

digitalvision

N E W S

April 2005
Issue 2

WELCOME

The digital printing boom means printers are spoilt for choice.

With a host of new digital printers available worldwide, the market is, in fact, some 40% over-serviced with different machine brand and format options. Quite simply, a number of competitors will not survive.

This is why the right choice today is so important.

If you are looking to enter the digital printing market, I encourage you to look around at all your options.

Check whether there is any local support for the machine you're considering buying. Ask how long the brand has been produced? Check the payback time for such an investment into your business.

Make sure the ink consumable price is competitive for the quality you need to produce. Check if you can buy the media required for the end use. And, most importantly, know who will service it!

Don't be fooled by manufacturers' claimed specifications on production speeds.

Ask your future supplier for the production rate you can achieve for the mainstream product range you need to print and make sure you get a guarantee that the digital printer can produce what is claimed by the supplier.

Or you could simply give us a call. We'll be very happy to talk to you about the machine that's right for your needs and provide you with the guarantee of support that will enable you to plan your digital future with confidence.

Regards
Les King



See what the **VEE JET+** can do for your business

New Zealand printers are invited to register their interest in a private demonstration of a wide-format, flatbed digital printer that's guaranteed to broaden your horizons.

The latest from Scitex Vision, the Vee Jet+ is no ordinary printer.

It has the ability to print on an extensive range of rigid and flexible media – from corrugated cardboards to ceramics - and its market-leading 2 metre x 3 metre image area makes it the digital printer of choice for an extensive range of applications.

Digital Vision General Manager Les King says

the Vee Jet+ is ideal for samples and short production run work and he expects it to have widespread appeal across the New Zealand printing industry.

"We've brought this machine in as the demonstration model, because we can see it appealing to a cross-section of the market," says Les. "This particular machine fits well with both the screen printing industry and the packaging industry."

But even if this isn't the machine for you, it will definitely give you a good idea of the quality of Scitex Vision's offering.

"The quality of Scitex Vision's printers is just

■ *continued on page 4*



Scitex Vision's Vee Jet+ wide-format flatbed is no ordinary printer.

Finance made easy

Digital Vision has taken another step forward in customer service, with the introduction of attractive finance options.

Available to pre-approved clients, the finance offer is designed to make it even easier for Digital Vision clients to procure the right production equipment for their needs.

Because the finance is pre-approved, the whole buying process is 'streamlined' - enabling you to get on with your core business.

To arrange finance on your next purchase, simply talk to one of the Digital Vision team today. It's that easy.

INSIDE...

Pg 2 Digital Vision represents leading brands

Pg 4 Lower Hutt firm gives new Roland the thumbs up

Pg 5 Experienced trio head Digital Vision

Pg 6 Panda builds on its success with new Turbojet





Original lives up to its name

Visitors to multi-award-winning Original Screen's website are greeted by the stark proclamation that the company's aim is 'to go boldly where none have gone before'.

A no-nonsense explanation follows: "If we're not moving forward we're going nowhere. From day one, Original Screen has innovated. If there's new screen printing technology, a better way to bring your ideas to life, we'll find it, perfect it and deliver it."

The Onehunga company is currently living up to those words in an interesting way.

Co-directors Greg Nash and Warren Fenning have bought Roland FJ540 and SJ740

KIWI INGENUITY BEHIND MACHINE MODIFICATION

Digital Vision Manager Les King believes the company engineers' modification of the Roland FJ540 is a world first.

"I haven't seen a Roland set up like this at any of the international trade shows, I've attended," he says.

"It's a typical New Zealand approach – we take something good and find a way to make it even better."

Les explains that the modification is based on the machine's media feed system, enabling it to provide consistent media tension and print positives up to two metres long with no distortion.

"With a standard machine you'd probably only get halfway through that sort of length before you would start having issues like image stretching.

"We've alleviated those problems with this modification."

machines, normally used in digital printing, but which have been modified to produce film work for screen printing.

"I don't know if anyone else is doing this," Greg said.

"There was no purpose-made machine to do the job at an equivalent price. Producing photographic film is labour-intensive. Using the Roland machines is time-saving, and therefore cost-saving."

This example of thinking outside the square did not produce instant results, and the modified use of the machines has its limits.

"We spent four or five months trialing them before we found they could do the job - not everything, not the high-end quality work, just the main production runs," Greg said.

"We got the machines running just before Christmas and they have a full-time

operator, but we're still doing a bit of fine-tuning."

To date Original Screen has stuck resolutely to screen printing, but Greg revealed the company was now considering the digital sector, 'in a flatbed format'.

The company has a track record littered with laurels, including five golds, a silver and the president's award at the SGIAA awards in Sydney in 2003, and the supreme award in last year's Pride in Print competition.

Original Screen's relentless pursuit of excellence was rewarded in February when it recorded its highest ever monthly volume of work.

It now has 28 fulltime staff and is running shifts round the clock six days a week.



Thinking outside the square...Original Screen co-director Greg Nash with the modified Roland FJ540.

Well qualified girls can do anything

Eyebrows were raised when signwriter Leanne Freeman bought her first digital machine, a Roland SP-540V, and had it up and running in no time at all.

Conventional industry wisdom says it can take up to a year to master a printer such as the SP-540V.

Leanne, director of Otahuhu company Sign FX, was both amused and modest when it was put to her that her learning curve was exceptional in its brevity.

"Girls can do anything," she said airily.

The truth is a tad more impressive. Leanne has a fine arts degree from Auckland University. And younger sister Catherine Foreman, who joined Sign FX nearly a year ago and operates the Roland SP-540V, is a qualified graphic designer.

So does that mean Sign FX is not just a signwriter but can offer clients an artwork and design service?

Correct. And the two creative businesswomen are also into website design.

