

digitalvision

N E W S

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Welcome

Welcome to the latest edition of Digital Vision's newsletter.

In this issue we unveil an upcoming seminar that's going to be of vital interest to the digital printing industry.

To be held in Auckland, in February, the HPScitex Technology Seminar is a great opportunity to gain an insight into the latest developments from one of the world's leading manufacturers of Grand Format technology.

There are more details in the story opposite. However, places at the seminar are strictly limited, so make sure you register now.

Also in this issue we're proud to announce the further expansion of our service team.

Providing true national service coverage is a key aspect of the support we offer our clients and that's definitely been enhanced by the addition of Operations Manager Craig Simmons and service technicians Jeff Herrick and Graham Godfree to the Digital Vision team.

Finally, on behalf of all the team at Digital Vision, I'd like to wish our valued customers a peaceful Christmas and a relaxing New Year break.

We've appreciated the opportunity to work with you over the past year and look forward to our continued mutual business development for the year 2007 and beyond.

Les King
General Manager

Seminar to provide an expert view of the future

Want to know where your fast-moving industry is heading?

Then you must grab the opportunity to attend the upcoming HPScitex Technology Seminar 07.

To be held in Auckland, on February 20, the half-day event will bring together experts from a company that's acknowledged as one of the international leaders in Grand Format digital printing technology.

To be hosted by Digital Vision, at the Hilton Hotel, the seminar will begin with lunch followed by a series of presentations from HPScitex.

A highlight will be the company's unveiling of new, low-cost print heads, which do not require realigning when they are replaced.

Other presentations will cover a range of key topics relevant to digital printers keen to stay at the forefront of their industry and will be followed by site visits to two recent HPScitex installations.

The event will conclude by 7pm, which will enable out of town visitors to catch flights home. Those who choose to stay overnight will be able to take advantage of special accommodation rates at the Hilton Hotel.

Attendance at the HPScitex Technology Seminar is limited to just 60, so please urgently mail your intention to attend to HPScitex.registration@uniscreen.co.nz

A new challenge for Colin

When Colin Francois sold his Auckland business and moved to Christchurch, he did so to escape the northern city's rain and horrendous traffic problems.

But what was intended to be a restful retirement turned out to be too quiet.

"I got bored," says Colin who had enjoyed a busy managerial career with such companies as Alex Harvey Industries, Hertz, Ports of Auckland, and (as owner) aluminium-joinery supplier



Operator Narja McKechnie with the Roland XC-540... support service was a key factor in Sabre Signs' purchase.

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Remote software support a benefit for customers

Digital Vision is harnessing the power of the Internet to provide its customers with faster software support.

The recent introduction of remote desktop support technology means the company's technicians can log onto a customer's computer via the internet and take control of the desktop as if they were sitting in front of the machine.

"This means we can identify software problems and help with training, or whatever the customer's issue happens to be, without having to travel out of town to do it," says Operations Manager Craig Simmons.

"The only requirement is that the customer has access to the Internet.

"Technicians can even do it on the road – they can be sitting in a car with their laptop giving them access to the customer's desktop."

Craig explains that the remote desktop support is provided through a secure connection which is controlled by the customer.

"Once we've finished the job, we can't get back in again to the customer's desktop without the customer authorising access."

A new challenge for Colin

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Rylock North Shore.

So about a year ago Colin bought a digital and screen-printing business in central Christchurch, Sabre Signs, for the simple reason that 'it was a business venture that had potential'.

The company, established in 1972, specialises in real-estate signs and has customers from Pahiia to Bluff. It also produces hazard-warning signs, signs for a number of well-known house-builders, and promotional signs, including pull-ups and banners.

Colin says that whereas an Auckland company may have 150,000 potential clients, in Christchurch the figure is about 25,000. Accordingly, he is working hard to broaden Sabre Signs' customer base nationally.

"We do a lot of UV overlay screen printing as well, and there's not a lot of people (in Christchurch) who do that," he says.

The company's expansion is

reflected in its recent move to larger premises and the replacement of a Roland SJ-540 printer with a Roland XC-540 six-colour machine.

Colin says he bought the XC-540 from Digital Vision because 'our staff were already experienced in using that type of machine, we liked the technology, and the support service was a key factor'.

He says the XC-540 also has features the SJ-540 didn't have - built-in take-up rollers, heaters and dryers, as well as superior printing quality and speed.

"We can do more with less. Because the XC-540 is faster and more efficient, we can produce more in a day."

Colin says the move to modern premises has made Sabre Signs more efficient and productive. It has meant a dozen carpark spaces for visitors and clients, a proper reception area, and more

room for his staff of eight, who include his wife Lillian as accounts manager, operations manager Tony Turner and Roland operator Narja McKechnie.

Though he knew nothing about

Roland XC-540:



The ideal 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.

digital and screen printing when he bought Sabre Signs, Colin says he's really enjoying himself ('it's a laugh a minute') and intends staying in the industry for a while yet.



