



A Nationwide Sign Maker Solves the Problems His HP Colorspan™ Caused by Investing in the Gerber Solara ion™

George Chatel of *Signs 2 Fit* in Boise, Idaho started his professional career as a computer scientist more than thirty-five years ago in France. In spite of that long history in his field, Chatel values family above work, and when his stepson Jeff married an American and moved to Boise, Chatel immediately went online to research franchise opportunities here in the United States. His experience in computers and love for graphics were the big factors that settled him on a sign making franchise, and he moved to Boise and laid out a plan to turn his business international, offering low cost sign printing to printing companies who would apply and finish the signs themselves.



Those years of computer experience drew Chatel to the Gerber Solara ion^{X™}, more than a year ago. He knew it was the perfect wide format UV printer for his needs, but it wasn't ready for launch and he didn't want to wait, so he ended up buying the HP 3500 Colorspan™ UV printer. Colorspan's ongoing problems keeping substrates in alignment during printing was just one of

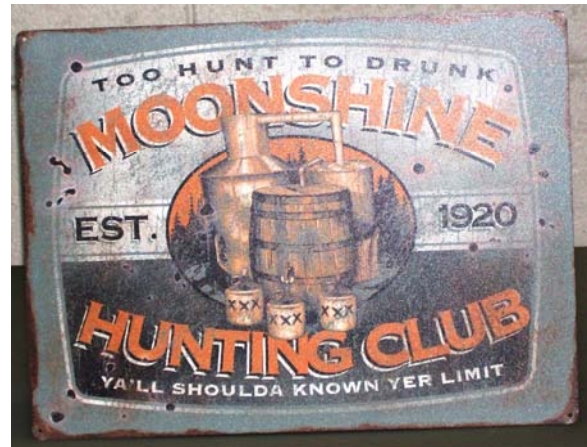


the challenges that convinced Chatel it was worth the extra investment to buy the Gerber Solara ion^X after its 2008 launch. "We wanted to print with perfect accuracy on the substrate," notes Chatel, "and we knew all the problems we had experienced using our old printer would be solved with the Gerber Solara ion." Gerber's strong trade-up option, which offers up to \$20,000 savings to customers who already own a flatbed printer, sealed the deal for Signs 2 Fit.

As soon as their new Gerber Solara ion was operational, Chatel saw his problems with his UV printers were a thing of the past. He explains, "Now we print a 4 x 8, and we are sure that it will be straight since we are using the Gerber Solara ion. We don't have that nagging worry we used to have that the print would come out uneven at the end." Chatel knew that the problems that curtailed his productivity with the old printer weren't going to hold him back with the Gerber Solara ion. He stated, "We run the Gerber Solara ion for up to ten hours a day and don't have any problems with it."

The accuracy of the printer is not the only reason the Gerber Solara ion far surpasses Chatel's old printer. The GerberCAT™ cationic UV inks are a great asset, and Chatel is so glad that they lived up to the buzz. "The ink is brilliant; more vivid than other UV inks," says Chatel. "It has been a great experience. When I see the results the ink produces—such great color saturation—it's amazing. I also love the fact that the ink dries instantly. With my other Mutoh printer, I'd have to wait 24-36 hours, but with my Gerber Solara ion, I can accommodate a customer who wants a job right away. We got a job at 8:00 a.m. this morning and by noon it was done. We can fill orders the same day with no problem, and our experience with other printers carried over to the learning process with the Gerber Solara ion. It didn't take us long to learn how to use it. It was a snap."

The variety of substrates on which he can print is another bonus for Chatel. "We are printing small aluminum signs for a client in Texas, and the result is fantastic. It's perfect quality, and I'm always pleased to see the results. We've printed on Sintra®, stickers, magnets, and we've even double printed on static cling figures that adhere to windows."



Now that Chatel has a reliable UV printer like the Gerber Solara ion, he can continue to expand his customer base throughout the country. Even though he only has three employees, his ability to produce a high volume of product makes the Gerber Solara ion a gold mine for Chatel. He asserts, "The Gerber Solara ion is less expensive than an employee because it can work longer. If I can generate enough work to have my Gerber Solara ion printing for twenty hours a day, I will make even more money for my business." That allows Chatel to spend more time doing what he's passionate about—graphic design.

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