



## The Reliability of the Gerber Solara ion™ Wins Over Two FASTSIGNS Owners from Gurnee, Illinois

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Glenn Holmes and Russ Ivy of FASTSIGNS in Gurnee, Illinois have been won over by the reliability of the Gerber Solara ion™ wide format UV inkjet printer. The Solara ion is helping their small print shop in the Chicago area grow and thrive, even in this difficult economy. Holmes and Ivy weren't always sold on the wide format inkjet idea, since their old machine had numerous problems. Holmes states, "We had a big cost issue in the past because there was so much waste with our old printer. Ten to thirty percent of our materials were wasted, and we were always having head strikes and other issues. With our new Gerber Solara ion, we know as long as we set up the substrate correctly, we just press 'run' and it will be perfect every time."

The Gerber Solara ion had other features that attracted Holmes, the owner of FASTSIGNS, and Ivy, a customer service representative. Ivy notes, "We were really impressed with the fact that the Solara ion uses cationic inks." The Gerber Solara ion's GerberCAT™ cationic UV inks are indeed impressive. They are flexible, resistant to abrasion and will bond to almost any substrate. Holmes says, "The inks are really durable. They cure almost instantly and there's no worrying about smearing. We don't have to put jobs out in the sun to dry, and it's very tough to scratch." Ivy adds, "I've had customers take a ceramic tile that's just been printed and attempt to scratch it, and they can't scratch off the ink. They don't even come close to ruining it. That's how confident I am about the inks." Ivy also reveals, "We like that the Solara ion's cationic inks are environmentally friendly. We don't have the same concerns about venting as we did with solvent inks."

The Gerber Solara ion's GerberCAT inks are a proprietary formula that works with Gerber's revolutionary Cold Fire Cure™ process. Cold Fire Cure uses long-lasting UV lamps that cure the inks at nearly room temperature, allowing the Gerber Solara ion to print on substrates that are heat sensitive, like corrugated plastic and paper-based substrates. Ivy says, "We deal with a lot fewer consumables now; mostly just the inks. With our old machines, we had to replace the lamps after six months or a thousand hours of running, and the Solara ion's lamps last much longer."

Even though this technology is new to the industry, Holmes and Ivy trusted that Gerber would make sure the machine was reliable. Holmes states, "We evaluated other competitors, but didn't seriously consider buying any other brand. They didn't offer us more than Gerber could, and other Gerber products we've owned have worked well for us. We also liked the way Gerber manufactured the Solara ion, with a limited number of breakable or moving parts, which makes it a robust machine with a high reliability factor. In addition, the price point was affordable for us."

The smooth installation just confirmed the Gerber Solara ion was the right choice for FASTSIGNS. Ivy says, "It was seamless. We were up and running three hours from the initial setup." Holmes notes, "The learning curve was slight because we were familiar with ONYX® so we were using the machine effectively right away. Our production person was intimidated at first, but in one day the Gerber Solara ion became her machine of choice."

The Gerber Solara ion is opening up new options for revenue at the Gurnee, Illinois FASTSIGNS. Ivy reveals, "We love how the Solara ion gantry moves over the substrate instead of pulling the substrate

through the machine. In addition, the Solara ion makes it much easier to do full bleed.” Holmes adds, “Double-sided material is a snap. We just print one side, flip it over, and it’s aligned perfectly.” Not only does the Solara ion make their existing jobs easier, it allows them to do jobs they could not do before. Holmes tells how the Solara ion has improved their business, “I would have sent political signs to screen printers in the past because of the time it took to print them. Now I can do them myself, and in addition to lower turnaround time, I’m also cost-competitive. This fits a really good niche in our business. Even though the economy is tough, we are showing our target market that we are competitive with cost and can do things other shops can’t, and that’s keeping us viable in the market.”

FASTSIGNS’ experience with the Gerber Solara ion is an example of how profitable this printer’s revolutionary engineering can be for your business, and Gerber’s amazing trade-up savings makes this wide format UV printer accessible for almost any size print shop. Gerber is currently offering \$10,000 in savings to customers who already own a solvent printer, \$15,000 in savings to customers who already own any competitive brand UV printer, and \$20,000 in savings to customers who already own a Gerber Solara UV2™ or MAXX 2™. To find out more about the Gerber Solara ion’s features, discounts on extended warranties, introductory savings on the new Gerber Solara ion<sup>V</sup> or to see a demonstration, contact your local distributor by visiting [www.gspinc.com](http://www.gspinc.com).

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