

digitalvision

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WELCOME

Isn't it exciting when you do something that, at some stage, you could never have imagined possible?

In our case, who would have thought we'd be able to build a successful relationship with a key competitor to the point that we decide to join forces?

But, as Dave Cocks outlines in the story opposite, Seritech Developments Ltd has become part of the Digital Vision group and together we are now the leading supplier of digital machinery in the NZ market.

I'm thrilled to announce the move, because it is another major benefit for Digital Vision customers.

Dave and his team bring years of digital know-how to the mix. And combining our experience and resources means we can offer our clients even better service.

This major move caps off an exciting year for Digital Vision and we look forward to working with you to meet all your digital needs.

Certainly, these extra resources are going to assist in the busy lead-up to Christmas. It's the time of year when all sorts of demands come on, with end users wanting jobs 'done yesterday'.

We're very aware of those demands on your business and can assure you that we're committed to responding to your requests.

Finally, on behalf of the team at Digital Vision I'd like to thank you all for the opportunity to work with you over the past year and to wish you all the best for the festive season.

Regards
Les King



Seritech happy to join the Digital Vision fold

Thirty years after he founded Seritech Developments Ltd, Dave Cocks has allowed his company to come under the wing of Digital Vision.

One might imagine it was a hard decision arrived at with some regret, given Seritech's longevity and its extensive track record in selling and servicing Roland digital-printing equipment.

But Dave says any initial misgivings he had have been answered and he sees the fusing of the two companies' strengths as 'a logical progression' in an industry that is expanding faster than most people realise.

"Joining together we can perform better than individually," he says.

"Digital Vision's larger resources mean it's a merger made in heaven. I'm very happy about the potential for the future. It's happened in

the right place at the right time.

"Digital Vision is a well-organised, well-resourced company with a long history and association with screen printers, signwriters and the general print trade. It is very professional."

Dave founded Seritech in 1975 to sell screen-printing supplies and equipment. He had one of the first Mac computers in the South Island in 1985 and followed that with the purchase of a Roland PNC 1000 sign-cutting machine in 1992, which enabled him to cut masks for screen-printing stencils.

Two years later, prompted by Dave Hullah from Roland, he started selling Roland equipment, and three years ago Seritech narrowed its focus exclusively to selling and servicing Roland machines.

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Seritech owner Dave Cocks (left) and technician James McDiarmid...looking forward to building 'a substantial support platform' for the future.

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Heavens rain on Celine's T-Jet parade

When Hawera screen printer Celine Filbee put into practice what seemed a sound money-making idea, she didn't reckon on it being drowned by a deluge at the first serious attempt.

Celine took her new Fast T-Jet digital printer to the Hawke's Bay A&P Show, intending to image T-shirts to customers' requirements.

On the first two days the show's attendance was down greatly on last year's.

And on day three, the public holiday, the heavens opened, causing widespread flooding in the region and washing away any chance of making any sales.

Undaunted, the entrepreneurial and innovative Celine went out and bought 50 umbrellas and sold those instead.

Celine has had her T-Jet printer for two months and says it is enabling her to 'go on the road' to gatherings such as car and A&P shows and sporting events where she can take photographs to order and print the images onto T-shirts.

"I can do it within minutes on the spot," she says.

"How long it takes depends on how much manipulation they want you to give the photo. The machine prints up to an A3 size



Have T-Jet will travel...Celine and the OriginaliTees team are taking their products to the market.

effectively."

For the past six years Celine has owned Jax Screenprinting, having managed it for a time for the previous owner who was there 15 years.

With the purchase of her T-Jet she has created a sub-business and set up a website,

www.originaliTees.co.nz to publicise the new venture and help generate orders. She is also planning to promote the site nationally using radio advertising.

Celine, who is helped by three part-timers, is hoping the website will be a success as she senses that generating work through attending shows regularly will eventually prove too time-

consuming.

However, she thinks some of the bigger events, such as Big Boys Toys, will be worth attending.

She will also have the T-Jet at competitions staged by Dressage New Zealand, for whom she is events manager.

Celine spent eight years working in dressage yards in England, and although she says returning to Hawera was a culture shock, today she's happy with where she is and what she's doing.

"I'm not very good at answering to other people. It's a good business. I won't be a millionaire, but I enjoy it," she says.

STOP PRESS

We got white!

Great news digital printers.

After more than a year in development in the US, a white ink has been perfected that works in all T-Jet models.

Suitable for printing on dark coloured textiles, the new white ink rivals screen printing for colour brilliance.

For more information, call the team at Digital Vision today.

Seritech happy to join the Digital Vision fold

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Dave has two well-qualified assistants, James McDiarmid and Jeff Herrick.

James is described by Dave as very computer literate – "he's smart, picks up and solves hardware and software issues very quickly".

James has worked for Seritech for nearly three years, having started part-time while at university where he gained a B Sc degree, majoring in geography and geology.

Jeff, who has a degree in computer science, has worked for Seritech for eight

years under contract and is responsible for the company's specialist networking.

Dave says Seritech has other people it can call on if needed and there are plans to institute training programmes with the resources available through Digital Vision.

"In the expanding digital industry it was a logical step to combine with a larger company so we can implement software and hardware training facilities to give our customers a substantial support platform for the future," he says.

This man would love to marquee your car

Having made an exit from the motor sport industry after many years' involvement, Ray West has just accelerated away from the starting line of a new but not totally unrelated career.

