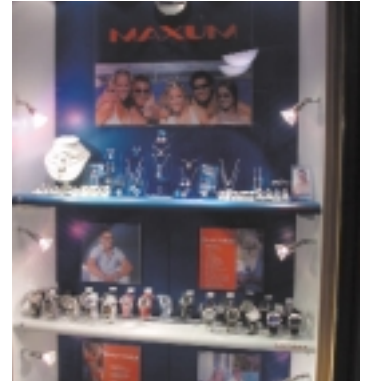
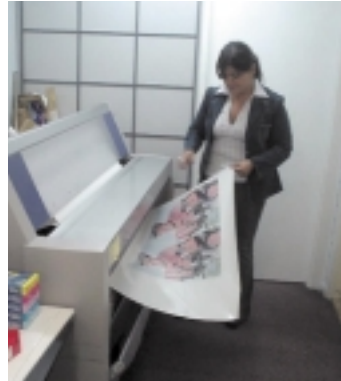
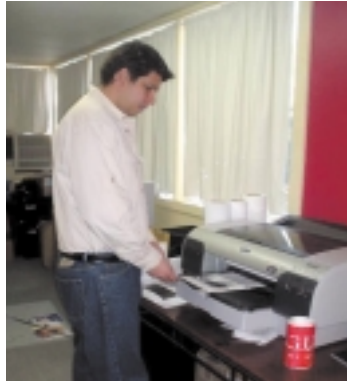


Dynamic displays



Designa Accessories

Founded by Lynne and Les Veil in 1986, Sydney-based Designa Accessories has established itself as one of the country's foremost fashion accessory wholesalers. Specialising in watches and jewellery, the company licenses many leading brands such as Timex, Nautica, Guess, Fiorelli and Mambo as well as its own label Maxum.

Sold through high profile stores such as David Jones and Myers, and a large number of independent retailers across the country, Designa Accessories' products are synonymous with quality and style. To reinforce this, the company strives to develop point-of-sale materials that are every bit as stylish and of just as high quality.

Balancing cost with quality

In order to remain in vogue within the highly competitive fashion industry, Designa Accessories recognises the need for its in-store display material to be creative and eye-catching. While this approach results in highly effective display materials, the costs required in their production verges on being almost prohibitive.

Justin Veil, Designa Accessories' product manager, reflected on the challenge faced by the company. "We performed a cost analysis of how much outsourced printing was costing our business and, quite frankly, it was frightening," he said. "We have designers with pre-press experience and we knew our print needs weren't exactly brain surgery, so we set out to evaluate bringing it all in-house.

"The main issue was identifying the printer technology that would provide the level of

quality we needed while reducing the overall cost of production," Veil said. "Due to the fact that our point-of-sale displays can be viewed up close, it is critical for us to ensure that the quality of our displays look as good close up as they do from a distance."

In-house EPSON solution

Having made the decision to bring production in-house, Veil turned to EPSON and evaluated the company's range of Pro Graphics professional wide-format printers.

"Straight away we noticed the quality of the EPSON Stylus Pro printers and found a combination of the new 17" wide Stylus Pro 4000 and the larger 44" wide Stylus Pro 9500 would enable us to print everything we've had to outsource in the past, and more," Veil said.

With the EPSON Stylus Pro 4000, Designa Accessories quickly recognised the value it could gain through the printer's seven colour Ultrachrome - pigment ink set with the additional Light Black ink, particularly in neutral black-and-white prints. Added to this was the printer's expanded colour gamut, which allowed Designa Accessories to create faithful reproductions of critical corporate and natural everyday colours that



make in-store displays stand out from the crowd.

"Together, both printers gave us a complete printing solution that enable our designers to create in-store display materials that are customised to each customer's display areas and available shelf-space," Veil said. "And, at a level of quality that well and truly rivals that of traditional offset printing."

A 35 per cent saving

By taking the entire point-of-sale materials production process in-house, Veil realised that immediate cost-savings would be offset by a number of additional overheads. One in particular was the appointment of a graphic designer to the role of production manager.

"We had done a very thorough cost-analysis before embarking on the 'in-house' road," Veil said, "and we knew full well that we would be confronted with this type of extra expense. Then, of course, there was the ongoing expense of purchasing specialist media for the printers as well as ink.

"But—even with all those add-on costs, we are still realising a 35 per cent saving over outsourcing the printing to a commercial printer!"

Creative versatility

With the Stylus Pro 9500 and its ability to print on a large range of media from high gloss photographic paper up to 1118mm wide through to adhesive vinyl, synthetic paper and even 1.5mm thick poster board, Designer Accessories'



two graphic designers have the printing flexibility to realise true creativity.

Using high performance graphic and design tools such as Adobe Photoshop, QuarkXPress and Macromedia FreeHand on their Macintosh computers, the designers are now using the Stylus Pro 9500 and Stylus Pro 4000 printers to create anything from standard to L-shaped posters through to innovative pop-up and tri-card displays.

"Being a fashion company we have to be on the forefront of point-of-sale and in-store displays," Veil said. "There's a fine art to utilising the in-store real estate you're given. It has to really grab the attention of the shopper and in the end, our ability to do this is what our customers love about us."

In addition, the Stylus Pro 4000's BorderFree edge-to-edge printing capability brings with it significant benefits to Designa Accessories.

"BorderFree printing is definitely one of the great things about the Stylus Pro 4000," Veil said. "When it comes to printing hundreds of tri-cards, in the past we'd either have to send these somewhere to be trimmed or do it ourselves by hand. This feature saves us a whole step in the process!"

Improved turnaround

A major benefit afforded Designa Accessories by taking on the production of its display materials is a dramatic reduction in production times.

Previously, even a small print job might have taken days or



weeks to go from the designer through to the commercial printer and finally in-store. With the in-house production capabilities of the Stylus Pro 9500 and Stylus Pro 4000, Designa Accessories is now able to take a project from concept to print within a single day. The result is that with reduced production costs and more rapid turnaround, the company can now afford to adopt an even more adventurous and creative approach to its display material.

Borderless imagination

Cost savings and creative freedom aside, quality remains the most crucial factor in Designa Accessories' in-house production. "Impeccable quality is a pre-requisite for a fashion company and at Designa Accessories we're no exception to this," Veil stated.

Delivering on the quality pre-requisite, both EPSON Pro Graphics printers feature EPSON's unique MicroPiezo print head technology, which, together with other EPSON technologies such as Variable Sized Droplet Technology and AcuPhoto Halftoning, delivers prints that accurately reflect Designa Accessories' quality commitment.

In commenting on the overall success of the EPSON-based in-house printing solution, Veil said: "When you consider the freedom of design, rapid turnaround times, quality and cost-savings we're achieving with these two printers, the only question is why we never went down this road earlier."