



After Two Years of Research, A Georgia Sign Shop Owner Chooses the Strongest Option, The Gerber Solara ion™

Cecil Sellers of A Better Sign in Snellville, Georgia knows how important it is for a small business like his to choose correctly the first time when making a large purchase like a flatbed printer. Sellers notes, "I believe in doing the homework, and I did my homework thoroughly. It took me over two years of research to choose a flatbed printer. I went to trade shows and looked at all the available local options as well. I tested them myself and decided on the Gerber Solara ion™."

What tipped him in the direction of purchasing the Gerber Solara ion? Gerber's proprietary new technology, the GerberCAT™ cationic UV inks and the Cold Fire Cure™ technology that produce extremely flexible, durable ink. Sellers reveals, "The number one factor above everything else was that the GerberCAT ink stuck to the material. I tested jobs from every machine I could by putting tape on the printed substrate and pulling it off to see if the ink stayed. The GerberCAT inks stood up on every substrate I tested."



Cost and reliability were important to Sellers as well. "The speed of the machine was right along the lines of what I wanted to pay. It is just as fast if not faster than anything else in its price range," says Sellers. "Another important deciding factor was the warranty. I would never buy a machine like this without a warranty backed by a company in which I have complete confidence. I knew I could rely on Gerber Scientific Products' technical support, and my experiences with their distributor, Reese, in Atlanta have been super all the way. We run the Solara ion every day for eight hours a day and it works great."

The Gerber Solara ion offers more than quality and reliability. It offers an ease of use that makes it the perfect choice for small sign shops. Sellers explains,

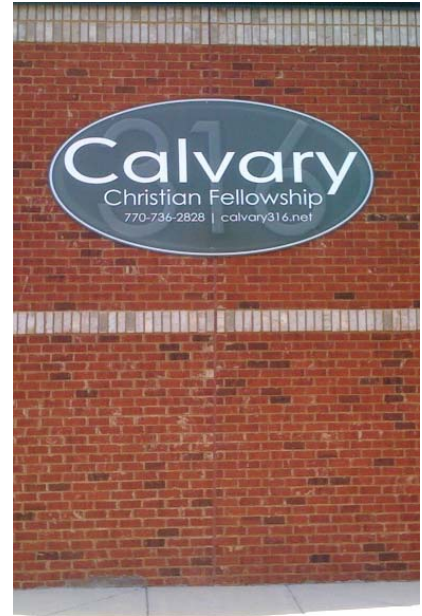
"It wasn't until after I bought my Gerber Solara ion that I realized how easy it was to use. I had no clue until I had it in my shop. We are pretty industry savvy around here, but I was surprised. It only took me a half hour to learn how to use it." In addition, the GerberCAT inks are much safer for the environment. Sellers adds, "We used to have solvent ink in the air all day, and without that, the air quality is so much better. Our air cleaners only run half the time because the Gerber Solara ion has allowed us to cut our solvent use significantly."

The savings is an added benefit to A Better Sign. Sellers states, "In the past we used roll-to-roll machines where we printed on vinyl and transferred it to substrates. With the Gerber Solara ion, that step is totally eliminated, and the cost of materials and trash removal is so much lower. Even with the expense of costs, maintenance, warranty and supplies, the Gerber Solara ion is cheaper than other options by a huge margin. If you need a flatbed printer that will print all day, you'd have to be stupid not to buy one."

When the economy improves, I hope to get another Solara ion. This will allow me to print more jobs faster and compete in the market.”

The Gerber Solara ion has lived up to the expectations Sellers had and it allows A Better Sign to keep up with the growth of the sign industry in the Snellville area. Projects like printing church signs with photographic images and exterior dimensional signs on Alupalite™ backgrounds are no problem for the Gerber Solara ion, and now A Better Sign can completed them more efficiently than ever before. Sellers describes how many things the Solara ion can do, “We can now print directly onto thicker magnet material. We put the magnets outside on our doors to test and after four months they still look great. We also use the Solara ion to print on 1/8” solid plastic material and we can bend it completely in half until the ends touch and the ink does not budge. I show that to customers and they love it. We can even print on aluminum all day and the ink sticks to the substrate wonderfully.”

The success and growth A Better Sign has experienced with the Gerber Solara ion is just one example of how profitable this printer’s revolutionary engineering can be for your business, no matter what your size or experience in the sign industry. Gerber frequently offers discounts that make this wide format UV printer accessible for almost any size print shop. To find out more about the Gerber Solara ion’s revolutionary technology, features, discounts on extended warranties, introductory savings on new Gerber Solara ion models or to see a demonstration, contact your local distributor or Gerber Scientific Products at 800-222-7446 or visit our website at www.gpsinc.com.



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