

digitalvision

N E W S

June
Issue 8

Welcome

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

It seems like only yesterday we had just started the new business year and already we are heading for the end of the first quarter and the cooler weather is coming on.

I think now is a good time to revisit our production and storage room environmental conditions.

Generally, most media and ink is stored for extended periods at 12°C to 18°C and 40 to 60% humidity (non-condensing). It is good practice to have all media and ink stored at production room temperature at least 48 hours prior to production, to allow it to stabilise in its new environment.

A good production room environment is 22°C with 40 to 60% humidity. Self-adhesive backings are notorious for expanding and contracting with temperature and humidity changes and if you are going to print and then cut it becomes ever more important.

We have introduced Fotoba digital finishing systems to our range of fast turnaround labour-saving systems, making guillotines a thing of the past for digital printers.

Our new Roland VP series printer and cutters are 'on fire', setting new standards in printer quality, offered with a five year warranty unmatched by any competitor - not just in New Zealand but worldwide!

HP Scitex continues to lead the 'Grand format' digital printing industry, releasing new advanced print head technology complete with their own manufactured ink to match, at very competitive prices.

Our only serious New Zealand show Graphicom has been postponed, Printech, in Sydney, has just been completed and FESPA is just around the corner. In our next newsletter, I will bring you the latest updates from FESPA and the digital printing world.

Regards
Les

Experts provide view of the digital future

Digital printers from throughout New Zealand met in Auckland recently for a unique insight into the future of their fast-moving industry.

Hosted by Digital Vision, at the Hilton Hotel, the HPScitex Technology Seminar 07, featured expert speakers from the international leaders in Grand Format digital printing technology.

A highlight was the unveiling of HP Scitex's latest breakthrough in wide format printing.

The company's new HP Scitex X2 Printhead has been hailed as taking wide format quality, productivity and reliability to new heights.

According to Patrick Turner, Sales and Marketing Manager for HP South Pacific, the new printhead offers the best of both worlds.

"It brings together proven silicon-based MEMS technology from the world of semiconductor manufacturing, with HP Scitex's own innovative piezoelectric inkjet technology," he explained.

The result is a durable and reliable printhead that delivers the high ink flows needed for quality printing at high speed.



Patrick Turner, Sales and Marketing Manager for HP South Pacific.

The consistency of MEMS fabrication produces consistent printhead performance through:

■ Continued on page 2



Seminar attendees included (from left): Wendy Heyworth, Colour Works, Tauranga; Darren Young, Markit Graphics; Wayne Heyworth, Colour Works, Tauranga.

INSIDE...

Page 2 New printer helps DPOD deliver

Page 4 Our service team has got you covered

Page 3 Thinking big in a small town

DPOD delivers quality quickly

Continued from front page

- Uniform velocity for all drops from all nozzles;
- Uniform drop size and shape; and
- Tightly-spaced nozzles and printhead-to-printhead alignment which provide superior print quality at resolutions up to 800 dpi (true).

In his presentation, Mr Turner also foreshadowed the release of two exciting new printers – the HP Scitex XL2200 and the HP Scitex FB6500 – which are due for release in the second half of this year.

The XL2200, in particular, is expected to be of real interest to NZ digital printers as it takes super-wide printing to new heights in terms of speed, quality and reliability.

We'll have more details on this new release in the next issue of this newsletter.

Other presentations at the technology seminar, covering key topics relevant to digital printers keen to stay at the forefront of their industry, were made by Wilco Pronk and Andrew McDuffie.



From left: David Jack, of Piermark Industries; Craig Lothian, of Piermark Industries; Adrian Bennett of Digital Vision/Uniscreen; Sandra Blakely, of Box NZ; and John Morpeth of Box NZ.



From left: Mark Sixon, of Omnigraphics; Warren Linn, of Soarprint; and James McGeorge, of F Digital.



Digital printers from around New Zealand attended the seminar for an insight into the future of their industry.

Any company that calls itself Digital Print on Demand (Dpod.com.) must want potential customers to test its speed and efficiency – and that indeed is the case.

“Our business is geared to fast turnaround and high quality,” says Managing Director Andrew Nalder.

Mt Eden-based DPOD was founded in 1997 and Andrew, an ex-Xerox employee, took it over 18 months later.

He has built the company into what its website claims is the largest and most successful business of its kind in New Zealand, with 27 employees in Auckland and seven in its Wellington operation.

The claim is backed up by achievement: DPOD has won nine gold medals and 11 highly commendeds in the national Pride in Print industry awards.

DPOD is very strong in point of sale, variable data and most print-related work for agencies, design companies and large retailers. It is constantly striving to improve its service and offers internet ordering and job tracking, quoting and job retrieval.

The company recently bought an HP TurboJet (TJ8500 UV) billed as being among the fastest wide-format printers on the market, from Digital Vision.

“This is new technology for us. We’ve had UV printers before, but not one with the speed or quality of this machine,” Andrew says.

“It certainly produces high-quality work very quickly.”

The TurboJet can print high quality at 200m² an hour and extremely good quality at 400m² an hour. Its maximum print area is 1.6m x 3.8m.

Andrew says there are many opportunities in the point-of-sale market for the TurboJet and that it fits perfectly into traditional New Zealand run lengths. Its six colours include light cyan and light magenta, giving a superior skin tone to images of people. As DPOD celebrates its tenth birthday, Andrew says he is ‘absolutely’ confident about the future.

