



A. Karamallakis & Sons, Ltd. Keeps Advertising Moving

Product Spotlight:

GERBER EDGE®

**A. Karamallakis & Sons, Ltd
Nicosia, Cyprus**

On the predominantly Greek island of Cyprus, tourists frolic on beaches by day and in nightclubs when the sun goes down. To capture their attention and vacation dollars, advertising via vehicle graphics has become an increasingly popular medium on the island. Which explains why A. Karamallakis & Sons, Ltd., has created and installed graphics for 20 buses in the old town and capital of Nicosia during the last six months.

The shop, which has a contract with a company which rents the ad space on the island's buses, produces eye-catching advertisements for products and services such as banks, milk, and chocolate using the GERBER EDGE® digital color printing system.



Marios Karamallakis, the shop's managing director, stated, "We could never do this quantity and quality of work without the EDGE®. We've created graphics for many buses and cars with this machine."

The cars he mentioned are a project for another company that owns 40 delivery vehicles. Ads for well-known brands of sports drink, toothpaste, and facial tissue were installed on 15 cars so far.



Watching his employees install a Dewar's™ ad on a car, Karamallakis commented on a new material, formulated by 3M™ for Gerber, that is especially designed for one-way graphics on clear substrates. "We are using Gerber Vision™ window film for the first time to apply this image of a giant bottle of Dewar's to the car and its windows. It's fantastic!"

Not only are these new capabilities fantastic from an artistic standpoint, they are equally impressive from a bottom-line business aspect, noted Karamallakis. And he would know. Although the shop was established around 1956 by his father, Karamallakis knew nothing about sign making when he first started working there five years ago. However, his university degree in marketing has been instrumental in the continued success of the family business.

For example, he observed that the shop's bus advertising contract is speeding up the return on

investment for the EDGE while at the same time attracting additional clients. "These buses serve as a reference for us. The EDGE is a miracle!"

In addition, Karamallakis uses special care in introducing his customers to the EDGE because he knows that many will become a profitable source of repeat business. "We persuade customers to try the EDGE because of its great quality. We are very careful with each job. If we are not satisfied with what we produce, we won't give it to the customer. We are very happy with the EDGE, and so are our customers. Once they try the EDGE, they continue to request it," he explained.

The eight-person shop has a small graphic arts department where customers can discuss what they envision for their ad. Then, a small prototype of what the car, poster, sign, etc. will look like can be printed out on the EDGE for the customer's approval.

Karamallakis summed up what has changed since acquiring the EDGE several years ago. "Life is easier for us now because we are able to do things faster and with better quality. The system gives us the opportunity to create a variety of designs for our customers. With the EDGE, you can produce whatever you want."

The shop's satisfaction with Gerber's products is evident in its exclusive use of Edge Ready™ materials and its recent purchase of the new 30-inch Gerber enVision™ 750 sprocket plotter.

Karamallakis expressed his guiding principle: "We like to keep the best possible quality because in this market you have to be the best or nobody will ask for you. Our country is very small, and the best way to advertise is through word of mouth. When someone sees a poster or car we did and asks who did it, they often decide to come to us. You don't have pay for advertising in Cyprus in order to be successful. You have to offer good quality."

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