



The Environmental Benefits and Innovative Ink of the Solara ion^X™ are Perfect for an Arkansas Sign Maker

Bill Bracewell of *Arco Signs* in Stuttgart, Arkansas started out his career in agriculture, never imagining circumstances would bring him to the sign making industry. Raised on a farm, he went off to college, earned a degree in biomedical electronics and returned home planning a life working with the soil. When allergies forced him to leave the farm, he spent a few months in Argentina making a film where he heard someone talking about opportunities to own a sign making business. After some pretty extensive research, Bracewell decided to pursue his artistic side, take the plunge and open his own sign making and screen printing shop.

Bracewell bought a solvent printer, but the fumes caused difficult flare-ups with his allergies. This problem eventually caused him to invest in another brand's low-end wide format UV printer, and he thought his problem was solved. Trouble printing and long warm up times for the UV lights made jobs very difficult to complete, and Bracewell decided it was time to try the Gerber Solara ion^X™. "The ink on my other UV printer didn't live up to the company's claims," says Bracewell. "It's brittle and doesn't bond well. The history of cationic ink with other manufacturers made us nervous, but we tested some samples from the Gerber Solara ion^X, and I saw for myself that the ink does what the advertising says it does. It's tough, flexible, resistant to cracking, and bonds very well. The first thing I did was squirt alcohol on a print right after it came off the machine, and the ink stayed beautifully. We do vehicle wraps as well as signs, and the ability to print on almost any substrate made the Gerber Solara ion^X very attractive. We've printed on aluminum license plates, and then bent the plates until they fractured, and the ink stayed bonded to the metal."



Bracewell was so convinced that the Gerber Solara ion^X was just what his business needed, he moved his entire company into a larger space to make room for the new printer. It has definitely lived up to Bracewell's expectations, and the fact that the Gerber Solara ion emits no ozone keeps him comfortable in the work environment. "I would never go back to solvent printers," he



says. “From a respiratory standpoint, there is no reason to go back. This is the cleanest environment I’ve ever worked in.”

The Gerber Solara ion makes the larger space worth the money. It will not only bring in new clients, it has also allowed Arco signs to expand their business with current clients, including the nearby United States Air Force base. Bracewell is using the Gerber Solara ion to create huge prints of the newest

airplanes. He says, “The accurate media feed allows me to print right to the edge of the material. I’m in the process of printing a C130 for them right now.” He also printed one of his own photographs which had won best in show at a local art show. Bracewell notes, “The quality is great. I printed the photo on Ultraboard™ and it was auctioned at a school fundraiser, where it brought in \$350. Now, a local banker is using it to decorate his office.”

In addition, Bracewell has done an amazing array of other types jobs. He’s printed signs on Dibond™ for rice milling facilities, decals for manufacturing companies, labels for tanks, backlit signs printed on acrylic, t-shirts, carpet and he’s even ordered some sand dollars on which he’s planning to print. Bracewell is excited about the earning potential that the Gerber Solara ion is bringing to Arco Signs. He says, “In the first month, I billed \$54,000 off this machine. If things continue this way, my Gerber Solara ion will pay for itself in another month. I could make \$250,000 a year with this printer just by myself, and I live in a town of only 9,500 residents.”



Bracewell knows that the added business isn’t the only aspect that will put money in his pocket. “With the Gerber Solara ion, you don’t have to use trailer material, so you save a lot of product that would normally be wasted. We used to have to laminate everything that came off our old UV printer, but with the strong bond of the GerberCAT inks, we don’t need that extra protection. That’s a huge savings in materials, costs, and time.”

To experience the clean air and great earning potential of the Gerber Solara ion family of UV printers for yourself, contact your local distributor for a demonstration.

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