Leanne acquired her company eight and half years ago. She had worked in the signwriting industry full time, took time out to have a baby, then joined Sign FX as a part-time employee.

When the owner decided to go overseas, she bought the business.

Sign FX, which has four to five staff depending on workload, produces all kinds of signwriting. Until now it has had to outsource all its digital-printing work.

The purchase of the SP-540V brings everything in-house.

"With the acute labour shortage, we saw this as a way to reduce our labour costs," Leanne said.

"Catherine has the skills to do the digital work, which has been growing. We wanted to be able to offer a bit more - and make things a bit more interesting for us.

"The machine seems to be quite straightforward. It has been working

without difficulty. We made a few mistakes to start with - but only once.

"We do some outputting on it every day. It's not working to full capacity, but the volume of work is going to grow.

"Generally our work is pretty steady. No customer is bigger than 10 percent of our total turnover, so if one customer is a bit quiet it doesn't make too much of a difference."



Leanne Freeman (right) and sister Catherine Foreman with the Roland SP-540V, Sign FX's first digital printer.

THE JUMBO JET HAS LANDED

Roland DG are calling it the Jumbo Jet of inkjet printers...Selling at NZ\$100,000, the Soljet SJ-1045 IS being touted as the widest and fastest inkjet ever, from Roland.

What's more, the quality of its output is in a class of its own.

Targeted at signwriters who need print width of up to 2.5 metres for banner work, the Soljet SJ-1045 IS is a heavy-duty, high resolution machine that prints graphics at up to 45 square metres per hour.

Remarkably versatile, the machine is also well capable of printing smaller formats - again at high speed.

Using Roland's high-performance, 'no stink' Eco-Sol ink, the Soljet SJ-1045

IS produces vibrant UV and water-resistant graphics without the need for special ventilation or environmental equipment.

The mild solvent ink, which is safe to use and virtually odour-free, works in conjunction with a double heating system and dryer to bond aggressively with both coated and uncoated materials.

Featuring a heavy duty feeding and take-up system, which supports media rolls weighing up to 100kgs, the Soljet SJ-1045 IS is fitted with idler bars which maintain proper tension and precise media tracking - making it ideal for lengthy, unattended printing.

The Soljet SJ-1045 IS runs dual ink sets of CCMMYK and comes complete with Roland's Colorip software.



continued from page 1

IT'S NO ORDINARY PRINTER

outstanding and we're very keen to expose them to the marketplace," says Les.

"That's why we've chosen to put the Vee Jet+ into our showroom. We want to provide an environment where interested printers can make a time to come in, see the Vee Jet+ in operation and take the time they need to assess

the machine's capabilities and its value to their operation.

"We believe the showroom environment enables them to do that without the pressures of a trade fair."

If you'd like to register your interest in a private demonstration of the Vee Jet+, call Digital Vision today.

ABOUT THE VEE JET +

A dedicated flatbed with stationary vacuum table, the Vee Jet+'s market-leading 2 metre x 3 metre image size supports an extensive variety of applications.

It has the ability to print on an extensive range of media – rigid or flexible; fragile or heavy; smooth or textured; small or large - up to 40mm thick.

And Scitex's new-generation UV200 Supreme inks offer enhanced adhesion to even the most challenging media.

What's more, the the Vee Jet+ is supported by Scitex Vision's customer care programme, VisionSupport.

Your guarantee that you'll be able to enjoy ongoing productivity, VisionSupport is operated in New Zealand in conjunction with Digital Vision and means that you've got rock-solid backup every step of the way – from installation, to training on-site personnel and providing ongoing support of the highest calibre.

Manoukian to unveil new machine at PacPrint

Digital Vision will be involved in a world first at next month's PacPrint show in Melbourne.

The company's stand – which will be run in conjunction with sister company, Manoukian Australia – will feature the first public unveiling of Manoukian's new digital flatbed printer. One of three new models, with a host of custom options available, the printer features the latest in digital printing technology and is expected to attract wide interest.

To be held from May 24-28, at the Melbourne Exhibition & Convention Centre, PacPrint has been showcasing the world's latest and most innovative printing and graphic communications technologies since 1970.

Designed to provide the Australian, New Zealand and Pacific Rim printing and graphic arts technologies industries, with a comprehensive exhibition, PacPrint provides access to the technological advances and business solutions to take these industries into the future.

If you're attending PacPrint, look out for the Digital Vision team (on Stand No 802). We'll be happy to introduce you to the new Manoukian printer.

For more details on PacPrint, check out the website www.pacprint.com.au

FOR SALE

USED EQUIPMENT

Make	Model	Description	Ink Type	Age	Condition
Roland	CJ 500	Print and Cut	Pigment	2 years	ex con
Roland	SC 500	Print and Cut	Eco Sol		ex con
Roland	FJ50	Print	Pigment	5 years	good con
Roland	PC12	Therm/Print & Cut	Ribbon	2 years	ex con
Roland	PC50	Therm/Print & Cut	Ribbon	7 years	average
Roland	PNC5000	Cut Only			budget price

NEW EQUIPMENT IN STOCK NOW FOR IMMEDIATE DELIVERY

Make	Model	Description	Ink Type	Media width	
Roland	SP300V	Print and Cut	any	760mm	
Roland	SJ1000	Print	Eco Sol	2500mm	New bulk ink system T/A
Roland	SJ745	Print	any	1700mm	(NEW RELEASE)
Roland	FJ540	Print	any	1300 mm	ex demo model
Roland	SP540V	Print and Cut	any	1300 mm	



Digital Vision Limited

A member of the Universal Screen Group

7 Basalt Place, East Tamaki • PO Box 58-673, Auckland, New Zealand

P: 09 272 0044 • F: 09 274 3833

e: digital@uniscreen.co.nz • w: digivision.co.nz