Receptionist Angela Adams has a pleasant working environment in Sabre Signs' modern premises.



What's in a name? Success!

Paraparaumu company Elizabeth Taylor Graphics is named not after you-know-who but its founder, who runs the business with her partner, Tim Beere.

However, perhaps some of the movie star's magic has rubbed off on ETG since it was formed eight years ago.

For what started as a business from home with a wide-format printer and a laminator, now employs 15 people in 1100 square-metre premises and is poised to double its growth over the next two years.

Elizabeth Taylor Graphics, 45km north of Wellington on SH1, specialises in real-estate signs, banners, vehicle graphics and digital laser print, with 83% of business coming from out of town.

An innovative approach to customer orders enables the company to produce up to 40 real-estate signs a day and deliver them anywhere in New Zealand within 24 hours. A similar service applies to marketing cards and flyers.

Tim Beere explains: "We have an on-line-design functionality to our website so our clients, particularly our real-estate clients, can log on and upload their photos into templates and type in their text.

"Everything formats correctly, then they can view the sign online as it's going to appear when we deliver it to them.

"As far as I know, we're the only ones in large-format print doing this.

"We have clients who need repeats. They want to vary the information but they're using the same templates all the time. It's very cost-



The Elizabeth Taylor Graphics management team (from left) Terry Sole, Tim Beere and Elizabeth Taylor.

effective."

Elizabeth and Tim recently bought a Roland AJ1000 grand format printer, confident in the name after having owned two Roland SP540s for the past three years.

"We needed a heavier duty, more commercial machine because we were putting up to a kilometre of vinyl a month through the small machines. This big machine can do up to 90 square metres an hour at 2.6 metres wide," Tim says.

"We know the quality and speed of the AJ1000 will give us a definite advantage over our competition."

He says he and Elizabeth are using Roland long-life inks 'because it's very important, even on short-term signs, not to compromise on the quality'.

The couple have just taken on a partner, Terry Sole, to share the managerial workload and increase the company's capitalisation.

Helped by the grand-format Roland, the trio will be targeting with confidence that 100 per cent increase in business.

Service fees

Digital Vision's service fees, travel and hourly rates are:

- **Callout Fee**\$100.00
 - After Hours callout\$300.00
- **Travel (per kilometre)**\$0.75
- **Hourly rate**
 - Hardware support\$100.00
 - Software support/training\$150.00
 - After hours.....\$200.00
- **6 Monthly Roland Preventative Maintenance Service**\$300.00

(includes travel within Auckland, Wellington and Christchurch metropolitan areas)

Roland AJ-1000:

A 'grand format' printer, the 2.7 metre wide AJ-1000 is designed for fast, high-volume production printing. In fact, the eco-solvent inkjet printer is capable of achieving 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.



Growing team reflects firm's service commitment

Digital Vision's commitment to customer service and support has taken another major step forward.

In recent months, the team has expanded to better meet the demands of the fast-growing digital printing industry with the appointment of an Operations Manager and two more technical support people, in Wellington and Christchurch.

Operations Manager, Craig Simmons, brings extensive service management experience to his new role.

A Kiwi, Craig has just moved back to Auckland with his family after eight years in Sydney.

Originally a field technician for Fuji one-hour photo processing, Craig's service management roles in the software and photocopier industries across the Tasman have fitted him well for his new position.

Enthusiastic about the company's commitment to meeting its customers' needs, Craig has already introduced a number of service enhancements. They include remote desktop support and new service management software.

Recently introduced, this software is designed to track service calls, log machine history and more effectively manage technician dispatches, explains Craig.

"Once we've got it settled in, the benefits for our customers will include faster response times and more accurate handling of calls.

"Our goal is to dispatch the right technician, with the right parts at the right time."

Meanwhile, Digital Vision's service team has been further expanded with the addition of two more experienced Roland technicians in Wellington and Christchurch.



Above: Operations Manager, Craig Simmons.



New additions to the Digital Vision's service team are Graham Godfree (above right) and Jeff Herrick (below right).



They are: Graham Godfree – who is well known for his years servicing Roland equipment in and around the capital; while Jeff Herrick brings similar long-standing Roland experience to South Island customers.

New Year Special - 1300mm media racks \$3,250 + GST

USED EQUIPMENT

Make	Model	Description	Ink Type	Age	Condition	Area
Roland	FJ50	Water based printer			Very good con	Auckland
T-Jet		Direct to garment			Excellent con	Auckland
Roland	SC500	Print and cut	Eco sol max		Very good con	Christchurch
Insta	148	Heatpress		Ex-demo	Excellent con	Auckland
Roland	SP300V	Print and cut	Eco sol max	Balance of warr.	Ex cond	Christchurch
Rollo	1100mm	Cylinder heat press	Sublimation			Auckland

FOR SALE



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