



Kodjapashis Silkscreen Ltd. Creates Mouthwatering Graphics

Product Spotlight:
GERBER EDGE®
Kodjapashis Silkscreen, Ltd.
Archangelos, Cyprus

What better way to whet the appetite of your customer than with photorealistic digital graphics? This is especially true when that customer is trying to whet other appetites with promotional images of food! These graphics are typically of such a high quality that they look even more appetizing than the real thing.



Kodjapashis Silkscreen Ltd. had no doubts about being able to deliver this level of quality. Located in Archangelos, a growing area of the sunny island nation of Cyprus, the company has been using the GERBER EDGE® digital color imaging system for the past year.

According to managing director Petros Kodjapashis, one customer was so impressed by a sample the shop produced, he immediately placed an order for vehicle graphics on eight ice cream vans. Kodjapashis

recalled, "Only when we bought the EDGE® did we have the capability to do the job. Otherwise, the customer would have gone somewhere else. It was a very profitable job that we wouldn't have wanted to lose."

To demonstrate the capabilities of the EDGE to an existing customer, the shop created a 20 x 23-foot (6 x 7m) pizza poster. "We wanted to prove that we can compete with large-format electrostatic printers in quality and size," he emphasized.

Kodjapashis commented, "We chose the EDGE because of three factors – it offers the best software, unique hardware, and excellent support from Gerber's distributor. We also use only Gerber materials with the equipment because other brands that we tried were inferior. The GERBER EDGE has greatly enhanced our artistry, productivity, and level of customer satisfaction while at the same time reducing costs and increasing profits."



Best of all, all of this change came with a minimum of upheaval because, as he reported, the system's hardware and software are easy to learn and operate in addition to being quite reliable.

Fortunately, there will always be a hunger for superb graphics – and an EDGE to satisfy it.

©2007 Gerber Scientific, Inc. All Right Reserved