



Artisan Complete solves its short run POS needs with Inca



ADVERTISING

FACT FILE

COMPANY

Artisan Complete
Toronto, Canada

MARKETS

Americas

INCA SOLUTION

Columbia Turbo flatbed printer
capable of printing 3.2m x 1.6m

APPLICATIONS

POS and display products for leading retail brands. Now plans to produce lenticular work in the future.

PURCHASE FACTORS

The company needed a printer to handle short runs of 100 or less on a variety of substrates (board, vinyl, plexiglass, cork, paper & gaterboard) cost effectively, to allow their screen presses to focus on longer runs.

RESULTS

High quality, productivity and flexibility on a wide range of substrates and thicknesses. Runs as large as 220 have been switched to the Inca due to its speed of production.

Companies around the world have been installing Inca flatbed inkjet printers for an increasingly varied array of reasons, although generally they do so to break into new markets. However, Toronto printer Artisan Complete has bought its new Inca Columbia Turbo specifically to handle the short runs previously printed on its screen equipment, so that the presses can concentrate on larger orders. It's a policy that has worked extremely effectively, according to operations manager Victor Jorge.

"We operate several large format multi-colour screen printing presses and, as with all screen machines, the time it takes to prepare for a new job makes this a slow process when you only want to produce a few copies," he says. "What we wanted was the option to take runs of less than 100 away from our screen presses so that they become much more cost effective."

"We examined flatbed and roll fed inkjet systems from all the leading manufacturers and the Columbia Turbo from Inca came out ahead in terms of productivity, quality and flexibility. Since its installation earlier this year the Columbia Turbo has been in operation 20 hours a day with great reliability and actually achieves faster speeds than we anticipated."

Artisan Complete has created a purpose built unit within its factory to house the new Inca inkjet printer, and a planned second digital installation due early next year. The company has already used its Inca printer on a huge range of substrates, including corrugated board, vinyl, plexiglass, cork, paper and gaterboard

"The Columbia Turbo has performed impeccably on every substrate we've used and produces excellent quality. The vacuum table and registration system incorporated within the bed enable materials to be held securely and printed on with great accuracy," says Mr Jorge. "This has been the case whether we're printing a flexible substrate or a rigid material of 1 inch thick. In addition, the high speed of the printer has resulted in runs as large as 220 being switched to the Inca printer – significantly more than we originally intended."

Victor Jorge and his team are now planning to use the Columbia Turbo to produce lenticular work. The Inca flatbed printers are unique in their ability to print directly on to a rigid substrate in order to create lenticular output, which can be as large as the full format of 3.2 x 1.6 metres. The company has also printed several jobs that have utilised both screen and digital output technologies. ➡



Artisan Complete relies on Inca for quality POP displays produced for leading brands throughout the Americas.

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ABOUT INCA

Inca Digital Printers was formed during drupa 2000 and is now one of the world's leading manufacturers of inkjet printing technology. The company, which recently became part of Dainippon Screen, has expanded significantly since its formation and today employs more than 160 people, at their base in Cambridge, England, with a third of employees working in R&D. In April 2005 the company won two Queen's Awards for Enterprise acknowledging its achievements in Innovation and in International Trade.

Inca's Eagle and Columbia printers set the early standards in flatbed inkjet technology and the recently launched Columbia Turbo, Spyder 150 and Spyder 320 have ensured that Inca's products remain at the forefront of productivity, quality and reliability. Fujifilm Sericol manufactures and develops the UV inks used in Inca machines and sells the flatbed printers around the world.

In addition to flatbed technology, Inca is developing single pass printing technology. The first application being developed is designed for the corrugated packaging sector in partnership with Sun Chemical.

"We've produced some superb results where the operators have printed three spot colours on a screen press and then passed the job over to the Inca for four-colour inkjet printing. Integrating the two technologies is a completely smooth process and the customers have been particularly pleased with the end product."

All Inca flatbed printers are supplied around the world by Fujifilm Sericol, which has had a huge success with the machines in the US, where installations account for around half of all sales. Sericol provides full training and back up support for the Inca printers and also makes the UviJet four-colour UV ink set that is used in the machines. These cure instantly, as they pass under the UV lamps incorporated within the printers, resulting in vibrant, long lasting and eye catching colours.

Artisan background

Artisan Complete is one of North America's leading POP providers, employing some 150+ people and producing point-of-sale and display work for customers throughout North and South America. Many clients are leading household names and corporations. The company, which was formed more than 34 years ago, provides a full range of services from design through to die cutting, finishing and distribution.

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