

14th March 2011

PREVIEW DESIGN WINS THE MK2011 ASTON MARTIN DRIVING DAY EXPERIENCE

Preview Design's Managing Director Zenon Baynham is the winner of a VIP Aston Martin Performance Driving Day following the successful MK2011 Digital Experience Event co-sponsored by Screen, Konica Minolta, TimeHarvest and Morgana.

A self described 'petrol head', Mr Baynham was thrilled to hear his name had been pulled out of the hat to win the competition, open to all 200 visitors to the recent 'MK 2011' digital printing event. At the 3-day event the sponsors united to demonstrate a powerful and multi-faceted digital print environment featuring all aspects of digital print from design through to the finished A4 to wide-format printed product with flexible finishing, streamlined digital MIS, variable data, web to print and integrated hybrid workflows.

Zenon says: "Mk2011 was a fantastic opportunity to see a good range of solutions in action. We attended primarily to look at finishing options to integrate with our existing Screen digital offset printer and to help streamline our printing operations, but we also wanted to explore potential upgrades to some of our digital printing kit. We always have one eye on the future so make a point of regularly attending events like this in order to keep up-to-date with technology and it certainly helped build on our understanding of the possibilities of digital."

To reflect the peak performance print technology in action a stunning Aston Martin DBS was on display throughout the event. And, as the prize winner, Zenon was offered a choice of Aston Martins to spend the day with a personal instructor and experience safe high-speed driving at the Millbrook Test Track - choosing the top-of-the-range Aston Martin DBS because "it's the fastest and most expensive!"

Preview Design is a design agency with in-house printing facilities offering clients an end-to-end solution from concept to design.

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Image: An image of Zenon Baynham is available to download direct from <http://tinyurl.com/64wrdrv> or on request from melindaw@splashpr.co.uk.

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