



LightScribe in Action – Public Demand Records and The Artful Dodger

LightScribe Direct Disc Labeling (www.lightscribe.com) offers a simple, no-hassle way to burn professional, silkscreen-quality labels onto CDs and DVDs. Musicians or music lovers simply burn their music or video, flip the disc over, and burn a great looking label for a demo CD or a disc of favourite songs or video – no printer, permanent marker or adhesive labelling is required.

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Public Demand Records (PD Records) is the artist management arm of The Artful Dodger collective – the most commercially successful UK Garage act to have emerged from the scene to date. Arguably most famous for the hugely successful collaboration with Craig David, 'Re-Rewind,' the group has produced a slew of chart topping hits including 'Woman Trouble' and 'Movin' Too Fast,' as well as other floor-filling remixes that have confirmed Artful Dodger's place as a premier production act.

The Artful Dodger continue to maintain a massive following in the UK urban music scene. As well as jet-setting DJ appearances across the world – from Ibiza clubs to supporting Justin Timberlake in Dubai.

PD Records constantly produces CDs for promotional purposes – sending demos, unique remixes and live recordings to promoters, magazines and radio stations for acts such as the hotly-tipped Carmen Reece. Before PD Records began using LightScribe the best labelling that could be achieved was a marker pen scribble or an unsatisfactory inkjet adhesive label. Now PD Records is able to create unique labels, which incorporate text, graphics and images, quickly and easily.

Dave Low (The Artful Dodger) said, "LightScribe is a great bit of kit. At Public Demand we've been scribbling on our CDs or printing inkjet labels ever since we started burning - which is a hassle and doesn't look very good.

"What's good about LightScribe is that we can make professional-looking CDs and DVDs for the artists we represent in the office or studio. Since we've started using LightScribe everyone's gone mad for the CDs - they all want LightScribe demos now. It's really changed the way we burn.

"LightScribe CDs have real impact with people when they see them for the first time. I couldn't believe the first time I saw it in action," Dave added.

For more information about Public Demand Records and the Artful Dodger go to <http://www.theartfuldodger.co.uk>

For more information about LightScribe please go to <http://www.lightscribe.com>