



**NEWS RELEASE**

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## **SOLARA™ UV2 Making Strides in Sign Businesses Across the U.S.**

SOUTH WINDSOR, Conn.—Gerber Scientific Products exciting SOLARA™ UV2 hybrid inkjet printer adds wide-format production capacity that is amazingly easy to use, at an affordable price point. The SOLARA UV2 prints with out-door durable, brilliant UV inks on roll or rigid stock up to 1/2" thick (13mm). Backed by Gerber's superior service and support – you just can't buy a better printer for the money. Here's what Gerber SOLARA UV2 owners have to say about Gerber's premier ink jet printer.

### **Affordable Hybrid Printing**

VISUALFX, a wide-format printing company based in Tulsa, OK recently bought a Gerber SOLARA UV2. “The ability to print with outdoor durable UV inks on a variety of sign materials up to 1/2" thick (as well as roll stock) was a big factor in purchasing the SOLARA UV2,” says Kerry Godfrey, partner of VISUALFX. “Price was also a factor in our decision,” Godfrey continues, “Gerber allowed us to get into flatbed UV printing at an affordable price with a quality product.”

“While I have not formally calculated a return on my investment,” states John Cox, owner of Thorough-Graphic Signs, Inc., in Lexington, KY “the SOLARA UV2 has paid for itself so far. Recently I printed 22 signs valued at \$50.00 each in just one day using the SOLARA UV2. Subtracting the cost of the material, I still made a profit that almost equaled my monthly lease payment and with very little employee involvement other than setting up the sign blanks on the printer.”

The additional productivity is not considered in the 70% gross profitability of Gerber SOLARA UV2 output at Sign-A-Rama in Bloomington, IL. “The man-hours needed to produce a sign are less so we can charge the same amount, but our bottom line is better,” says Barb Mincy, owner. These lower production costs and the reduction of outsourced jobs have allowed Sign-A-Rama to compete better in the local marketplace. “We have been able to pass savings onto our customers which in turn has resulted in increased business for us.”

## **Ease of Use**

Barb and John Mincy owners of Sign-A-Rama in Bloomington, IL chose the Gerber SOLARA because of its combination of cost, user-friendly operation, UV inks, and hybrid printing capabilities. “Now that we have the SOLARA in-house, I can say that the most important feature is its user-friendly operation,” comments Barb Mincy. Material setup takes less than a minute, even when switching from 1/2" thick stock to banner material, and the Gerber SOLARA UV2's hands-free operation permits the operator to do other things. “I load the sign material, send the job to the SOLARA, and go do something else,” comments John Mincy. “This way I can actually work on two jobs at one time.”

“We originally chose a Gerber SOLARA UV2 because of its competitive price point,” said Craig Yeszin of Tracy Signs in Tracy, CA, “but it is also very, very easy to use. It is easy to run the printer, easy to load the inks, and easy to setup the material,” Yeszin continued, “and there is virtually no maintenance unlike other inkjets I looked at.”

The Gerber SOLARA UV2 comes complete with ready-made color profiles for many common signmaking substrates. “There was no steep learning curve with the Gerber SOLARA,” observes Yeszin. “The profiles are already done. You just have to choose the correct one for the material you are using and you are ready to fly.”

## **Amazing Color**

The SOLARA's ability to print using six inks (cyan, yellow, magenta, black, green, and violet) lets John Cox of Thorough-Graphic Signs, Inc. mimic virtually any sign blank color. “Previously I had to stock many different colors of poster board to produce my customer's horse pedigree signs. Now I stock white poster board and instantly print the color they want instead,” comments Cox. “I can also match any PMS® (PANTONE MATCHING SYSTEM®) color required using the SOLARA's excellent process colors.”

When evaluating inkjet printers, color was also a big factor for Tracy Signs in Tracy, CA. “I was concerned about the quality of red ink, as many printers have problems with that ink, but the red is fantastic on the SOLARA,” comments Craig Yeszin. “And the four-color process is awesome. Our other inkjet printer makes people's skin tones look ‘bronzey’, but with the Gerber SOLARA skin tones are much truer.”

## **Quality Gerber Service and Support**

The quality of customer service and support was also a major reason why VISUALFX of Tulsa, OK chose a Gerber SOLARA UV2. “Gerber has been just great. They treat me like a knowledgeable person and don't try to talk down to me when I call with questions. The technician installing the SOLARA went out of his way to make sure I was happy with the printer output,” comments Kerry Godfrey, partner, “When he finally left, I felt completely confident about running the printer on my own.”

The SOLARA UV2 is part of Gerber's Matched Technology System™ which provides users with a complete, integrated start-to-finish solution. With Gerber products and Gerber's renowned Matched Technology System, there are no surprises, just cost-effective, top-quality results. For more information or a demonstration of SOLARA UV2, call Gerber at 800.222.7446, visit our website at [www.gspinc.com](http://www.gspinc.com), or contact your local distributor

## **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 Match 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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