

Welcome

As I write this, a new Budget has just been released and now we head for what seems to be an exciting run up to the New Zealand elections. With this should come an abundance of marketing, which in turn means sales for the printing industry.

I am sure this will be something for all of us to enjoy during these times when doom and gloom is being projected by the media!

Meanwhile, Drupa is upon us - the world's largest-ever printing exhibition being held in Düsseldorf, Germany.

There are a host of new products being released including the Hp latex printer (environmentally friendly inks), New Xaar 1001 fixed array industrial print heads, a live attempt to enter the Guinness Book of Records for the world's fastest laminator and much more. Drupa is expecting over 400,000 visitors (that's the whole of the population of Christchurch) during this 14-day marathon show.

I think anyone looking to buy into digital flatbed technology would be well advised to wait for the new technology that's released during this exciting exhibition, I am sure in the next few months we can offer you the best available solution in all categories.

Over recent months many companies have asked me about the advantage of using OME inks over third party inks.

There are quite simply many advantages, so let me share with you the key ones: The warranty remains intact only while using the recommended ink; the cartridges of some third party inks appear to have up to 80 mls of ink still left in them (I know this because I have checked!) therefore the savings you think you are getting are not really there: the outdoor life of some third party inks is not consistent - some are as low as one year!

In a nutshell stick with what you know - there is always less grief associated with manufacturers' recommended solutions.

Regards

Les

TexPress installation a New Zealand first

Recently re-branded Bay of Plenty company, Textiles Alive, has installed New Zealand's first TexPress – a one-step, direct to fabric printer.

The new TexPress DSS 1800 II uses a direct print to fabric engine equipped with disperse dye inks to print and heat bond, directly on polyester fabric in-line, at output widths to 1.8 metres. A built-in heat cutter automatically sears and cuts the fabric with high precision to eliminate fraying and dramatically reduce manual cutting labour.

Textiles Alive director, Wayne Heyworth, says his Mt Maunganui-based company, which will specialise in soft signage, had done considerable research, both in New Zealand and overseas, before purchasing the TexPress.

"We were consciously looking for cutting edge technology," he says. "We wanted the next step on from dye sublimation and from what we've seen, this is the way of the future. We now have access to flag fabric, manufactured in NZ, made specifically for NZ conditions and the TexPress printing method."

Manufactured in Japan – and represented here in NZ by Digital Vision – the one-step TexPress process is what sets it apart from anything else on the market. The TexPress DSS-1800 II prints directly to untreated polyester fabric utilising a special water-based pigmented ink. This means



Craig Simmons, from Digital Vision and the Textiles Alive team with the new TexPress (from left): Craig, Wendy and Wayne Heyworth.

there's no need for a transfer process of any sort.

The TexPress can also print on treated polyester, if desired, and produces vibrant, water- and light-fast prints.

That benefit is backed by in-line cutting – so the product that comes off the end of the machine is virtually ready for sale.

The advantages of that, of course, are obvious. Overseas installation sites report saving 30 to 40 hours of production time per week, thanks to the heat cutters and the elimination of additional process steps.

The consumable costs are also significantly lower as there's no need for transfer paper, plus the printer uses about half the ink typically used with other fabric printing methods.

■ *Continued on page 2*

INSIDE...

Page 2 Christchurch printer takes gold at first attempt

Page 4 Clients love first annual golf tournament

Page 3 Win a trip to Las Vegas with Digital Vision

Adgraphix wins gold in Pride In Print Awards

Christchurch-based, large format digital print specialists Adgraphix has won gold with its first entry in the national 2008 Pride In Print Awards.

One of only two golds awarded in the Digital Printing, Grand Format category, the winning print, Many Men One Crusade, was an eye-catching billboard skin promoting the Canterbury Crusaders.

Delighted with the awards success, Adgraphix co-owners Jeff Gibson and Scott Shore say the achievement is due to a combination of key factors – the quality of the files they were printing; their team's expertise and focus on colour management; and the capabilities of the HP Scitex XL grand format printer they used to print the winning entry.

"We put a huge amount of effort into our colour management processes to ensure consistency," says Jeff Gibson.

"Each machine is colour calibrated in-house and they are linearised regularly to keep them consistent.

"We use ICC profiles in our workflow to maximise image quality and to achieve colour correct images. We make every effort possible to maximise colour integrity for every file we process."

That commitment to quality is backed by the company's investment in cutting edge technology.

