exposure. Protect with a clear, non-glare lens whenever possible.

- **Quality of Paper**

Not all paper is the same. APCO recommends using at least a 60-80 lb. paper to better withstand the effects of humidity such as wrinkling and curling. APCO SignWord paper is a high-quality 65 lb. paper. Typical office copy/fax paper is only 20-30 lb.

- **Color Consistency**

Colors will vary between different printer types (i.e. inkjet vs. laser), models, and different color types (i.e. CMYK vs. RGB).

In most cases, paper solutions should not be expected to perform at the same level as more permanent graphic solutions. However, the lower cost, higher graphic flexibility, and incredible ease of updating can be exactly what a changing environment needs.