The former systems manager of International Motorsport has formed his own company, Auckland-based Redline Digital, which prints decals for all types of vehicles.

Redline Digital is able to supply decals and sponsors' logos for racing, rally, sports and customised cars. Ray even expects boy racers to be among his clients.

He reckons there are opportunities in his chosen market, particularly in the customised-car sector.

Ray has had a nodding acquaintance with printing through having an uncle in the industry, and he's working alongside Troy Weeks, of associated company Redline Signwriters, which is in the second year of a contract to produce signage for Motorsport New Zealand's summer racing season.

Ray says he and Troy jointly dreamed up the idea of digitally printed decals and logos for performance cars, a production process well established overseas but not here in New Zealand, even though digital imaging is much cheaper than painting.

He has gained business so far through word-of-mouth recommendations but plans to advertise his service in the new year. He says having access to Redline Signwriters' customer database and its staff's strong design skills has been very helpful.

Ray has made a considerable investment in Redline Digital, including having bought a Roland SP-540V printer, so he's hoping his workload



Ray West, of Redline Digital...is using his Roland SP-540V to print decals for all types of vehicles.

will grow quite rapidly. He is also planning to purchase a laminator soon. He describes the SP-540V as 'fabulous', with excellent print quality and photo images, and sees its precision contour cutting as another advantage.

After six weeks, Ray regards his new job as exciting but hard work.

"There's just me at present, and I've put in a few long hours," he says. "I'm here to recoup the machine's costs and make it earn its keep."

"Early next year we'll be able to start seeing some light."

That 'light' will include working with a major United States car polisher and car care company.

"I've done a lot of work with them over the years through motor sport and will be working with them in the future," Ray says.

Monti Antonio added to the Digital Vision lineup

Digital Vision has added another market-leading brand to its product range.

The latest addition is Monti Antonio - the world-class Italian manufacturer of sublimation transfer presses.

Delighted to be appointed Monti Antonio's New Zealand agents, Digital Vision General Manager Les King says the development is well timed.

"Unveiled at FESPA, Monti Antonio's Doublemini Mod .90 is a double transfer press," he says.

"In simple terms, this means it can print on

both sides of the textile at once."

Designed as a high-tech, small-sized press for transfer thermoprinting, the Doublemini is suitable for small outputs and sample runs of sports knitwear, bathing suits and other transfer and flock applications.

Complete with vacuum system (1500 x 1000mm) the new machine is ideal for printing flags as the vacuum draws the sublimation gas through the fabric, making a true double-sided print.

Monti Antonio, which sets the world standard for machinery in the textile industry, has nearly 50 years experience in the sector.



Backed by extensive research and development facilities, their equipment is renowned for its versatility and quality and is a valuable addition to the other big names in Digital Vision's top-class product range.

Ray steps out along a new road

After 15 years on the road as a representative supplying clothing to retailers in the North Island, Ray Spillane became 'sick of travel' and quit.

But he's taken his clothing knowledge with him and is putting it to profitable use in a new career.

Four months ago Ray took over Printex, one of Tauranga's longest-established screen-printing businesses. He prints logos and images on sports and corporate uniforms, as well as on promotional products such as pens, compendiums, bags and caps.

Ray says he has given his company a makeover, with new signwriting, advertising and marketing, and a showroom containing a full range of apparel.

"The business in the past has had a basic range of T-shirts and polo shirts, but I've extended the range of clothing," he says.

"All the uniforms are similar to what I handled when I was in clothing. And I knew a bit about screen printing before I came into it, as I did some uniforms from home for touch rugby teams about 12 years ago as a bit of a hobby."

Even so, he admits he's been through a steep learning curve - including familiarising himself with his new Roland SP-300 four-colour digital printer.

This versatile machine handles a variety of jobs impressively, including heat transfers for apparel and colourful decals and labels.

Ray says he is 'rapt' with the SP-300 and is also impressed with the high quality and reliability of the film positives for solvent

inks, T-shirt transfers, white vinyl and poster paper supplied by Digital Vision.

He says there are a lot of screen printers in Tauranga and Mt Maunganui, but there's also a lot of work. With the help of two women assistants, his order book is healthy.

He is turning out a growing volume of sports and corporate uniforms, and his clients include schools, sports clubs, and Tauranga City Council.

Looking ahead, he says he will not expand his range of products but hopes to increase the volume of his existing lines.

"I want to grow the promotional part of the business. People are always looking for corporate and Christmas gifts - pens, caps and mugs with logos. There's a good market there."

FOR SALE

USED EQUIPMENT

Make	Model	Description	Ink Type	Age	Condition
Epson	3000	Positive	Amanda	-	good
Epson	3000	Sublimation	Sub	-	good
Epson	9000	Pos or sub	-	3 years	good
Roland	SC 500	Print and Cut	Eco Sol	Ex-demo	excellent con
Roland	SP300	Print and Cut	Eco Sol	18 months	Balance of 5-year warranty

NEW EQUIPMENT

Make	Model	Description	Ink Type	Media width
US Screen	T-Jet	T-shirt printer	dye	Direct to garment
Roland	SJ1045	Print	Eco Sol	2500 mm - new bulk ink system T/A
Monti Antonio	Mod.90	Vacuum press	-	1500 x 1000 mm

Many other models available for immediate delivery



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