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Oryx goes West

swissQprint AG of Switzerland is expanding its distribution network for the company's Oryx hybrid high-end inkjet system. Having sold well in Europe despite the economic crisis, it will now become available in the USA and Canada as well.

The Oryx precision printing system has been a success story ever since it arrived on the market in July 2008. Designed from the ground up, developed and manufactured in Switzerland, it initially found buyers in the home market and in all of the adjoining countries. Meanwhile, Oryx is also generating satisfaction among dealers and users everywhere from the Benelux countries to Spain, in Greece, Poland and Scandinavia, and the Baltic states.

With its product swissQprint became established as a quality brand name in Europe in only a short time; now the company is venturing to the other side of the Atlantic. WP Digital, part of WIFAG-Polytype Holding, is right now marketing Oryx in North America. This new partner has a smooth-running service and distribution network. Customers value the dependable support they receive, along with thoroughgoing advice based on longstanding experience with large-format printing equipment. Trade show presences planned for the coming year include ISA USA, SGIA USA and Glass Build USA.

Both companies are confident that Oryx will buck the economic crisis in this new market, too. Asked for their recipe for success, they reply that for one thing, cost effectiveness provides a decisive advantage: setting up a job takes just five minutes, then the printing machine gets down to work with total reliability. Versatility is another important attribute: the basic version with its robust printing table is mainly used for rigid media, but extended with the roll option it can also print onto blueprint vellum, paper, fabric and other continuous materials. As a third option there are roll tables that allow printing outside formats as large as 2.5 x 4 m while requiring a minimum of space, thanks to a clever feeding mechanism. Furthermore, Oryx provides a varnish and white ink option in addition to the standard colours. Buyers of the Oryx basic model are thus investing in the future, because the machine can be readily expanded according to needs. Last but not least, point out the manufacturer and dealers, there is the convincing case made by the machine's quality: the inkjet system prints with the same high precision onto rigid panels, roll material and oversized media alike. It even handles double-sided printing with remarkable registration accuracy.

The Oryx hybrid inkjet system bears the unmistakable signature of experienced developers who know just what professionals expect of a high-end printing machine: namely a solution that works in everyday practice, made outstanding by dependable Swiss precision and quality.

For further information on the all new Oryx contact
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