

Reaction Group adds a second B1 Heidelberg press

Reaction is a forward thinking company that delivers complete media solutions.

John Sparks, Managing Director, said, 'Our recent investments ensure we stay efficient and flexible as possible. We have the most advanced pre-press services in the south, combined with two state-of-the-art Heidelberg presses, offering specialist gloss, silk and matt coating – all at high speed.'

Reaction's service also includes high-end digital printing, a very cost effective solution for short run projects. So from one copy to a million – they have it covered!

Another media solution is ePages. This transforms your printed publications into an interactive, on-line digital publishing tool with turning page navigation, including viewing statistics.

To complement their production environment they have a proven in-house design and creative team in place.

John says, 'By offering our clients a diverse range of quality media solutions and keeping control of costs in-house we are able to offer our services in a pure environment, building relationships along the way. In essence, it's all about slow controlled growth.'

● www.reaction-group.co.uk



reaction

Group

delivering media solutions

We provide efficient media and production solutions tailored to your individual needs

- **Quality Lithographic Printing**

Utilising the most up-to-date technology with quality craftsmen.

- **Digital Printing**

A practical solution for short run projects with quality results.

- **On Line Solutions**

Transform your printed publication into an online digital publishing tool with turning page navigation.

- **Facilities Management**

Our experienced team can tackle the biggest of projects from initial creative design through to fulfilment.

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3D printing has hit its 'hype curve' peak, but what's next?

Supply chain consultancy urges business leaders to plan now

Additive manufacturing, otherwise known as 3D printing, is a buzz topic that many business leaders have been unable to escape over the past 12 months, but one which will have little impact in the immediate future but potentially cause chaos in the not so distant future, says supply chain consultancy, Crimson & Co.

As Bill Gates famously said, 'we always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten' – 'a statement which certainly rings true for 3D printing, which is unlikely to affect businesses in the next two years, but undoubtedly will within the next ten years,' comments John Sewell, Principal, Crimson & Co.

'The widespread use of 3D printing is something which is still quite distant as a concept, yet now is the time for supply chain leaders to assess how the model is likely to affect them,' Sewell added. 'The current excitement around 3D printing can be compared to the hype

surrounding the emergence of lasers in the 1970s – everyone knew that it would be huge, but they did not know what to do with it, and this sentiment is being mimicked with thoughts around 3D printing.'

One of the first areas to benefit from more widespread use of 3D printing will be sectors which require frequent 'spares and repairs'. Traditionally, these types of businesses will spend large amounts on transporting small parts from across the world and storing them at a closer location to the end customer, where they will sit until needed. Sewell commented, 'This is where supply chain leaders will need to weigh up the fees involved in each option and understand which route is right for them, but it is likely that costs will be dramatically reduced through the 3D printing option.'

'Those who recognise the importance in planning ahead with these emerging trends will be the innovators and early adopters, gaining an advantage over their competitors.'

Winning prints for artist

High quality printing is imperative for artists reproducing original paintings as prints and so is the service.

John Rowland of Salt of the Earth (SOTE) in Shaftesbury runs a competition with Creative Coverage promoting this service. Through it leading equestrian artist Kristine



aquarelle4 by Kristine Nason

Nason won a £200 voucher to spend on giclee prints. 'I used it towards the production of a set of four monotone prints of horses and I'm really impressed by the quality. But I'm even more impressed by the quality of service that SOTE provided. John Rowland has been an excellent and knowledgeable guide throughout the process. The icing on the cake is to have all the extras that come with the prints: a print log for ease of re-ordering, Certificates of Authenticity, labels for the back of the prints (or frames) with FATG commendation, and the images on disc in various formats.'

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