



Wide-Format Printing Specialists Expand their Reach with Gerber

Product Spotlight:
Gerber SOLARA UV2

VISUALFX
Tulsa, OK

VISUALFX, a wide-format printing company based in Tulsa OK has always had its sites set on new technology and emerging markets. From its beginnings as an ad agency in 1982, VISUALFX has changed its business strategy to meet the current needs of customers. For instance, VISUALFX has also been a service bureau and an exhibit provider during the last 20+

years. Kerry Godfrey, partner of VISUALFX explains, "We have always been interested in the latest technology and providing our customers with high quality products, no matter what market we are serving. We currently



describe ourselves as 'Wide-Format Printing Specialists' because we produce all kinds of graphics from outdoor durable signage to tradeshow exhibit graphics to high quality museum work." Godfrey continues, "When we heard the industry buzz about digital printing directly on rigid substrates, we knew that was the next investment for our company."

VISUALFX recently bought a Gerber Solara™ UV2 wide-format ink jet printer to add to their array of printing equipment. "The ability to print with outdoor durable UV inks on a variety of sign materials up to 1/2" thick (as well as roll stock) was a big factor in purchasing the Solara UV2," says Godfrey. "Price was also a factor in our decision," Godfrey continues, "the Solara UV2 was priced very competitively. Gerber allowed us to get into flatbed UV printing at an affordable price with a quality product."

The quality of customer service and support was also a major reason why VISUALFX chose a Gerber Solara UV2. "We recently had a bad experience with another company and now understand how important good service is to the success of new technology in our business," comments Godfrey. "Gerber has been just great. They treat me like a knowledgeable person and don't try to talk down to me when I call with questions. And the technician installing the Solara went out of his way to make sure I was happy with the printer output," adds Godfrey, "When he finally left, I felt completely confident about running the printer on my own."

Solara's high quality print settings give VISUALFX the flexibility they need to produce the diverse range of graphics that they offer. "We print anything from short-term, outdoor signage

to artist profiles for local museums, and Solara's range of print quality allows us to do it cost effectively. We recently printed ring-side advertisements on Coroplast™ for a traveling rodeo using the printer's three-pass mode," says Godfrey. "The faster printing mode was perfect for signs to be used at that viewing distance. The end result were great looking, durable signs at a lower cost than cut vinyl."

Godfrey went on to say, "At the other end of the printing spectrum, we also produced artist identification signs by mirroring text and second surface printing on clear acrylic. The look was fantastic and very durable. Solara's six-pass mode can print the fine quality text that is required for our museum work."

The Solara UV2 is not a static product. Gerber recently updated its firmware to allow for two-pass printing. Godfrey comments, "I was really surprised with how the two-pass mode created a really sellable product. This could allow us to print more affordable, short-term signs or banners; passing some savings onto our customers while making a higher profit."

Reliability is the number one reason Godfrey would buy another Solara UV2. He trusts the quality of the printer output. "You just put on a board, wipe it down with alcohol, start the printer, and go do something else," says Godfrey. "When you come back you have a great print. I walk away with confidence that the \$60.00 in material is going to be OK without me hovering over it. The Solara UV2 is a reliable and predictable printer."

"The most exciting thing about the Solara UV2 is the variety of materials that it can print on," adds Godfrey. "I do lots of experiments with odd materials - I test and tweak until the feed adjusts are correct. That way I am prepared to print on all kinds of materials and can offer different and creative solutions to my customers." He continues, "I have successfully printed on plywood, ceiling tiles, and plastic diffusers for overhead fluorescent lighting. Next I am going to try printing on kitchen cabinet doors. The Solara UV2 has opened up all kinds of new business opportunities for VISUALFX here in Tulsa."

For more information on the capabilities and features of the Gerber Solara UV2, call Gerber Scientific Products at 800-222-7446 or visit www.gspinc.com. Contact your Gerber distributor to see a demonstration of the Gerber Solara UV2 in action.

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