

Picglaze[®]

A NEW PHOTO FEELING

Picglaze

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Picglaze[®], a new photo feeling.

HDPB SYSTEM TECHNOLOGY AMPLIFIES PERCEPTIONS OF VOLUME, COLOUR, CLARITY AND LUMINOSITY, GENERATING A PREVIOUSLY UNSEEN SENSATION OF PERFECTION.



/ Advertising media

In an industry as fragmented and specialised as printing, where innovation is increasingly complex, for the first time in a long time and thanks to Picglaze, new technology capable of true innovation has been born: photographic quality that attains a previously unseen sensation of image perfection.

Developed in laboratories in the United States with the collaboration of the R&D Department of our company in Spain, the HDPB System technology (High Definition Picture Bright System) amplifies the perception of volume, colour, clarity and luminosity in photographs. The result is a crystal-clear, flexible and extraordinarily brilliant image that generates three principal sensations:

- The feel of a crystal-clear image.
- A certain three-dimensional character.
- The effect of something having its own light.

A NEW CATEGORY OF PHOTOGRAPHIC PRINTING HAS ARISEN FROM THIS TECHNOLOGY. AFTER THE TRADITIONAL OPTIONS OF 'MATTE', 'SATIN' AND 'GLOSS': THE 'GLAZE' PRINT.

These three new attributes transcend the current concept of photography to make way for a new category of printing, following on from the 'matte', 'satin' and 'gloss' options. Meet 'glaze', the extraordinary finish that sharpens image quality to an incredible extent, also mitigating the visual defects of

distortion and reflection cause by other traditional solutions, such as glass or perspex.

For the same reason, 'glaze' printing does not require lighting to highlight the image, unlike retro-illuminated elements, that substantially raise final production costs without achieving our product's sense of perfection and naturalism, since the new system manages to 'bring each piece to life' independent of the surrounding light environment.

In this way, HDPB system technology reduces any visual defects of the image itself or that are produced by digital printing, increasing the quality of the final photograph.



/ Fashion



Infrastructure and resources

OVER 20,000 M2 FACILITIES ALLOW PICGLAZE TO
ACHIEVE PRODUCTION LEVELS THAT EXCEED
1 MILLION M2 PRINTED SURFACE AREA PER YEAR.

In order to manufacture this technology, Picglaze has facilities that exceed 20,000 m² in the region of Murcia, equipped with the latest technology and with internal capacity that allows us to print over 1,000,000 m² per year.

In the first production phase, the medium to which our product is applied is expanded PVC, due to its advantages for large format photographic digital printing.

The R&D department in the United States is now applying the same technology to other materials such as aluminium, wood, perspex, etc., that we will soon be able to offer our clients.

