



A Small Sign Business Makes Big Changes with the Gerber Solara ion™ in Citrus County, Florida

Keith McBride of *Mac1 Signs* in Homosassa, Florida knows his part of the state like the back of his hand. His small shop, run by him and his wife, is a lynchpin for sign making in Citrus County. He knows every business in the area, a community of about 140,000 north of Tampa Bay, and the quality of his work has earned him lots of repeat business. He's been designing and printing graphics for the Sheriff's department for 20 years. That's almost as long as the 25 years he's been a Gerber customer. "When Gerber's Signmaker® IVA became available, that's when I bought in. I was the first shop in the state of Florida to get the S-48 Router, and I've been buying Gerber ever since."

That's why Keith was so thrilled to discover Gerber's new Solara ion, a wide-format printer. "I've been looking for a printer similar to the Solara ion for a long time," admits Keith. "Every time I saw a wide format printer, I'd take a print sample and test it for color fast quality, and all the free-radical inks left transfer." That all changed with a trip to Orlando last fall when the Gerber team showed Keith the Solara ion. Not only was it the wide-format printer he was looking for, "I immediately tested their sample with alcohol, and there was no trace of color on the paper towel. The Solara ion's GerberCAT™ cationic ink is like nothing I've ever seen before."



"I'm so happy to have my new machine, I repositioned everything in my shop to accommodate my new Gerber Solara ion." For a new printer, Keith was surprised at how well the installation went. "My Gerber technician worked out the few small kinks that came up in no time," and because of Keith's 25-year relationship with Gerber, he knows Gerber's commitment to service means that Gerber Service will make sure his machine is running smoothly.

The new printer is just what he needs to keep pace with his growing area of the country. He's already printed some great signs on his Solara ion, and he's even made a billboard for a local restaurant that the owner loves. "The beautiful pure cyan, red and yellow that the Solara ion so brilliantly printed made for such a striking billboard that the restaurant owners' friends have been stopping on the side of the road to take pictures."

Because the Gerber Solara ion prints by passing the print heads over the substrate instead of pushing the material through the printer, it's been easy for Keith to print signs on many materials, such as Coroplast™, Sintra™, and vinyls. "The Arizona 180 I used to have used so much heat to cure the inks, it caused the vinyls to soften and that reduced quality," but the Cold Fire Cure™ technology in the Gerber Solara ion solves that problem.



The Gerber Solara ion wide format printer is just one more reason Keith McBride is glad to have Gerber Scientific Products as a partner in making his business work. "The manufacturing quality and the research and development they put into their products—they go all out. They don't cut corners even on the small stuff. They do the research and I just follow along."

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