



Hello to the Gerber Solara ion™ and
Goodbye to Screen Printing Difficulties

Phoenix Marketing Service of Elk Grove Village, Illinois has a strong presence in the point of sale liquor market. Lynn Gulbranson and John Lange, co-owners of Phoenix Marketing are adept at meeting the needs of their customers, from printing banners to mirrors to signs, and since these are localized programs, Phoenix does mostly mid-range runs using their screen printing machines.



Lange reveals that it was word-of-mouth that made them explore UV flatbed technology. “A friend in Madison had a flatbed with UV curing, but it was slow, and we knew we wanted a little more speed. We went to a few shows, and after looking at a number of machines, we chose the Gerber Solara ion™.” Gulbranson adds, “With early digital technology, the machines could print on banners and vinyl but couldn’t print on the rigid substrates. The Solara ion allows us to do both.” Lange also says, “The other issue with screen printing is it doesn’t allow you to print small numbers. It’s just not worth the time and money.”



Gulbranson says, “Screen printing took so much time and labor. In order to print one thing, it took five processes. That’s a lot of work, and it’s not worth going through all that effort to print just one sign. The Solara ion is so much faster and cleaner, and it takes a lot less labor to print from one to one hundred prints. It’s hard to even judge how much labor it takes to run the Solara ion because all you have to do is set it up and walk away.” Gulbranson says, “You can quickly do single prints and it’s so much easier than screen printing.”

Lange shares how the Solara ion is growing their business, “In this market, it’s almost a print on demand mentality. Customers want one or two prints and they want it yesterday. The Gerber Solara ion has allowed us to offer so much more as far as point of sale. Now we can personalize one print for one customer. We’ve shown these things to customers at meetings and they’ve been bowled over by the quality of what we can do.”

Gulbranson is thrilled by the beautiful jobs they've been able to print with the Gerber Solara ion, "Every day we use it more and more. We used the Solara ion to print banners, and it was a big

time saver. We have also printed a select pine panel to look like high end oak with wood burning, and it works great as a beer sign. We've printed a background and then our logo on foam core, and it looks like our logo is carved into marble. People have to walk around it to figure out how we did it."

Lange adds, "We print a lot on foam core, plastic, we do posters for bars, we print on ceramic tile for hot

coffee cups, and we print on metal stainless steel to make dartboards for magnetic darts. We also found that we could print anything on the plastic or corrugated plastic and it could be used for a chalkboard. Restaurants with outdoor chalkboard menus are using our products right now. The Solara ion has met the challenges of our creativity."



Now that Lange and Gulbranson have been using the Solara ion for a while, they are even more convinced this machine is what they need to keep their business strong during these challenging financial times. The proprietary GerberCAT™ cationic UV inks are flexible and bond well with almost any substrate. The revolutionary Cold Fire Cure™ technology uses UV lamps to cure the inks at nearly room temperature, allowing the use of a wide array of heat-sensitive materials, such as paper-based substrates, glass, aluminum, textiles, and many more.

The Gerber Solara ion is taking Phoenix Marketing to the next level in point of sale. Lange says, "As these UV printers gain the ability to print faster, screen printing will disappear. We see the technology of the Solara ion as the future. It works so well, another employee couldn't possibly do the work another Solara ion could do. As our business grows, we'll just buy another Solara ion."

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