



Impossible with Inkjet, Made possible with EDGE FX™

Product Spotlight:
Gerber EDGE FX

Signs By Tomorrow
Bloomington, IL

Most smart small business owners think curtailing spending is the best way to increase profits, but the savvy owner of Signs by Tomorrow of Bloomington, IL, Gary Schellerer, Jr., has a different perspective. He knows that buying Gerber's EDGE FX is the clever choice because the EDGE can do so many more jobs than a solvent inkjet. Schellerer remarks,



"Of all the printers in our shop, our EDGE still offers us many features that we just don't have with inkjet printing technology. Recently, we came across a job that just wouldn't have been possible without the EDGE'S unique ability to print with metallic foils. We were able to create graphics for state police patrol cars that required a metallic color. This is an example of a job that just can't be done with inkjet, and as a result it reduced the amount of competition. Our ability to achieve the look they wanted allowed us to charge a premium and increased our margin beyond our typical markup."

The EDGE FX can increase your profitability from the moment it's delivered to your door. Schellerer reveals, "Designers have 'grown up' using Omega™ software, and the fact that they know how to use it with cut vinyl makes the transition to print-with-edge quick and easy." Your employees will be ready to produce high-quality jobs immediately, instead of spending endless hours learning to use an inkjet.

Another quick profit bump is the quality of the product the EDGE FX turns out. While Schellerer has to laminate every job he produces with a solvent inkjet, the durability of the jobs he creates with the EDGE is so good, he never has to laminate them. When you consider the time you have to wait (up to 24 hours) for the solvent inkjet jobs to cure before you can laminate them, the EDGE FX ends up taking less time for a complete job, which boosts your profits. Not to mention its ability to quickly complete the setup for short-run jobs, a task that most wouldn't even consider doing on a solvent inkjet because of the complicated setup involved.



Even after the quick return on the initial investment you get with the short learning curve, the profit margin just keeps increasing. Schellerer notes, *"Inkjets have daily maintenance schedules that need to be performed two or more times a day, depending on use. You have to clean the capping station, clean the wipers, and perform manual purges to keep the nozzles firing, all tasks that waste production time, while the EDGE has almost no daily maintenance. It's a dry system, so it's less messy than an inkjet, and you don't have to deal with solvents in cleaning or maintenance. There are no venting issues and no VOC's, which make it much greener for the environment, something that's very important in today's world."*

The EDGE FX also has the ability to do spot colors on top of colors, which produces a wide array of effects, something which cannot be achieved with an inkjet. In addition, the EDGE FX can print on many materials an inkjet cannot. Not only can the EDGE FX print white onto Lexan, which inkjets cannot do, but it can print on whites, fluorescents and metals. A solvent inkjet makes it very difficult to print on polyesters because the ink will not adhere properly, but the EDGE can print beautifully on polyesters. Gary notes that *"Recently we provided inside-applied "no smoking" decals to restaurants all around the Chicagoland area due to the no smoking ordinance that has recently gone into effect. Because the clients wanted to apply these graphics from the inside of the windows facing out, we utilized the ability to overprint layers of color on top of one another. This allowed us to create mirrored graphics on clear vinyl that were backed with white and viewable on the adhesive side of the decal."*

The EDGE FX is designed to work with Gerber's sprocket-fed plotters which give you the ability to contour cut for small, fine jobs like labels, increasing the range of finely detailed items you can produce.

Schellerer says,

"Because the EDGE FX and the envision plotter form an integrated system, you can register the plotter more tightly, while a friction-based plotter is not as accurate."

Gary's experience with his EDGE has convinced him that it's the most reliable product of its kind. He bought his first EDGE fifteen years ago, and has had his current EDGE for eight years. *"It's a very reliable industrial printer. We use it for at least four hours a day and we've only had to maintain it once when a small part had to be replaced. Gerber definitely creates machinery that holds up."*

Make a business plan that looks at the short-range *and* the long-range profit goals, make a business plan that includes the Gerber EDGE FX. The smart plan includes the Gerber EDGE FX, a keystone for your success.

