

# digitalvision

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## Printech attracts quality audience

Printech 2006 attracted digital printers from throughout the country to check out the range of printers we had on display at the Uniscreen Group stand.

One of more than 100 exhibitors displaying at the three-day show, our major stand featured a range of market-leading digital and screenprinting machinery.

Most noticeable was the strong interest from screen printers – many of whom are looking closely at the opportunities offered by digital printing.

Talking to them, it's clear that they now understand how digital technology can enhance their existing operations, rather than seeing it as head-on competition.

Such operators are seeing good crossover between screen printing and digital and are looking at all aspects of the technologies.

One of the digital printers on display that attracted most attention was Roland's white print capable SC-545EXW print and cut machine. There's more information on that in this issue, along with details of the other digital printers we displayed:

- Roland's versatile SP-540V – an economically-priced print and cut machine;
- Monti Antonio's innovative vacuum 'double transfer' press; and
- Roland's attention-grabbing 2.7 metre wide format printer, the AJ-1000.

Thank you for visiting our stand at Printech, we look forward to building our business relationship with you in the year ahead.

Regards

Les King



## Printech 2006

For more on Digital Vision's display at NZ's major print show see inside this issue.



## HP Scitex's latest TJ series offers printers real choice

Released at the recent Shanghai show, HP Scitex's latest TurboJet models (TJ8300/TJ8500) offer printers unprecedented choice.

One of the fastest wide-format digital presses available, the HP Scitex TJ8300 uses a solvent ink process and an external drying system, while the HP Scitex TJ8500 is designed to utilise environmentally friendly UV inks and has an internal curing system. This system means the TJ8500 is remarkably compact.

Both printers offer industry-leading productivity of up to 400 sq. metres an hour and their advanced technology and sleek production system delivers quick return on investment.

In each machine the media is roll-fed to the buffer, cut to length and loaded onto the revolving drum.

In the HP Scitex TJ8300 the sheet is

automatically removed from the drum and slides onto the drying unit, while the HP Scitex TJ8500's integrated dryer cures the ink with each drum revolution.

Featuring a custom-designed print heads bridge – with 150 print heads - both systems print six-colour on uncoated or untreated materials, including paper, self-adhesive vinyl, banners, canvas and paper-backed flags. The HP Scitex TJ8500 also prints on uncoated synthetic media.

For more details call Digital Vision today.



HP Scitex's TJ8500 was unveiled at the Shanghai show.

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## Roland SP-540V:

The 'perfect' machine for a wide range of uses in the New Zealand market, Roland's SP-540V offers print and cut technology at an affordable price.

Renowned for its versatility and ease of use, the printer is able to print on uncoated media and is ideal for

producing everything from labels to decals, vinyl signs, banners and heat transfers for apparel.

Using people-friendly Eco-Sol inks, the printer comes complete with Roland's powerful VersaWorks software RIP.

## Roland AJ-1000:

Described as a 'grand format' printer, the 2.7 metre wide AJ-1000 was certainly attracting plenty of attention at Printech 2006.

Designed for fast, high-volume production printing, this true eco-solvent inkjet printer achieves a maximum speed of 90 sq metres/hour.

Utilising durable new EcoXtreme ink, the 'Advanced Jet' produces dense rich colours for brilliant outdoor banners and vehicle graphics.

Plus, its auto maintenance system ensures reliable performance and easy, hassle-free operation.

## Roland SC-545EXW:

The world's first white print capable digital printer, the SC-545EXW utilises white eco-solvent ink to take advantage of Roland's integrated print/cut technology.

Able to print white and CMYK, the 54" wide inkjet printer and contour cutter is ideal for window signage and

a host of other uses.

The printer comes complete with Roland's market-leading VersaWorks software RIP and its use of environmentally friendly Eco-Sol ink means that no special ventilation is required.

## Monti Antonio Doublemini Mod .90

The world-class Italian manufacturer of sublimation transfer presses, Monti Antonio's Doublemini Mod .90 was on display at Printech.

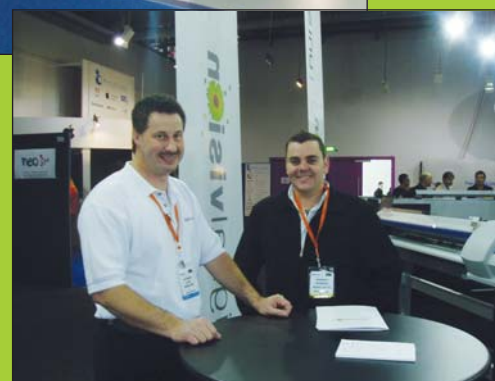
A 'double transfer' press, it can print on both sides of the textile at once.

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

Their equipment is renowned for its versatility and quality.



# New releases from Roland

Two new releases from Roland have been designed to meet the needs of larger production houses.

- Roland's XC540 is a high-speed print and cut machine that sets new performance standards.

With an impressive maximum print speed of 41 sq metres/hour it is perfect for high-volume production of billboards and large banners.

- Roland's FP740 is a purpose-built, high volume printer for sublimation printers.

Released at FESPA earlier this year, New Zealand's first FP740 is due into the country shortly, hot off the production line.

For more details on these exciting new releases, call Digital Vision today.



# VEEjet helps Benefitz cover market

North Shore company Benefitz claims no other advertising or print business can match the resources and solutions it offers at its Constellation Drive premises.

