



## The Gerber Solara ion™ Helps A Signs Now Center Increase Production Without Hiring More Personnel

Randy Hamilton, owner of Signs Now in Newington, Connecticut is committed to growing his fourteen year-old business in spite of the challenges of today's economy. This commitment inspired Randy and his Graphics Specialist David Schreiber to explore the benefits of a flatbed printer. Hamilton notes, "We were losing orders because some of them couldn't be done on site and had to be outsourced, preventing us from competing when it came to the speed with which we could complete a job." Hamilton and Schreiber had seen the Gerber Solara ion™ at a show, and after talking to other Solara ion owners, they were convinced it was the best choice for their sign center.

Hamilton says it was the breakthrough technology and the small footprint of the Solara ion that sold him. "As soon as we saw what the Solara ion could do, we knew it was exactly what we needed. I decided a long time ago that I would always be at the forefront of technology, and I felt the Solara ion's engineering would make us a better company and give us the competitive edge we were seeking. We don't have twenty feet of linear space for one of the larger, more expensive machines, so the small footprint and the extremely competitive price make it a realistic purchase for a shop of our size. It's the perfect machine for small stores. A small sign center could buy the Solara ion and start making foam core and corrugated plastic signs right away, and it's so easy to use, they wouldn't have to be a wizard at applying vinyl or laminating to expand their business with great signs."



Schreiber shares how easy it is to sell jobs with the Solara ion, "One of the big selling points for us is the durability of the Solara ion's GerberCAT™ UV inks. I have so much fun taking a piece of corrugated plastic with a standard picture printed on the Solara ion. I can put a knife through it, crumple it up, bend it or crack it over my knee and when I unfold it, not a single piece of ink has cracked or fallen off. Customers come in saying 'I've had this done in the past and it's probably not going to be that durable' but when they see our demonstration of the Solara ion's ink adhesion, they are amazed. The Solara ion almost sells itself."

Schreiber notes that the Solara ion saves money for them in labor and material costs, “The profiles are great. I had to create hundreds of color profiles for my other machine, but with the Solara ion, Gerber provides a huge array of profiles and I don’t have to generate new ones.” Hamilton says, “It used to be difficult to make use of PVC substrates and banner cutoffs, but now with the Solara ion I can use them.”



Hamilton reveals how much more efficient their sign center is with the Solara ion, “I had originally thought I could cut back on labor with the ion, especially because of the sluggish economy. I don’t need to do that now that I have the Solara ion. The Solara ion allows us to do a lot more with the same number of production staff. We get an order for ten signs in the morning, and our employees can load the machine, send the job to the printer, press ‘start’ and go work on another job. They can multitask and still have the sign order done by noon. With the Gerber Solara ion,

I will be able to raise my volume of sales at a good clip without having to hire another production person for quite a while. ”

The Solara ion can stand up to the rigorous production needs of the Signs Now center as well. Hamilton states, “We completed a job that required 3,000 18”x24” full color signs with the Solara ion. We were able to do forty-eight signs in an hour, something we couldn’t do before.”

Schreiber adds that not only can they work more efficiently, the patent-pending technology of the Solara ion allows them to do jobs many other sign centers can’t, “One of our customers had a frame she purchased as a gift for a family member and she wanted words printed on the glass that goes over the picture. She had gone to three or four sign shops, and they wouldn’t touch the job, but the Cold Fire Cure™ technology of the Solara ion allows us to print on surfaces other businesses can’t. This would have been a challenging task to complete before we had the Solara ion, and we might have had to outsource it. The customer spent days looking for someone to do this important job for her, but all we had to do was throw the glass on the Solara ion’s flatbed and it took us ten minutes to complete.”

Hamilton is excited about the future of the business using the Solara ion. “We are able to attract customers because we can print a quick sample of what their sign will look like and they can approve the colors on the spot. The Solara ion allows us to produce jobs we never imagined we could create in our sign center because it can print on almost anything that is flat and thinner than one inch. This allows us to print on unique materials like ceiling tiles, carpet, glass, wood, paper and more. It opens up nearly unlimited creativity in what we can provide to our customer base.”

Signs Now of Newington’s growth with the Gerber Solara ion is just one example of how profitable this printer’s revolutionary engineering can be for your business, no matter what your size or experience in the sign industry. Gerber frequently offers discounts that make this wide format UV printer accessible for almost any size print shop.

To find out more about the Gerber Solara ion's revolutionary technology, features, discounts on extended warranties, introductory savings on new Gerber Solara ion models or to see a demonstration, contact your local distributor or Gerber Scientific Products at 800-222-7446.

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