

User Report

DigiPress Ltd, Didcot, United Kingdom

Take the path less travelled, evolve with customers' needs, keep up commitment - those are the cornerstones of success for DigiPress, which serves a clientele ranging from small businesses to blue chip giants. Investment in new machinery has brought many benefits: opening new business areas, retaining a keen and committed workforce, as well as a loyal customer base.



Enter the DigiPress premises and you immediately sense the welcoming, light-hearted atmosphere. It is a setting that encourages creativity, where customers know that their needs will be taken seriously, and that orders will be executed by professionals using state-of-the-art equipment. Even customers who do not turn up in person usually come back for more.

Steve Jackson and Ian Fitzgerald started the company as a large-format printing shop in 2004, at a time when hardly anyone else was active in that field. Offset printers are by now flocking to digital machines and large format, but in 2006 the pair chose to go the opposite way by acquiring an existing litho business. This enabled them to broaden the range of services and become a single source for their growing clientele. It also fitted their characteristic attitude: «We prefer not to outsource work, because then you lose control over it», explains Steve, the man in charge of operations. Not a desk-bound type, he is a hands-on boss who would rather help out in production. So it is on the production floor that he points out a new item of machinery that is proving

invaluable to the company philosophy of keeping work in-house. Their swissQprint Impala was installed just three months ago and already it is revolutionising workflow.

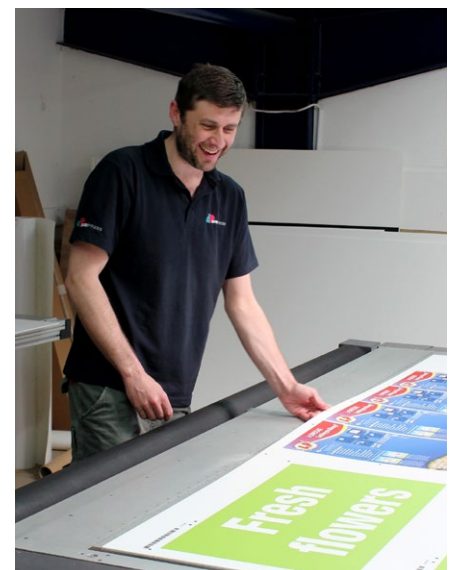
An all-purpose tool

The large-format printer has colour channels kitted out with double CMYK plus light cyan, light magenta, white and varnish. That makes it capable of producing a wide colour gamut as well as glossy finishes. A 2.5 x 1.6 metre real flatbed machine, it is equipped with a roll to roll option for flexible media. In addition, DigiPress chose the board option that features a clever feeding method for oversized media of up to 2.5 x 4 metres. It does not require a conveyor belt, and output quality is impressive. The machine is also armed with a «Lady Gun»: this neat little accessory neutralises annoying electrostatic charges that are a typical problem with acrylic and similar materials. This customised configuration makes the printer an indispensable, all-purpose tool. «We expected quite a few months for it to take over from existing machinery, but in fact, Impala is already doing all the jobs», exclaims Ian. «Indeed, since we had the new printer installed it has been working

most of the day, every day.» Banners, vinyl, Correx, Dibond and acrylic sheet, even wood – Impala takes everything its stride. Final products include high-quality indoor signage, floor graphics, POS displays and promotional items ordered by customers such as hotels, restaurants, shopping centres, and providers of student accommodation.

Remarkable progress

The fact that Impala prints directly onto all media has greatly boosted productivity. Direct print with previous equipment did not live up to quality standards for closely viewed internal work. As a consequence, they used to print, laminate and then mount. The last two of those processes are no longer necessary, which shortens turnaround by around 30 per cent depending on the type of job. Customers appreciate the speedier service, as well as the extras that DigiPress can now offer: super-sized banners, for example, or



Ian Fitzgerald: «The Impala has been working most of the day, every day since we had it. And it is so simple to use!»



DigiPress printed all the signs and displays for a Red Bull motorcycle event on Impala. Matt Bates of E22 Sports, the organiser of the event, greatly appreciates DigiPress' reliability and fair pricing.

customised promotional boxes that are printed on Impala and then sent to a Zund S3-1800 cutter – the second Swiss-built machine on the production floor. Steve recommends the Zund cutter as a perfect complement for the swissQprint system. The resulting 3D items are hugely appealing to their final recipients.

Going green

DigiPress lays claim to competitiveness and respect for the environment. Customers, too, increasingly refuse items produced with solvent-based inks. Again, the swissQprint UV inkjet printer helps towards such eco-friendly goals. Replacing trial-and-error with straightforward

printing also generates far less waste than the hybrid system previously in use.

Worthwhile investments

Only a minority of companies are prepared to make such an investment. So what is it about DigiPress? Ian believes, «If you don't invest, you don't move forward.» He and Steve aim to be at the forefront of wide format, and the pair are convinced as to the commercial viability of equipment acquired to date. They both recommend swissQprint inkjet systems as extremely versatile and reliable. «They have that pleasantly over-engineered feel which inspires confidence.» Spandex, a Bristol-based dealer, has been their source of

high-end equipment for a number of years. «We knew from past experience that we could rely on Spandex' expertise. This gave us the assurance to make such an investment.» DigiPress started off with a flatbed printer and later changed to a hybrid system. Now they are back with a real flatbed, and fully intend to stay there. «The quality is so much better», Steve concludes. «And Impala is remarkably simple to use», adds Ian. «The operators love working with it, not only for the simplicity but also because of the fantastic results.» So there is another return on investment: employee satisfaction. Through nine years in business, DigiPress has had a very small turnover of staff. The team is soundly trained, experienced and well-rehearsed. Renowned for commitment and obligingness, they constitute yet another reason why customers come back for more.

Info Box

Digipress Ltd, Didcot, United Kingdom
www.digipressltd.co.uk

Segment: Print, signage, advertising technology

Established: 2004

Employees: 13

References:

- E22 Sports (signage and displays for Red Bull motorcycle event)
- Hotel and restaurant industry, shopping centres (signage, displays and promotional items)