

digitalvision

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Issue 5

WELCOME

Welcome to the latest issue of Digital Vision's partners newsletter.

In spite of our government forecasting doom and gloom over the past months, it is exciting to see our business partners forging ahead, posting record sales for the last quarter of the 2005 financial year.

While sales in our printing businesses continue to hold strength, we are looking to an exciting year in 2006 - especially with the continued new developments in digital technology forever improving quality and reducing production costs.

Printech is nearly here (June 11-13) and is a must for all to attend.

We have some really exciting new products to offer, including Roland's new FJ74V8 high-speed sublimation printer, Roland's first true solvent printer, the AJ-1000, and the new Pro3.

These printers are being sent to us direct from FESPA's inaugural Digital Printing Europe show, in Amsterdam, making New Zealand one of the first countries in the world to see the new technology unveiled. Now that's exciting!

Other benefits for our partners highlighted in this newsletter include the expansion of our service department, which has now reached a new level in technical support with even quicker response times than have been offered before.

Finally, Digital Media has been rolled out with the introduction of Violet Oliver to our sales team.



Regards
Les King

CORjet helps keep Box NZ out in front

Box NZ is a company that operates in a highly competitive field, manufacturing corrugated speciality packaging.

Late last year the Auckland-based business purchased a machine that is enabling it to offer its customers a point of difference.

"We specialise in high-quality, short-run point-of-sale packaging and have clients throughout New Zealand," says Blair Martin, manager of Box NZ since its formation eight years ago.

"We are the first to install a large flat-sheet digital printer, so we have an alternative to screenprinting to offer our new and existing clients.

"This has resulted in higher quality, lower set-up cost and quicker turnaround for our customers."

Box NZ, which is owned by Australian company Amcor, has had an HP Scitex CORjet since Christmas, and Blair says it is performing to expectations.

"We are running it ten hours a day, six days a week."

He adds that the machine is the first his company has purchased from Digital Vision and 'we're happy with our purchase'.

HP Scitex says the completely automated CORjet has been designed as the ultimate industrial digital inkjet press for packaging and display applications.

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Blair Martin..."It has opened up completely new fields for us."

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And then there were five...

Digital Vision's newly-appointed Service and Support Technician, Alan Clarke, reckons he's found the perfect role.

In his new position as the fifth member of the company's service and support team, Alan's combining his knowledge and experience in the electronic field with skills learnt owning and managing his own sign business.

"The job couldn't be better suited to me," says Alan, who also enjoys the opportunity to interact with clients.

A committed Roland user, Alan bought his first Roland digital printer in 2002 and admits he's been 'hooked' on them ever since.

With all that hands-on experience he's obviously well-versed in what makes the machines tick, and his position at Digital Vision has given Alan the opportunity to upskill in the multitude of software programmes used within the industry.

In his own business, Alan mainly used Corel Draw and now has had further training in other key programmes such as Flexisign and Versaworks.

Outside of work, Alan relaxes by sculpting. One of an artistic family, Alan says hewing artworks from suitcase-sized slabs of stone provides a complete break from his day-to-day role.

Give Kim a call

Need a Digital Vision Service and Support technician? Then call Kim.

Kim Ostermeyer is Digital Vision's sales and service co-ordinator, responsible for ensuring the company's team of technicians is operating at maximum efficiency in meeting clients' needs.

"Because our technicians are so well know in the industry, some people try to contact them direct," says Kim.

"Answering those calls – especially when they're out working on-site – doesn't allow you to get the time you deserve.

"We'd like to encourage all clients to call

me in the first instance and – because I know who's working where and when – I can organise the appropriate technical support in a timely fashion."

Enjoying the challenges of her busy role at Digital Vision, Kim has brought a strong background in customer services and administration to the company.

She lived in Australia for some 14 years before returning home a couple of years back and for a fair portion of her time over the Tasman worked in a very similar role in the telecommunications industry.

Remember, next time you need technical support, call Kim (09) 272 0044 or (021) 957 596.



11-13 June 2006
ASB Showgrounds
Auckland NZ

space

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SPACE IN WHICH TO CREATE NEW RELATIONSHIPS.

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Roland training too good to miss

If you need to upgrade your skills in Flexisign and Versaworks, Digital Vision has got good news for you.

Over the next few months, Roland is running a series of training courses in these key programmes.

Versaworks training (\$299 per person):
Auckland - June 15; Wellington - June 20;
Christchurch - June 22.

Flexisign training (\$299 per person):
Auckland - June 16; Wellington - June 19;
Christchurch - June 25.

CORjet helps keep Box NZ out in front

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It is capable of cost-effective short runs of high-quality output, maintains true 600dpi resolution during its high throughput of up to 150m²/hr, and delivers full sheets up to 160cm x 320cm and up to 10mm thick.

HP Scitex believes the CORjet presents an opportunity for the corrugated packaging industry to move from 'commodity' to 'speciality' product offerings - which suits Box NZ well.

"We're geared towards customers launching new products and promotions companies going for 'show'," Blair says.

"We can print on to corrugated board, corrugated plastic, and foam board. It has opened up completely new fields for us."