The company's diverse printing capability extends to producing billboards and banners up to five metres wide and just about any length. With a dozen graphic designers on its staff of more than 50, it also offers a range of creative services covering advertising, design, mailers, marketing, newsletters, photography, and website design and maintenance.

Benefitz has recently become the first print company in Auckland to install an HP Scitex VEEjet flatbed printer.

The VEEjet uses piezo-electric inkjet technology with UV curable inks and can print on rigid materials of any type up to 2 x 3 metres in size and in thicknesses up to 4cm. Print quality is up to a resolution of 720dpi.

"This was really the only area of the market we didn't have a print solution for," says Benefitz director Dallas Bennett.

"With the installation of the VEEjet flatbed we

now virtually cover the lot. We have volume offset printing, small format digital, billboard [XL] printing, and now we're able to print on just about any rigid surface up to 4cm thick. This includes corflute, card, plastics, wood, glass, aluminium and metal."

The key to the Benefitz VEEjet's versatility is that the substrate does not need to be moved during the imaging process – the printing heads travel the length of the substrate. This means that heavy as well as fragile materials can be printed with the same precision and sharpness.

The VEEjet can utilise many types of substrate and thus has countless applications and can easily adapt to customised projects. It is simple to set up for different types of substrate or to do testing or proofing before the real job is printed.

Special projects that need several types of signage but still have a common design and colour scheme can easily utilise different size/shaped substrates, as well as different materials to display and communicate the message.



Benefitz director Dallas Bennett with the HP Scitex VEEjet printer.

Benefitz has been making the advertising and design community aware of the VEEjet's capabilities which, it says, will enable designers to enjoy creating large and grand-format concepts and applications involving a broad scope of materials.

## Visual Image Expo in Sydney

If you're going to be in Sydney for the upcoming Visual Image Expo, make sure you drop by the Digital Vision display.

We're exhibiting as part of the Uniscreen Group's stand and the equipment on show will include Roland's outstanding new sublimation printer, the FP740.

The Visual Image Expo – reputedly the largest graphic industry expo in the southern hemisphere – runs from September 13-16 in the Sydney Convention and Exhibition Centre, Darling Harbour, Sydney.

## Meet John Lewis - our new sales rep

Digital Vision's newly-appointed Sales Representative, John Lewis, brings a working lifetime of experience in the digital industry to his new role.

He's been selling digital print technology in Australia since the late 1980s and will be responsible for representing Digital Vision's market-leading, wide format products to printers in an area stretching from Whangarei to Taupo.

The new role signals a return home for John and his wife, Sue, who have just moved back to Auckland after 28 years in Melbourne.

"We'd had enough of Melbourne – it was time to come home," says John.



John Lewis.

# Barry stops selling Rolands, buys two

Remember the man who liked the product so much he bought the company?

Well, Barry Griffiths hasn't exactly done that. But after years of selling Roland machines for a living, he has now bought two and set up his own printing business.



Barry Griffiths...has bought two Roland printers.

Barry has formed Poster World Ltd, which is outputting posters and fine art from an online-image database, as well as printing signs, labels, shirts and banners

"I have a number of good contracts for companies that need posters to be printed on a monthly basis for regular retail images and promotions," says the eight-time winner of the New Zealand men's table tennis title.

Barry has had more than 15 years' industry experience and was previously sales manager with Digital Vision. Before that he was a director of Visualise Solutions until its acquisition by Digital Vision nearly two years ago. While with Visualise he won the Roland company's top sales award for New Zealand.

Barry has bought a Roland SJ-645EX 1.6-

metre-wide printer, which he intends using exclusively for the production of posters and fine art. He has also purchased a Roland XC540 printer-cutter – the first in NZ – and an Insta heat press. The XC-540 will print and cut signage, labels, shirt transfers and banners up to 1.34 metres wide.

Barry describes fine art as a growth area in printing. He has signed a contract with an overseas company to give him access to a catalogue of 90,000 online images of objets d'art to be found in some of the most famous galleries and museums in the world.

Before taking on staff he intends automating every process in his company.

"This is critical to production where posters are concerned, because of the cost".

## Service team covers NZ

Digital Vision's highly-skilled service team has got you covered – wherever you're based in New Zealand.

With five technicians – Greg Burgess, Pete McLean, James McDiarmid, Alan Clarke and Trevor Wade – based in Auckland and Christchurch, the company's commitment to support the high-tech equipment it sells is clear.

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

To book the services of a technician, call Kim Ostermeyer, Digital Vision's sales and service coordinator, responsible for ensuring the company's team of technicians is operating at maximum efficiency in meeting clients' needs.

"Because our technicians are so well known in the industry, some clients try to contact them direct," says Kim. "We'd like to encourage all clients to call me in the first instance, so I can organise the appropriate technical support."

For technical support from the Digital Vision team, call Kim (09) 272.0044 or (021) 957.596.

FOR SALE

### USED EQUIPMENT

| Make          | Model          | Description         | Ink Type    | Age      | Condition            |
|---------------|----------------|---------------------|-------------|----------|----------------------|
| Roland        | CX300          | Cutter              | -           | 6 months | Excellent condition  |
| Monti Antonio | Transfer press | 1600 x 2250         | -           | 10 years | Excellent condition  |
| Roland        | SP-540V        | Print and cut       | Eco Sol Max | ex-demo  | Full 5-year warranty |
| Roland        | SJ-600         | Printer - 1600 wide | Eco Sol Max | 4 years  | Very good            |



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