

# Permark wins Gold on the Global Stage

*Permark was the only company in Australasia to win a prestigious Gold Medal at the FESPA Awards 2019, held in Munich May 14 – 17 2019.*



*- FESPA Gold Medal Winner Functional Printing "Howard Wright Ltd Membrane keypad on a curved surface"*

Established in 1991 the FESPA Awards are renowned throughout the world of print. Each year, this is where the talents of outstanding recipients are showcased and judged by industry experts. It is where industry standards are set. With hundreds of entries across 14 categories Permark took the Gold in the category of Functional Printing for the "Howard Wright Ltd Membrane keypad on a curved surface"

A Hospital bed controller set consisting of two membrane switches, with one switch mounted around a tight radius side panel. The judges focussed on the technical difficulty of both laminating and embossing around such a tight radius when domes can easily be dislodged and self actuate. Consistency of emboss height was critical. The second membrane switch has very fine conductive traces overprinted in perfect register with graphite. The LED windows are printed with an opaque layer in perfect register to prevent light bleed (not visible when not in operation). The halftone printing on the overlay is perfect and consistent. For the client this product solves many issues. It makes the most efficient use of space possible on the multi-control bed. It is multi-function and works for the user whether the bed is in the up or down position.

Screen printed using Thieme equipment, the product includes reverse screen printed polyester which has been embossed and laminated to a multi-layer membrane switch. Fine pitch conductive traces over-printed with Graphite in extremely tight register.

This product was the result of 2 years of development and prototyping with the client, Lloyd Mearns Managing Director Permark said "The team has been both innovative and resilient to achieve consistent results with this challenging job. A great team effort, also great to see it result in new sales !"

Awards are an excellent way to get recognition for the talent in your business and also a great marketing tool for your business. Entrants for the 2020 Awards have until 1 November 2019 to submit their work. The final judging will take place in December and the winner will be announced alongside the FESPA Global Print Expo 2020 exhibition in Madrid at the FESPA Gala Dinner on 25 March 2020. To enter visit [www.fespawards.com](http://www.fespawards.com)

*Below (L-R) Aaron Quill, Technical manager and Jared Maxwell-Smith, Site manager, Christchurch Plant*