Backed by a staff of 45, and with 35 years' experience in the packaging industry and the CORjet in his armoury, Blair is confident a rosy future awaits Box NZ.

Violet has printing in her blood

Digital Vision's newly-appointed Media Sales Representative, Violet Oliver, has printing in her blood.

In fact, most of her working life has been spent in and around the industry.

Violet's perhaps best-known for the 10 years she spent as publisher of *Inky Fingers* magazine. She eventually sold the publication to *NZ Printer* – and spent another three years working for this magazine.

Now part of the team at Digital Vision, Violet

says she's excited about the challenges ahead – and the opportunity to renew contacts with the many people she's met in the industry over the years.

"The whole digital printing sector is growing so fast, it's great to be part of it," she says.

In her new role, Violet is responsible for sales of media – including vinyl, banner, paper, backlit and heat transfer media – and certified inks for Roland, HP Scitex and T-Jet digital printers.

She also has peripheral products, such as

well-priced Media display stands, to offer.

Very impressed with the range and quality of Digital Vision's media products, Violet says technological innovations mean there's a regular stream of new products coming to market to help printers achieve even better results.

"As part of the Uniscreen Group, Digital Vision has an excellent name in the marketplace. I'm really looking forward to getting out and showing our clients what we have to offer."

All eyes on Printech

Digital Vision will be unveiling some exciting new digital printers at Printech 2006.

Foremost among them is Roland's brand new FJ74V8 sublimation printer – fresh from its starring role at next month's FESPA Digital Printing Show.

Exhibiting in conjunction with their parent company, Uniscreen Group, Digital Vision

will also have the world-class Monti Antonio vacuum sublimation transfer press on display.

To be held at the ASB Showgrounds, Auckland, from June 11-13, Printech – which is held every four years – is the country's largest expo of print industry products and technology.

To register, go to www.printechnz.com

Need finance? That's simple

Digital Vision's commitment to customer service has taken another step, with the availability of attractive finance options.

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

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

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

We've got you covered

Digital Vision's recently-expanded service team has got New Zealand covered.

With five technicians now based in Auckland and Christchurch, the company's longterm commitment to the digital printing industry is clear.

"If you're serious about the business, it's not enough to just sell equipment," says Manager Les King.

"You've got to be prepared to stand behind what you sell with extensive service and support."

Digital Vision is able to do that with the experience and expertise of five technicians –

Greg Burgess, Pete McLean, James McDiarmid, Alan Clarke and Trevor Wade.

The team specialises in the servicing and support of HP Scitex, Roland, Monti Antonio and T-Jet machinery and, crucially, their combined expertise covers the vast majority of the multitude of software applications being used in the marketplace.

They include: Flexisign, Versaworks, Signlab, Corel Draw, Wasatch, Photoprint Server, Sign Mate, Sign Blazer, Onyx, FastRIP, Fast Artist and ColorRIP.



'Early adopters' reap benefits of digital move

An award-winning Nelson business is reaping the benefits of an early move into digital printing - and a longterm relationship with its Roland supplier.

Signz'n Graphix first opened for business some 18 years ago as a one-man desktop publishing operation.

About eight years ago proprietor Alan Eskrick was looking at installing a small screen printing operation for long runs of signs. However, Dave Cocks of Seritech Developments - the company which, as we reported in the last issue of this newsletter, has joined forces with Digital Vision - advised him to go digital.

The outcome was Alan's purchase of a Colorcamm (PNC5000) from Seritech and the start of an ongoing business relationship which saw Signz'n Graphix purchase an SP540V Versacamm eco-solvent printer in August, it's eighth Roland machine and the seventh from Seritech.

In 1997 the business was overall winner of the Nelson Regional Business Awards and in 2000 won the Innovation Award at the

Business Awards. Alan believes their success was due in part to their early adoption of new technologies and also to the job tracking and costing software he has developed to run the business.

Two years ago the CJ500 was upgraded to a CJ540, once again purchased from Seritech. Alan says his intention now is to focus a CJ540 - again bought from Seritech, two years ago - on high quality art reproductions using the CMYKOG inkset to

maximise the achievable colour gamut.

Meanwhile, the Versacamm has taken over the day-to-day work of printing labels, banners, posters, backlights and vehicle graphics. It is already hard at work and Signz'n Graphix is benefiting from the versatility of having two wide-format machines in its shop.

Alan says that all along the way the support he has received from Roland, and especially Dave Cocks, has been fantastic.



"Dave has a wealth of knowledge of the printing industry. He doesn't just sell you a machine, he shares a lot of tips to help you get the most from your machine. Building up such a close relationship with our equipment supplier has been really beneficial to our business."

Left: The team at Signz 'n Graphix utilise a range of Roland machines.

FOR SALE

USED EQUIPMENT

Make	Model	Description	Ink Type	Age	Condition
Epson	4000	Positive film	Amanda	Ex-demo	excellent con
T-Jet	Standard	White ink capable		Ex-demo	excellent con - \$16,750
Roland	SC500	Print and Cut	Eco Sol	Ex-demo	excellent con
Roland	SP300	Print and Cut	Eco Sol	18 months	Balance of 5-year warranty



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