

Welcome

Welcome to the latest issue of the Digital Vision customer newsletter.

In looking to the future, our view is that the New Zealand economy is going to remain strong – creating both good and bad news for company profits.

The main downside for employers is the availability of suitably-qualified employees for any new positions created by continued economic growth.

Already in the first half of the current financial year, New Zealand has seen an extra 21,000 jobs appear on the market. And with the lowest unemployment rate in the OECD (3.8 per cent) there is little relief in sight for the employer of either skilled or even unskilled labour.

One solution is to look after your current employees, offering good incentives to increase productivity.

You can also increase your chances of retaining good staff by providing an attractive work environment. Take a fresh look at the conditions your team is working in - is it a controlled environment, is it clear of clutter, is there anything you can do to make the workflow better? An employee is always going to increase their output in the right environment.

The good news is the exchange rate is likely to remain high creating economic growth with the rising commodity prices.

Ink prices have been rising with the increase in raw materials but because of our strong dollar this has offset price increases in our local market to a large degree.

This is also a great time to invest in new capital equipment. Almost all digital printing equipment is imported, so there is likely to never be a better time to invest in your future than now.

As always, if there is anything in this newsletter that you'd like to know more about, please feel free to give me a call.

Regards
Les

New Roland helps SVM Print to advance

In Auckland's highly-competitive digital printing industry, it's essential to make the right moves to increase or even maintain market share.

Shivam Goundar is convinced he has done just that with his recent purchase of a Roland VersaCamm VP-540 printer/cutter.

Shivam, his wife Anjila and daughters Ashika and Nanjeeta are the owners of Papatoetoe-based SVM Print, an offset printing, digital printing and signwriting business which they founded six years ago and which has a staff of five.

The Goundars bought the VP-540 to enhance their ability to print outdoor stickers.

Shivam says the Roland is living up to his expectations. It is producing quality work at speed and is proving easy to operate.

Besides signs, the versatile VP-540 can be used for a wide range of graphic applications such as banners, decals, labels, posters, point-of-purchase displays, vehicle graphics and apparel decoration.

With a maximum media width of 1.371 metres, it can print up to 15.4 square metres per hour in billboard mode and 9.8 square metres per hour in high-speed mode, at the same time offering dense, rich colour. In practical terms, the high-speed mode means

Shivam Goundar, of SVM Print, with his recently purchased Roland VersaCamm VP-540 printer/cutter...helping the company grow market share.



a 60 cm by 90 cm banner can be produced in just over two minutes.

Before founding SVM Print, Shivam Goundar spent about eight years working for an Otahuhu offset-printing business. He knows his industry, and he knows the Roland VP-540 can help propel his company to a prosperous future.

Shivam says he is looking forward to his company expanding and in time taking on more staff. He believes in owning and operating modern machinery and says he will continue to update his plant to meet market demand for his company's services.

• For more details on the printer, see page 4.

Christmas wishes

Digital Vision would like to wish all customers a peaceful Christmas and a prosperous New Year. We have enjoyed working with you in 2007 and look forward to continuing our partnership in 2008.

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Pride in Print gold for ColourWorks

When ColourWorks Textile Printers produced 25 World of WearableArt banners by dye sublimation, they thought of the job simply as another high-quality short run.

Some time later, when one of the silk-like banners was hanging in the Mt Maunganui company's plant as part of a partition, they noticed how attractive it looked with the light shining through it. This realisation coincided with the arrival of an entry form for the 2007 Pride in Print awards.



John (left) and Wayne Heyworth with ColourWorks' Pride In Print award-winning banner and their gold medal.

"It was our first entry in Pride in Print," ColourWorks director Wayne Heyworth recalls.

"We didn't really know what the criteria were. In fact, we struggled to find a category to put it in."

The company entered the 1800mm x 900mm banner in the 'digital print, large format' category – and won the gold medal.

"I was absolutely ecstatic...blown away," admits Wayne, who had flown to Christchurch to attend the awards.

Wayne and his co-directors, wife Wendy and son John, were quick to capitalise on their unexpected success. They issued a press release and recorded their achievement on their website, stationery and vehicles, and in the main signage on their building.

ColourWorks, founded in 1976 as a cottage-industry screen-printing business, was bought by Wayne and Wendy five years ago and today has a staff of 12 plus two part-timers. John joined the company some three years ago, at about the time it started using dye sublimation.

Despite the Pride in Print gold medal, Wayne says they're still learning about dye sublimation. "I don't think anybody's an expert on it. We're just scratching the surface."

The World of WearableArt banner was printed on a Roland SJ640 and the company has a smaller digital machine, a Versa Camm. Wayne believes technological advances will lead to even better results from the dye sublimation process.

ColourWorks screen prints onto garments and supplies a range of digitally printed flags, banners and portable display systems. Business is so buoyant that the company recently took over the factory next door, more than doubling its production space.

Wayne says ColourWorks will be on the lookout for another high-quality job to enter in next year's Pride in Print awards.

But even if nothing suitable eventuates, it won't diminish the thrill of this year's win – the biggest and best part of which was announcing it to his 'dedicated' staff, "It was their award. It wasn't mine. And they were absolutely thrilled," he says.