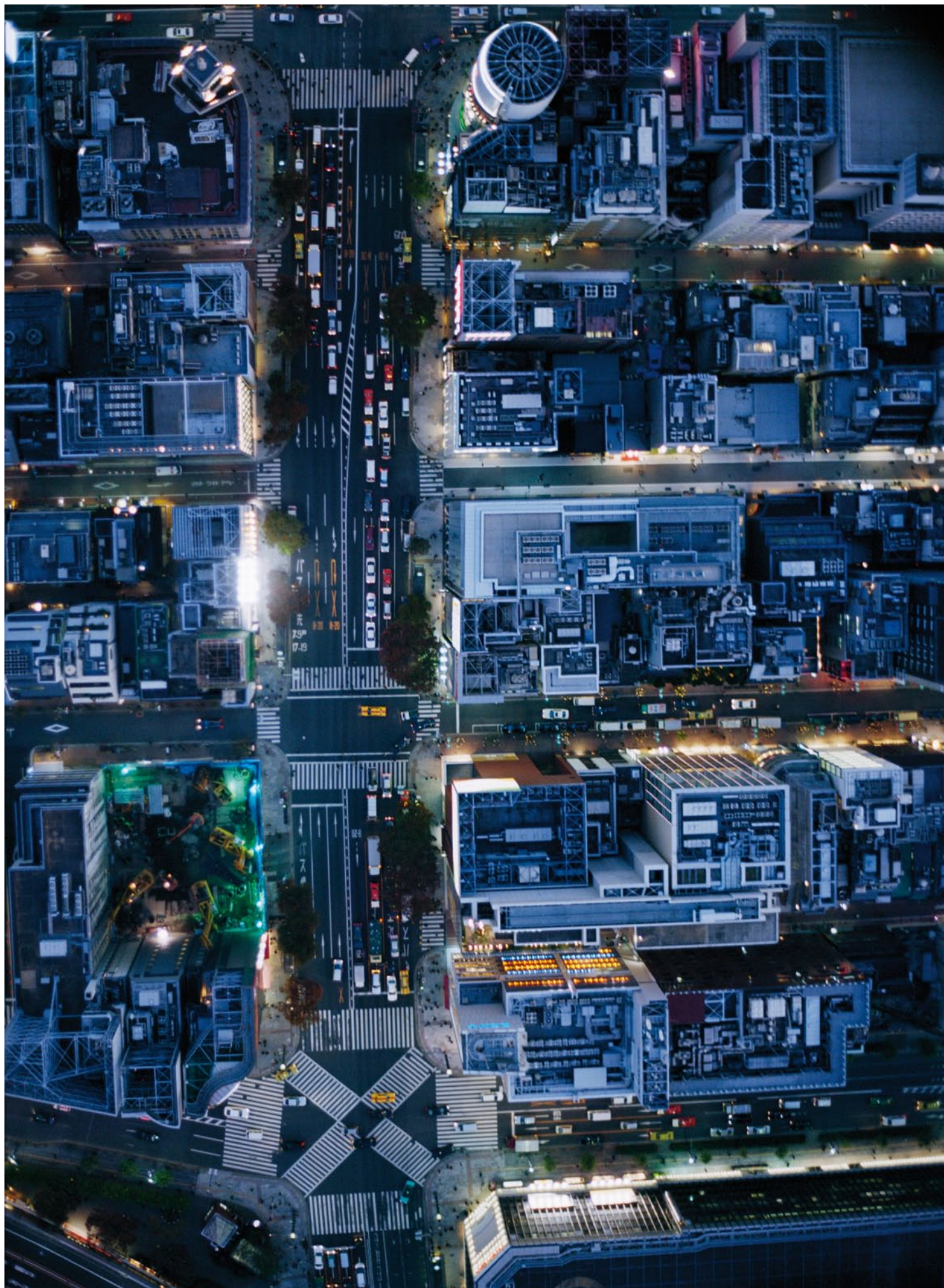
Using the HDPB System, digital printing is fused with our process, so that a gloss finish is naturally integrated into the image giving the final reproduction unprecedented perspective and dimension.



/ Nutrition Sector



/ Product Advertising



/ Bird eye view pictures

Patented Technology

TO OBTAIN OPTIMUM RESULTS,
A TOTAL OF 10 COORDINATED AND AUTOMATED
INDUSTRIAL PROCESSES ARE REQUIRED.

Patented HDPB technology applies a series of layers of industrially treated products over a printed image on any solid surface.

The products are prepared on the printed surfaces and are applied at different stages, in set conditions of humidity, pressure, time and temperature. In order to obtain optimum results a a total of ten coordinated and automated industrial processes are required.



/ Social Pictures



Multiple Applications

PICGLAZE UNITES THE CONVENIENCE OF THE
LIGHTEST MATERIALS WITH A SUPERIOR FINISH
TO GLASS AND PERSPEX.

Photography, advertising and decoration are some of the areas that can benefit from this new technology with applications for every business sector, wherever imagery forms part of any brand or product definition.

By substituting costly and heavy supports such as glass or perspex, 'glaze' printing provides a new alternative that is much more convenient for large scale photographs and can be applied in projects in shops, studies, offices, etc., while also being a very interesting option for merchandising (point of sale advertising, showcases, displays, etc) artistic photography and social photography, where you can see a marked difference from conventional picture framing, as it presents a high quality professional finish that does not require any form of additional covering.

For this last personal application, users can attend specialist shops and professional photographic studies working with the patented HDPB System.

**THIS SYSTEM OFFERS
HUGE ADVANTAGES BOTH
ECONOMICALLY AND FOR
INSTALLATION.**

One of the many advantages offered by Picglaze is the significant reduction in costs resulting from the fact that you don't need to use materials to cover a print (perspex, glass, etc). Its application allows a wide variety of materials to be used, including very light media, making it easy to handle, transport and install.

This system is a new alternative to materials that simply cover photographs and are also more costly and difficult to handle and transport. As a result, it offers a high final quality at a cost similar to that of conventional digital printing.

The formula of the HDPB System finish also protects colour and provides resistance and durability in the face of external factors.



