



A Window Film Company in the UK Expands into Sign Making with the Gerber Solara ion™

SSAF Window Films of Great Yarmouth, United Kingdom, started out making window films for store windows, but owner Steve Ashton describes how important it was for the business to grow and change with their clients. Ashton said, "Shopping malls have changed from using window film and are now using glass film with full-color pictures on it, and we need to expand our equipment and capabilities to keep our biggest clients." One of the newer machines that Ashton is expecting will help grow their business is the Gerber Solara ion UV flatbed printer.

Ashton bought his first flatbed printer two years ago, but soon realized it couldn't keep up with the demand of the shop, so he began to search for another machine. He wanted a printer that would keep up with production needs, as well as expand the services they could offer. Ashton notes, "The Gerber Solara ion can print directly on glass as well as our own branded window film which no other machine can do."

The Gerber Solara ion's ability to print on a heat-sensitive material like window film is possible because of Gerber's revolutionary Cold Fire Cure™ system. Cold Fire Cure uses UV lamps that can cure Gerber's proprietary GerberCAT™ inks at nearly room temperature. As Ashton reveals, "The Cold Fire Cure system cures the ink at such low temperatures, that the window film does not deform during printing. This also allows us to print on both sides on Correx® boards.

Ashton talks about other things he likes about his Gerber Solara ion, "The Solara ion prints pretty quickly, and it prints on almost any surface such as floor tiles, ceiling tiles, wood, plastic, metal and glass. It does a great job on the hoarding tiles we print for local construction companies (temporary construction barriers) because the boards don't move during printing. We have even been able to print on glass coffee tables for a local client. In addition, the print quality is far better than our current machine."

SSAF Window Film's profitability is already rising because of the simplicity of the Gerber Solara ion. Ashton says, "The Solara ion is very easy to use, and you don't have to monitor it constantly during printing which allows us to maximize our labor. Another great feature is that the job is dry as soon as it is finished printing, so we can use the product immediately."

The Gerber Solara ion has fulfilled the high hopes Ashton had when he purchased the printer. He reveals, "This machine was a big investment for SSAF, but it does what we wanted it to do. We believe this machine is the future of sign making. It will help us grow in the market, and it's already allowing us to pick up more work and send out quotes for new jobs."

The SSAF Window Films story is an example of how profitable the Gerber Solara ion can be for any business, and Gerber's amazing trade-up savings makes this wide format UV printer accessible for almost any size print shop or screen printer. To find out more about the Gerber Solara ion's features, discounts on extended warranties, introductory savings on the new Gerber Solara ion^V or to see a demonstration, contact your local distributor by visiting www.gspinc.com.

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