The winning entry, for example, was produced on Adgraphix's HP Scitex XL1500 – one of two HP Scitex printers purchased from Digital



The winning entry... Many Men One Crusade took out one of only two golds awarded in the Digital Printing, Grand Format category.

Vision.

Very happy with the 5-metre wide, grand format printer's ability to provide a solution for pretty well any super-wide formats, Jeff says the decision to purchase this particular machine wasn't based on its technical capabilities alone.

"What was equally important for us was knowing Digital Vision's ability to support the machine," he says.

Since its installation, the HP Scitex XL1500 has proven ideal for both long distance and close viewing applications including: Backlit signage, billboards, banners, posters,

building coverings, vehicle graphics, truck curtains, murals, wallpaper and theatre drops.

Established some nine years ago, Adgraphix's large format digital print products range from posters to billboards and are seen in a multitude of environments. The company has a fulltime staff of eight who share the owners' pride in their work.

The annual Pride In Print Awards recognise and promote the achievement of excellence within the New Zealand printing industry. Judging is based on technical excellence in all facets of the production process.

Continued from page 1

The Heyworth family-owned business Textiles Alive is the re-branded version of multi award winning ColourWorks Textile Printers. To find out more visit www.textilesalive.co.nz.

Founded in 1976 as a cottage-industry screen-printing business, ColourWorks was bought by Wayne and Wendy five years ago and built up to a staff of 12 plus two part-timers.

Amongst the highlights during the Heyworth's ownership was expansion into larger premises and the winning of a gold medal in the 'digital print, large format' category of the 2007 Pride in Print Awards - for a stunning dye sublimation banner produced for the World of Wearable Art.

NOT JUST GOLD- BUT GREEN

Along with their commitment to print quality, Pride in Print gold award winners Adgraphix are focused on doing their bit for the environment.

"From the factory to the lunch room we're recycling as much as possible," says Jeff Gibson. "We have halved the volume of waste we send to land-fill each week by recycling inks, paper, boxes, tubes, plastics, bottles, cardboard and containers.

"We have minimised our electricity consumption through better management of our equipment and, where possible, purchase recycled products to reduce our impact on the environment."

In its drive to be eco-friendly, Adgraphix has also looked carefully at the products it prints and has developed what it calls the Greendot range.

"This range represents products that are better for the environment," explains Jeff. "By selecting from the Greendot range, our clients make a conscious decision to choose a product that is environmentally friendly."



Win a trip for two to Las Vegas, USA!

Digital Vision is offering its customers the opportunity to win a trip for two to Las Vegas.

Valued at \$10,000 the prize* includes return international flights for two from New Zealand to the USA, domestic flights to Las Vegas, airport transfers, accommodation and entry to the International Sign Association Sign Expo in Las Vegas.

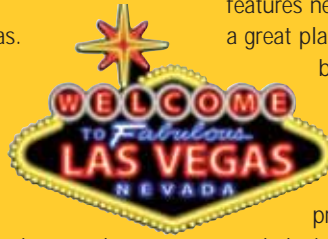
To enter, simply purchase any Roland products (including Roland DG, Pantone and FlexiSIGN Software) from Digital Vision between July 1, 2008 and February 27, 2009.

Every \$100 spent with Digital Vision on Roland printers, inks, service and spare parts, or Pantone products and FlexiSIGN software gives you an entry in the draw.

Plus, every month one lucky winner will receive a monthly prize of selected Pantone products.

The monthly prize draws will take place on the 4th of each month and will be drawn from all purchases between the 1st and last day of the month prior

To be held in Las Vegas, April 15-18, 2009, the ISA International Sign



Expo is the premier trade show for the sign industry, with sign suppliers and distributors exhibiting products, services and technologies to some 20,000 attendees.

The annual event, which alternates between Orlando and Las Vegas, features nearly 2,000 booths representing some 550 companies and is a great place to go to find the suppliers and distributors that will help boost your bottom-line.

It also offers the opportunity to get up to speed on important industry issues and trends.

Learning opportunities abound at the show, with educational programmes focusing on topics such as graphic design, sign code legislation, business management, sales and marketing, technology and more.

* Competition valid for purchases between 8am, July 1, 2008 and 5pm, February 27, 2009. Grand prize will be drawn on Wednesday, March 4, 2009. The grand prize winner must be able to travel to Las Vegas, Nevada on the specified dates. The prize is not transferable nor can it be exchanged for cash.

For full terms and conditions please call Christian on (09) 272-0044.

NUR JOINS THE DIGITAL VISION LINEUP

Digital Vision has been appointed New Zealand agent for another international market leader.