“This new financial year is looking pretty exciting because we’ve probably got the newest and best range of equipment in the market, and we’ve invested heavily in finishing and all the other areas as well. So not only can we produce the item printing-wise, we can also finish it very quickly.”



A recently purchased TurboJet is helping DPOD meet its customers' needs by producing good quality work, fast.

Thinking big in a small town

Sue Fifield admits there's a little of the gypsy in her soul. How else to explain that she and her husband Leicester travelled New Zealand in a mobile home for six years (during which their two children became four)?

Previously the Fifields had run a signwriting business in Waihi. So when life on the road ended 16 years ago and they settled in Geraldine, south Canterbury, what better than to start up a similar enterprise from home and call it Geraldine Signs.

Six years ago Sue and Leicester started digital printing with a Roland PC600 printer. Then they switched to an SP300 and recently traded that in for a VP-540.

"Believe it or not, we're still a home-based business," Sue says. "That's unusual, especially since we have a big printer that city businesses have. But ever since we got it, it's been going every day."

The Fifields produce digital and vinyl graphics for local and commercial businesses, rural contractors' vehicles and machines, and have been kept ultra-busy lately turning out banners for Geraldine's 150th birthday parade, and 700 historic A4 photos and 25 large panels for the town's revamped museum.

"We're busier now than we've ever been. Every year since we've had a Roland printer we've got busier and busier," Sue says.

"We've never had a problem with the Rolands. I'm the sort of person who likes to push a button and it'll go. And I find them incredibly reliable."

"Having such a printer not only saves you time but allows you so much more artistic flair."

Because the Fifields like a weekday game of golf and work-free weekends, Sue says it's essential to keep their workload manageable – which the Roland VP540 allows them to do.

She adds they have no intention of moving to commercial premises and taking on staff. "If we did get any bigger our lifestyle would be



Sue and Leicester Fifield, of Geraldine Signs, with their new Roland VP540... "We've never had a problem with the Rolands."

compromised and it wouldn't be enjoyable.

"We're really into lifestyle. We love having holidays and being in control. We're happy to stay as we are."

VP-540 – designed for creativity

Roland's versatile VersaCAMM VP-540 is the perfect partner for a wide range of graphics applications.

They include: signs, banners, decals, labels, posters, point-of-sale displays, vehicle graphics, apparel decoration and more.

Its extended media support means you can choose from literally dozens of options, including adhesive-back vinyl, banner, paper, film and heat transfer paper.

The VP-540 features four print heads for maximum print speed and a host of advanced productivity tools.

Easy to set up and operate, it was designed to

inspire and unleash your full creative potential.

The LED panel provides a simplified command menu for operations like cleaning, test printing, and implementing user-defined printer options.

Media setup is easy as well, with eight media presets for print and cut, cutting and heater temperature.

Just as easy to maintain, the VP-540's automated cleaning systems mean you can immediately begin printing – even if the machine has been idle for an extended period.

Sealed ink cartridges keep your environment and hands clean and its robust construction ensures trouble-free operation year after year.

Finance solutions

Digital Vision clients can now benefit from attractive finance options.

Available to pre-approved clients, the finance offer is designed to make it even easier for the company's 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.

• STOCKTAKE CLEARANCE •

Media

Cold Lamination PVC matt 1270mm x 45m
\$75/roll (suitable for short term applications, occasional flaws)

Synthetic Paper BS170 1270mm x 30m
\$75/roll (Dye and Pigment inks only)

Software

Fastrip 8.5 for windows, 8.5 for Mac, Pro for windows, LF for Epson 9000 - \$500 each

Signlab Upgrades to version 7 (call with your current version details to confirm a price)



We've got you covered

Digital Vision's nationwide commitment to customer service and support is unmatched in the New Zealand market.

Backed by the use of sophisticated service management software and remote desktop support, the company's eight-strong service team covers the country.

"We're very aware that there's much more to this business than simply selling equipment," says Digital Vision Operations Manager, Craig Simmons.

"We believe what's really important to our customers is knowing that whatever equipment they buy from us is backed by extensive support to ensure

they get maximum benefit from their investment."

A good example of Digital Vision's approach is its utilisation of the power of the Internet to provide its customers with faster software support.

Desktop support technology means the company's technicians can log onto a customer's computer - via a secure

Internet connection which is controlled by the customer - and take control of the desktop as if they were sitting in front of the machine.

This enables Digital Vision's technicians to identify software problems and help with training, or other customer issues without having to travel out of town to do it.



Digital Vision's extensive service and support extends nationwide.

FOR SALE

USED AND EX DEMO EQUIPMENT

Make	Model	Description	Ink Type	Age	Condition
Roland	FJ50	Print 1300mm	Pigment	8 years	Good
Roland	SP300	Print and cut 760mm	Eco Sol Max	3 years	Excellent
Roland	SC500	Print and cut 1300mm	Eco Sol Max	5 years	Very Good
T Jet	Standard	Direct to Fabric (no white print)	Textile	Ex-demo	Excellent
T Jet	Two	Direct to fabric (no white print)	Textile	Ex-demo	Excellent
Epson	4000	Positive printer A2	Pigment	Ex-demo	Excellent



Digital Vision Limited

A member of the Uniscreen Group



DIGITAL PRINT FINISHING SOLUTIONS



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

P: 09 272 0044 • F: 09 274 3833

81 Orbell St, Sydenham, Christchurch • P: 03 366 3877 • F: 03 365 2397

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