

# Napco on Display at the Architects Show

---

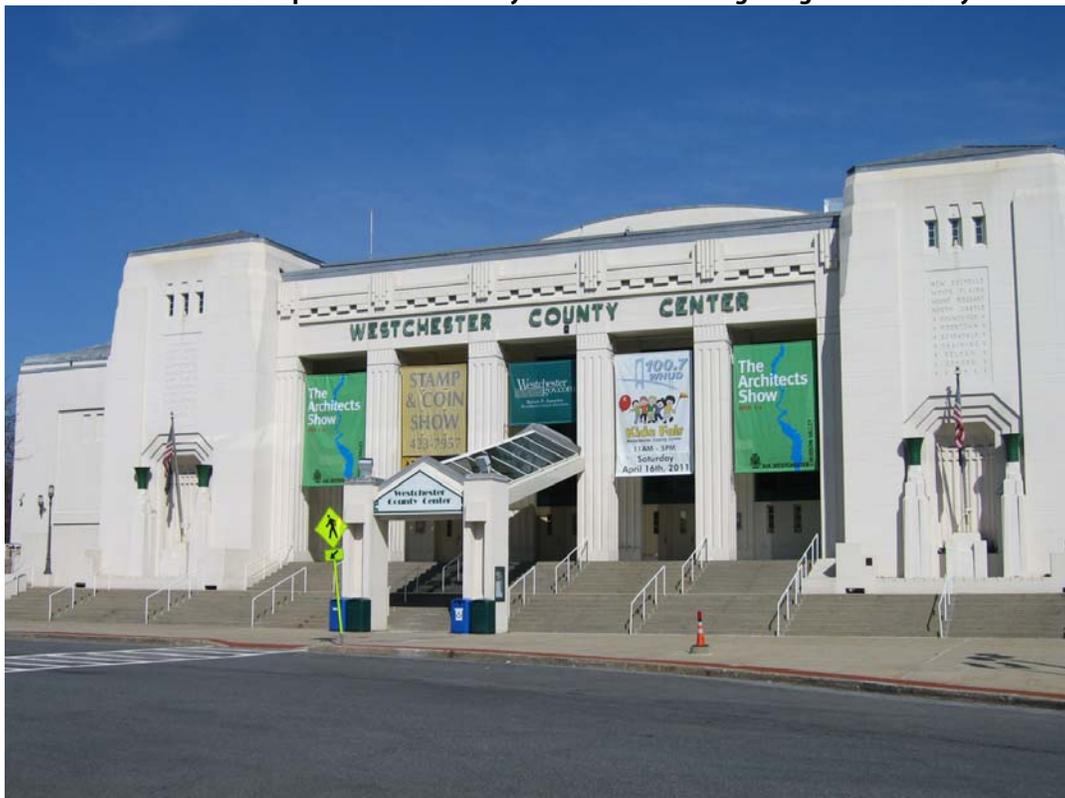
R.S. Knapp/Napco, a long time supporter of the AIA, recently exhibited key products and services at **The Architects Show - The Art of Architecture** held by the Westchester and Hudson Valley AIA chapter April 7 – 9 at the County Center in White Plains, NY. “We have always understood the important role that the architectural profession upholds and when the AIA asked for our support we were there,” commented Napco’s Sr. Vice President Jim O’Keefe.

The three day event featured an exhibition of the work carried out by the member firms which comprise this AIA chapter. The show was an open invitation to meet local architects, examine their work, and learn how the profession shapes the environment in which people live and work.

## NapColor

The AIA confidently states, “every building has an architect” and that architects, “are the primary shapers of our built environment.” Along similar lines, Napco believes that “every event” needs a good banner. The NapColor division of Napco played an important role in “shaping” the immediate look of this event by printing two 10’ x 15 ½’ outdoor, color banners which adorned the County Center’s front entrance.

**The two AIA banners were printed on 13 oz. vinyl with sewn hemming and grommets every two feet**



“Prior to the event, when I heard the banners were hung, I went to the County Center to see what it all looked like. I couldn’t believe it, they looked fabulous – even in the rain,” commented Valerie Brown, the Executive Director of the Westchester and Hudson Valley AIA and William Pfaff, 2011 Chapter President added, “The banners Napco has done for us are a real professional reflection of our overall event.”

