



A Sign Printer in Bloomfield, CT Discovers the Higher Print Resolution of the New Gerber CAT UV

Larry Barbo, General Manager of XL Color in Bloomfield, Connecticut is excited about the competitive advantage the Gerber CAT UV flatbed printer is bringing to his sign printing business. The Gerber CAT UV is the new model in Gerber Scientific Products' successful family of cationic UV printers, and Gerber tapped XL Color to do beta testing on the new model. The Gerber CAT UV has high-resolution print heads that give added print quality to the solid foundation of Gerber's patent-pending GerberCAT™ cationic UV inks and Cold Fire Cure™ technology. "We need the print quality the Gerber CAT UV provides, and because of the CAT UV, we've gotten jobs we could not have gotten before," says Barbo. "Now we are able to get into making signs for high end point of purchase markets like the banking industry and local museums like the Connecticut Science Center. These clients love the quality and high resolution of the jobs we create using the Gerber CAT UV."

XL Color has been in the printing business for fourteen years, and Barbo has been with the company since the beginning. Although they started out printing mostly billboards, they now print signs and are looking forward to the new business the Gerber CAT UV will bring. The patent-pending technology of the Gerber CAT UV makes it the perfect machine to help them keep their business viable in this changing economy. Barbo says, "This printer is perfect not only for a shop like ours that has eight employees and many years building our business, it's great for shops that are just starting out. Ten years ago, you would

have to spend \$500,000 on machines to start a sign printing business, but with options like the Gerber CAT UV, you can make a smaller investment and grow your business gradually. As your volume increases, you can buy as many CAT UVs as you need to keep growing and competing in the sign market."



The new high resolution print heads in the CAT UV take Gerber's line of UV inkjet printers to the next level in technology, but technology is not the only reason businesses like XL Color are investing in the printer. Barbo notes, "One of the things that differentiates the Gerber CAT UV from its competitors is the ease of use. Every morning we fire it up, clean the print heads, press the start button and start running prints, which is great. It is literally just 'drag and drop'. You drag the image in and just press 'run job.' In addition, it's a breeze to teach our employees how to use it. We give everyone a lesson on how to run the CAT UV but even if they don't remember it, the machine tells them what to do. It has an intuitive screen that walks you through every step."



Barbo reveals the experience of beta testing the Gerber CAT UV has been a satisfying one and states, “Gerber has been very responsive in keeping the machine in good working order. They have built a great relationship with us. We can make suggestions about improvements and they listen because they want the CAT UV to work in every shop.”

The Gerber CAT UV has a record of reliable performance at XL Color. “We were able to land a banking job we couldn’t have gotten in the past, and that job entailed 120 hours of printing. We’ve been running the printer 50 hours a week, and it is working well. It has held up well to the demands of the jobs we’ve acquired.”

Barbo also notes the other aspects of the Gerber CAT UV’s technology that set it apart, “One of the other great things about the CAT UV is the ink adhesion. We get a lot better adhesion with the GerberCAT inks than we do with other UV machines we’ve used.” The unique patent-pending technology of the GerberCAT cationic UV inks not only provides better adhesion, but a high level of abrasion resistance and a full color gamut.

XL Color’s experience with the Gerber CAT UV is an example of how profitable this printer’s revolutionary engineering and high resolution can be for a growing business, and Gerber’s frequent discounts and promotions make this wide format UV printer accessible for almost any size print shop. To find out more about the Gerber CAT UV features, discounts on extended warranties or to see a demonstration, contact your local distributor by visiting www.gspinc.com.

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