



## NEWS RELEASE

For Immediate Release  
**January 8, 2009**

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### Innovation in an Affordable Package: Gerber introduces the new Solara ion<sup>TMV</sup> Inkjet Printer

SOUTH WINDSOR, Connecticut— Gerber Scientific Products, Inc. has announced their latest offering in the wide-format UV inkjet printer marketplace – the Gerber Solara ion<sup>V</sup>. The Gerber Solara ion<sup>V</sup> offers most of the benefits of the Gerber Solara ion<sup>X</sup> in a significantly more affordable package. Capitalizing on the tremendous success of Gerber's innovative UV inkjet printing technology that utilizes GerberCAT<sup>TM</sup> cationic UV inks and Gerber's patent-pending Cold Fire Cure<sup>TM</sup> process, the Gerber Solara ion<sup>V</sup> also offers a price point that allows almost any size print shop to take advantage of its versatility and superior performance.

“Like the Gerber Solara ion<sup>X</sup>, the Gerber Solara ion<sup>V</sup> is built on a robust flatbed platform that provides the best possible foundation for printing rigid materials,” explained Curt Brey, executive director of digital solutions for GSP. Material up to 1"/25.4mm thick, 100"/2.5m in length and 64"/1.6m wide is mounted on a vacuum table which provides the ultimate in stability, while a gantry moves the print heads over the substrate during printing. The result is precision printing on a wide variety of rigid and flexible materials.

Similar to the Gerber Solara ion<sup>X</sup>, the Gerber Solara ion<sup>V</sup> can print virtually any rigid and flexible media on its precision flatbed, up to 100"/2.5m in length and with perfect double-sided printing capability. What differentiates the Gerber Solara ion<sup>V</sup> is instead of eight print heads it includes a single CMYK four-head set and does not include a roll-to-roll printing system.

“We are excited about the Gerber Solara ion<sup>V</sup>'s price point, as well as the value contribution it will offer the sign making and specialty graphics printing industry,” Curt Brey notes. “At as much as 30% less than the ion<sup>X</sup> you simply won't find a better built, feature-rich wide-format printer in this price range than the Gerber Solara ion<sup>V</sup>. It is an excellent choice for most wide-format printing applications.”

Not only is the Gerber Solara Series exceptionally well designed, the printer features Gerber's patent-pending, Cold Fire Cure<sup>TM</sup> technology. This unique UV curing process uses low energy and low temperature to cure the proprietary GerberCAT<sup>TM</sup> inks. “Cold Fire Cure offers a vast array of benefits over any competitive curing process in the areas of material compatibility, cost of operation, and even environmental, health, and safety benefits,” commented Brey. “And GerberCAT ink greatly expands the range of materials that can be printed by the Gerber Solara Series. Heat sensitive plastic, vinyl, fabric, and paper-based materials can be printed using Gerber's Cold Fire Cure and GerberCAT inks without concern over ink adhesion or material damage,” Brey explained.

“The combination of Cold Fire Cure and GerberCAT makes the Gerber Solara Series some of the most versatile printers in the world,” explained Brey. “The versatility of Solara ion printers opens the door to a huge set of applications such as real estate signage, vehicle applications, backlit, traffic signage, exhibit display, directional, storefront, banners, and textiles all through one printing system.”

“The Gerber Solara ion<sup>V</sup> makes the ion printing technology more affordable and therefore more widely available within the markets it serves.” Gerber’s proprietary printing technologies will allow the Gerber Solara ion<sup>V</sup> to make its way into many markets, such as sign making, digital graphics, screen printing, packaging, exhibit display and more. Brey adds, “The Gerber Solara ion<sup>V</sup> is a terrific starter flatbed (direct-to-rigid) printer solution for almost any size print shop, and with Gerber’s future upgrade programs, the Gerber Solara ion<sup>V</sup> offers the ability to grow in capacity and versatility with the sign makers business.”

Current owners of the Gerber Solara ion<sup>X</sup> have experienced tremendous cost savings through the transition to direct-to-rigid printing. Both of the Gerber Solara ion models eliminate the material and labor cost associated with printing, application and finishing processes. In some shops, the material costs can be so significant that the savings achieved with the Gerber Solara ion can equal a month of the printer’s lease. In addition, labor costs are drastically reduced as a result of the direct-to-rigid printing process. A frequent comment from existing owners of the Gerber Solara ion<sup>X</sup> is that jobs that used to take four or more hours can now be completed in thirty minutes or less using their Solara ion<sup>X</sup>.

Even installation is easy. The Solara ion Series printers are assembled on site and often do not require expensive or disruptive site preparations. “Before assembly, the printer components will fit through a standard 36"/91.44cm door opening,” explained Brey. “There is no added expense to tear down walls just to install our inkjet printers, and unlike heavier printers, the Gerber Solara Series does not require a reinforced concrete floor. The quick assembly and lack of hidden installation costs are two real benefits for our customers even before they begin to use the printer,” noted Brey. The Gerber Solara Series of printers is also backed by world-class service and support through a highly supportive distribution network and Gerber’s service organization, including locally-based service engineers.

### **New Print-to-Cut Finishing Solution**

When combined with the M3000 Series Digital Cutting and Finishing Systems, GSP now offers a complete print-to-cut solution for its wide-format printers. The M3000 is the fourth generation of rugged finishing systems from Gerber Innovations which feature cutting, routing, and engraving and a variety of table sizes to meet specific customer requirements. The M3000 Series Digital Cutting and Finishing Systems are capable of cutting a wide array of flexible and rigid substrates, and are equipped with the M<sup>V</sup>ision-Cut<sup>®</sup> automatic laser registration system for accurate print-to-cut registration and precise results. “With over 3,500 Gerber Innovations installations worldwide,” said Brey “the M<sup>S</sup>eries Digital Cutting and Finishing Systems continue a legacy of durability and reliability which we are proud to offer to our customers.” The combination of the M3000 and Solara ion<sup>V</sup> provide the most affordable wide format, rigid print-to-cut solution in the world.

If you would like a more information on either product, contact your Gerber Distributor or visit the GSP website:  
[www.gspinc.com](http://www.gspinc.com).

### **About Gerber Scientific Products**

**Gerber Scientific Products** is a leader in the development and manufacture of computerized sign making and specialty graphics systems, software, materials, and accessories. The company's start-to-finish digital design, printing and production products integrate via its unique Matched Technology System™ to provide customers with comprehensive engineered solutions for every color printing and dimensional signage need. Based in South Windsor, Conn., Gerber Scientific Products operates as a business unit of Gerber Scientific, Inc.

Gerber Scientific is a leading international supplier of sophisticated automated manufacturing systems for sign making and specialty graphics, apparel and flexible materials, and ophthalmic lens processing. Headquartered in South Windsor, Connecticut, the company operates through four businesses: Gerber Scientific Products and Spandex Ltd., Gerber Technology, and Gerber Coburn.

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