



## Wisconsin Sign Shop Cuts Labor Costs and Increases Production with the Gerber Solara ion™

Janesville, Wisconsin is a town of 60,000 near Madison, and has faced economic challenges lately due to the global economy and the closing of the nearby General Motors plant. That makes it essential for Janesville Sign-A-Rama® shop owner Doug Myers to make his business work as efficiently as possible. Myers knows he needs the right equipment to broaden the diversity of his jobs and continue to grow his business in the slowing economy. That knowledge drove him to begin the three-year search for a flatbed UV printer that could handle the diverse needs of his work.

Myers wanted “a true flatbed, not just something that pulled material through,” but the quality of the sample prints wasn’t good for the machines in his price range. Then Midwest Sign and Screen Printing Supply showed Myers sample prints from Gerber’s new Solara ion™ UV flatbed printer. Myers says, “I never had the opportunity to own a Gerber product, but I always saw them as the Cadillac of printing equipment.” After seeing the Solara ion’s features and competitive price point, Myers was sold.



The installation of the Solara ion was easy. Myers recalls, “My Solara ion came Monday, it was running by Tuesday, and I trained on Wednesday.” Not only did the installation go smoothly, but the learning curve was great. Myers notes, “The Solara ion is easy to learn and user-friendly. Right off the bat it saved me time and money. It’s going to be the best investment I’ve made in my business.”

Having the Gerber Solara ion has already changed Myers’ shop for the better. He comments, “I’ve increased production a lot,” since he no longer has to print on vinyl, then cut it out and apply it. When making posters, Myers would print on vinyl and apply it onto the poster paper. Often he’d worry about scratches on banners that were being seamed or have to laminate posters because the inks were so easily damaged, but Myers says “now I don’t have to do that because the Solara ion’s inks are so durable.”

The durability of the Solara ion’s GerberCAT™ cationic UV inks is just one of their revolutionary features. The GerberCAT inks and the proprietary Cold Fire Cure™ low temperature curing process allow the Solara ion to print on many materials that were previously not an option. Printing directly on vinyl is not the only benefit; biodegradable and heat-sensitive materials can also be used with the Solara ion. One such material on which Myers is directly printing is poster paper. Recently, the shop produced sixty 28" x 22" posters for a bank, which came out great. Myers has also printed on 14-ply poster board, .020 styrene, corrugated plastic, PVC and Dibond®.

Myers discovered the low temperature GerberCAT inks allowed him to do more with the Solara ion than he originally planned. “I expected to keep my solvent inkjet printer for printing banners, but with the durability of the inks, now I print all my banners on my Gerber Solara ion, and I’m going to sell my

solvent inkjet printer.” It’s not just banners with which the Solara ion excels. Recently, Myers printed a small quantity of point-of-purchase signs on 24-point poster board, and they turned out just as he hoped. Myers says, “The job was for a new customer who is now a loyal customer.”

The unexpected benefits of the Gerber Solara ion are the bonus; Myers’s original desire to cut production time has been more than fulfilled by the Solara ion’s performance. “I’m using my Solara ion for four hours of printing time daily, and those four hours produce more than I used to be able to complete in a whole day. I bought the Solara ion so I wouldn’t have to hire more employees, and I figure it’s going to save me from having to hire one or even two employees over the next couple years.”

For information on the Gerber Solara ion, contact your local distributor by visiting [www.gspinc.com](http://www.gspinc.com) .

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