New tech joins growing service team

Digital Vision's commitment to customer support of its clients nationwide has taken another step forward with the appointment of Christchurch-based service technician Clive Argyle.

Originally from the UK, Clive brings years of hands-on experience with large format printers to his new role.

His appointment means the company now has seven staff meeting the service and support requirements of the fast-growing digital printing industry.

And that's not the only good news for Digital Vision clients this month.

Operations Manager, Craig Simmons, has also announced that the company won't be charging travel costs on Roland six-monthly services.

"Just like getting your car tuned, regular services are important to ensure your Roland continues to operate at optimum efficiency," he says.

"We want to encourage our clients to continue with such maintenance. So, when the regular six-monthly service is carried out in conjunction with other servicing in your region – and we will be doing our best to co-ordinate work flows to ensure that happens - we will be wiping the travel charge."

New team member



Christian Fernandez has joined the customer support team at Digital Vision.

A new resource in customer service, Christian brings experience in digital printing (mainly in business machines) to his role.

Responsible for liaising with clients to ensure their requirements are

being met on a timely basis, Christian had lived in Florida all his life until moving to New Zealand with his Kiwi wife some three years ago.

Keen to get out and about to see more of his new country, Christian is also enthusiastic about his new role in a burgeoning industry.

Kornit's new technology set to revolutionise textile printing

Now available in New Zealand, Kornit's direct-on-garment, industrial-speed digital printers are a world-first that are set to revolutionise textile printing.

Manufactured by Israeli-owned Kornit Digital – who are represented in this country by digital print industry leaders, Digital Vision – the high-speed digital inkjet printing machines have been designed specifically to meet the needs of the garment and apparel industry.

Together with their purpose-designed textile inks, Kornit's state-of-the-art digital printers offer significant breakthroughs in terms of capability – even printing on dark garments is no problem – speed, quality and economy.

Released earlier this year at the prestigious FESPA Show, in Germany, the new range of Kornit printers caught the eye of Digital Vision Manager, Les King, who was blown away by the advances in their development.

“At any major show, every manufacturer is claiming to have the latest and the greatest,” he says. “But as I walked past the Kornit exhibit, I could see instantly that they had something special.”

First attracted by the sheer quality of the ‘Superwhite’ the Kornit printers were outputting on dark garments, Les says he soon discovered the range had a lot more to offer.

“When I first saw it, I couldn't believe the Kornit's ability to print a design across an entire garment – you name it, buttons, pockets, zips, belt loops, studs...the image runs seamlessly across everything.”

Excited by the creative freedom this offered designers, Les was also impressed by the machines' high-tech variable data capabilities.

“This means a designer can personalise literally every garment, with no loss in production speed. That's a capability which I believe offers huge opportunity.”

For screen printers the Kornit machines provide significant benefits too.

Clean and easy to use – there is no plate preparation or set-up time involved – the



The Kornit's high-tech variable data capabilities enable a designer to personalise literally every garment, with no loss in production speed.

Kornits are 'one-man' production units.

“The operational and labour cost savings of that are obvious,” says Les. “And I believe the Kornit's supreme flexibility offers cost savings too – it's so versatile that even a single garment can be printed economically.

“The benefit of that, of course, is that it enables screen printers to reduce substantially their stock-on-hand requirements.”

The three models in the Kornit range available in New Zealand are:

Kornit 931 DS

Described as ‘the optimum solution for high-speed digital prints on dark and light colour garments’, the top-of-the-range 931 DS features incomparable dark garment applications and exceptional variable data

combinations. It also offers double productivity – the machine's digital printing process involves the parallel handling of two garments

Kornit 932 NDS

Offering ‘one click’ process printing on dark garments and innovative tools for white layer and Superwhite separations, the 932 NDS's flexibility ensures high profitability on both small and medium print runs.

Kornit 933

An industrial digital add-on station for screen printing carousels, the 933 has been designed to match both automatic and manual carousels.

Portable between carousel stations, it offers full four process colour.



VP-540 – offers real versatility

Roland's VersaCamm VP-540 offers real versatility for printers seeking equipment capable of producing a wide range of graphics applications.

Signs, banners, decals, labels, posters, point-of-sale displays, vehicle graphics, apparel decoration and more – the VP-540 can handle them all.

And 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 easiest to use model in the Roland range, the VP-540 features four print heads for maximum print speed and a host of advanced productivity tools.

Easy to set up and operate, the printer's 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.



Onyx joins our team

Digital Vision is now selling and supporting world-leading Onyx software in the New Zealand market.

The software of choice for most high-production print environments, Onyx has set new standards for ease of use and adaptability.

It is particularly valuable in situations where plants have been utilising more than one software RIP.

“More than one RIP is too many,” says Digital Vision Manager, Les King.

“If you have different RIPs for different print devices, who is your expert on each RIP? And how do you get consistent results across multiple devices?”

“With Onyx you have one easy workflow that produces great colour on all your printers.”

For more information on how market-leading Onyx software can simplify your production process, call Digital Vision today.

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.



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