The latest addition to the Digital Vision lineup is NUR, renowned as pioneers in the field of UV inkjet printing and manufacturers of solvent-based and UV-curable inkjet production printers.

The appointment follows HP's recent purchase of NUR and its change of name to HP Scitex and fits well with the New Zealand release of five new models – HP Scitex FB6100, HP Scitex XP 2100, HP Scitex XP 2700, HP Scitex XP 5100 and the HP Scitex XP 5300.

The latest model of what was NUR's Tempo™ series, the HP Scitex FB6100 provides high quality output on both rigid and rolled media.

Designed to ensure high throughput with maximum efficiency, the new model is based on the successful and robust NUR Tempo platform, which has multiple installations worldwide.

Impressed by the production capabilities of the range, Digital Vision General Manager, Les King, says the printers are equipped with one of the largest flatbed imaging areas available and a built-in roll feed mechanism.

A simple changeover mechanism makes it fast and easy to switch between rigid and roll-fed

printing modes.

"The HP Scitex FB6100 ensures maximum media flexibility so you can print directly onto rigid or rolled materials, with no need for mounting or laminating," says Les.

"That, of course, saves labour time, increases productivity, reduces operating costs, and shortens turnaround time."

HP Scitex FB6100 flatbed inkjet printers – which feature robust, heavy-duty design to ensure a stable and reliable production platform – print UV-curable inks on almost any type of substrate. The wide range of rigid and roll-fed substrates it will accept include vinyls, corrugated boards, foam-core boards, fluted polypropylene, styrenes, polycarbonates, glass, metal and wood.

When you're printing on transparent or colored media, the white ink option ensures you achieve the highest level of color fidelity and contrast your customers require.

For producing perfect graphics that pass the scrutiny of even your most demanding customers, the HP Scitex FB6100 takes quality a step further, providing spectacular prints at up to true 1270 x 800 dpi, at speeds of up to 100 sq.m (1,070 sq.ft) per hour.

Meet our new man on the road



Digital Vision's newly-appointed Sales Representative Martin Smith brings a decade of digital industry experience to his new role.

And although he's well familiar with the

technology involved, he has been bowled over by the depth and quality of the Digital Vision product range.

"Market leaders like Roland and HP offer astounding reliability in their products," he says. "From a salesman's point of view, it's great to be representing products that are so well respected in the market."

Primarily responsible for meeting customers' needs in the North Shore, West Auckland and Northland areas, Martin and his family – he's the proud Dad of three daughters – live on the Shore.

Revolutionary technology attracts NZ printers' attention

The revolutionary new Kornit direct-on-garment, industrial-speed digital printers – launched in this country by Digital Vision – have caught the imagination of New Zealand printers.

Manufactured by Israeli-owned Kornit, the printers are promoted as a world-first that are set to revolutionise textile printing.

Designed specifically to meet the needs of the garment and apparel industry, Kornit's state-of-the-art digital printers - together with their purpose-designed textile inks - offer significant breakthroughs in terms of capability, speed, quality and economy.

Released late last year at FESPA, the new range of Kornit printers have the ability to print a design across an entire garment – buttons, pockets, zips, belt loops, studs...the image runs seamlessly across everything.

The creative freedom this ability offers designers is backed by the machines' high-tech variable data capabilities.

"Kornit's technology enables a designer to personalise literally every garment, with no loss in production speed. That's a capability which I believe offers huge opportunity," says Digital Vision Manager, Les King.

For more information on the revolutionary Kornit range, give Les King a call today.

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 prints on both dark and light garments.



Clients love first annual golf tournament

Digital Vision clients from around the country gathered in Wellington recently for the company's first annual golf tournament.

With some great prizes on offer, fun was the order of the day as golfers of all abilities took on the course.

Above right: Ross Probert, from Probert Signs Hawkes Bay; Nick Baty and Mike Stacey, from Concept Visual Media, Lower Hutt; and Brian Green, of Digital Vision.

Above left: Martyn and Diane Jameson, from A1 Embroidery and Screenprint; and Wayne and Judy Stemp, from Trophy House.

We've got you covered

Anyone can sell you a digital printer...

But what's really important when you make that purchase, is having the absolute certainty that the seller will be there for you when you need service or support.

That intensive backup is a key component of Digital Vision's success in the market.

And it's why the company has put so many resources into establishing a nationwide service team, with Operations Manager, Craig Simmons, and seven staff now meeting the needs of the fast-growing digital printing industry.

When you need service or support, give Craig and his team a call.



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