**A close up of a large banner NapColor printed for the AIA event held at the County Center in White Plains, NY**



Upon climbing the front steps of the County Center and passing through the main lobby visitors led themselves to the central exposition area showcasing the region’s

architectural talent. NapColor's skill was on display here as well. Tautly secured red and white vinyl AIA banners framed the exposition walkways that spectators traversed while viewing the showcased architecture.



All of the displayed architecture was presented on various types of foam core board. Certain firms, like Christina Griffin Architect, had a more professional appearance by utilizing NapColor's ability to print directly to a wide variety of rigid media via a large format UV flatbed printer. "When the posters arrived at our office they looked great," commented Josefa Mulaire, Artistic Coordinator at Christina Griffin Architect.

This flatbed printer uses "VariaDot" printing technology to deliver photographic quality display prints. Furthermore, it can print on oversized items, irregularly shaped items, heavy substrates such as glass, or materials with uneven surfaces like wood. Having this capability gives Napco's clientele unique options to implement for event graphics, point-of-purchase displays, limited-term signage, banners, backlit and reflective rigid displays, transit advertising, directional signage, or even fine art.

**NapColor's ability to print directly onto various substrates like foam core board creates a more professional appearance and eliminates the sloppy outcome associated with manually applying the image to the board.**



O'Dea Lynch Abbattista (O.L.A.) Consulting Engineers is the top mechanical, electrical and plumbing (M.E.P.) design firm in Westchester County, NY. Since their primary clients are architects it was a natural fit for them to exhibit at this AIA event. O.L.A.'s marketing materials needed updating. Steve Abbattista, O.L.A. Vice President, and NapColor's Frank Gassib worked in tandem on communicating energy efficiency and sustainable design solutions within the firm's brand marketing collateral. The results were two 34"x91" banners, displaying LEED NC Gold projects, printed on 10 oz.

smooth vinyl in conjunction with tri-fold handouts summarizing the firm's history, services and project pictorials. Steve Abbattista summed up his NapColor experience by saying, "Working with Frank was great and everything came out great."

**O.L.A. V.P. Steve Abbattista at the AIA event with banners and tri-folds designed and printed by NapColor**



## The Napco Exhibit

Apart from the all the work done by Napco outside and inside the AIA event, Napco was also one of over thirty firms that elected to display products and services that promoted greater efficiencies within the overall design process.

The wide-format, HP T2300 eMFP printer-copier-scanner system was on display to show the design community how it enables technical design teams to easily access, share and print large-format project files online anytime, anywhere:

- Web-ready large-format printer with scan, print and copy functionality. Designed to match today's collaborative and mobile work styles, the new system makes it easy to share and manage content with project members around the world.
- *HP ePrint & Share* allows design professionals to automatically create, print, share and manage project files online using desktop or mobile devices.



iShareDocs was on display to show architects the best way to share files and documents online. It replaces unreliable means of transferring large files to and from a design office. Visitors to the Napco booth witnessed how this service eliminates large file attachments in emails and slow uploads through traditional FTP.

Napco visitors saw how iShareDocs can allow them to easily share and manage files with one or hundreds of people. Firms that were already sharing files but were frustrated with constantly training others on how to use a clunky FTP site, loved iShareDocs because of its user friendly interface.

The best way to characterize iShareDocs is that it is a ***“no nonsense system” with the ability to send mass amounts of data without conventional restrictions.*** Other important iShareDocs highlights covered at the event were:

- No software needed
- Unlimited clients
- Your company branding
- Multi large file upload
- Revision control
- Virus/Malware protected
- Automated notifications
- System to track emails
- User and group security

### **BoxDocs – Archive and Save Space**

Many of the architects Napco spoke with at the AIA event agreed that a growing problem is maintaining the paper documentation their projects create. Some admitted having heavy monthly expenditures to storage facilities to house their documents and one architect said he “threw out 7 tons of paper representing 32 years of architectural work.”

Napco’s Box Docs program is simple, there are two types of boxes - one for plans and one for office size documents. Clients stuff each box and in return Napco will scan them and put them on a CD for one flat rate (plan size box = \$199.00, office size box = \$99.00).