



Epson SurePress fits in at Studio Q

Award winning Auckland print company, Studio Q, expanded its print capabilities when it invested in an Epson SurePress L-4033AW label press four years ago.

Dave Trotter, founder and managing director of Studio Q, says, "One of the things we really enjoy about this industry is having the opportunity to create cool products for our clients so the Epson SurePress has fitted well into our philosophy."

He adds that the quality and fast turnaround capabilities of the Epson SurePress L-4033AW have enabled Studio Q to explore new markets and to produce consistently high quality, short and medium volume labels quickly and cost-effectively. Since starting the company in 2004, Trotter has expanded Studio Q, which now has 10 employees, producing a range of printed products from digital sheetfed, large format, packaging, t-shirts, and labels.

Studio Q's foray into digital labels gave the company its first contact with Epson. Trotter says, "We have developed a good relationship with Epson. We hadn't previously had anything to do with Epson but now we have three of its machines."

Designed for label converters, large scale product manufacturers and commercial printers taking the first steps into digital printing or expanding their existing digital printing capacity, the Epson SurePress L-4033AW uses Epson's MicroPiezo inkjet technology and water-based pigment resin ink to produce a large colour gamut using CMYK plus orange and green inks for greater Pantone and spot colour reproduction which are durable and scuff resistant. The SurePress L-4033 was Epson's first entry into the digital label market and quickly became popular based on its superior



Dave Trotter, managing director of Studio Q, with the Epson SurePress L-4033A

Innovative print company places quality at the top of the list

image quality and colour accuracy. Two years later, Epson added white ink to create the SurePress L-4033AW.

Now, with over three hundred units installed worldwide, Epson has become a leader within the prime colour label printer market. Trotter says, "We chose the machine with the white ink for installation in 2015. We had a number of reasons for choosing it that included the quality, price and colour consistency. The labels have that flexo look but we can achieve that on short and medium runs with quick turnarounds. The colour is great and repeatable."

The company soon noticed the difference between the digital sheetfed market and the label sector. He says, "The label sector is highly competitive, much more so than sheetfed, and you need to deliver quality printing quickly. Studio Q offers printing for the trade as well."

The Epson SurePress L-4033AW offers automated printhead maintenance and operators can replace ink

cartridges without stopping the press. Studio Q has a reputation for innovative work and Trotter relishes the challenge of difficult jobs. He says, "The SurePress helps us to compete for work. It is great for regular repeat work or short run high quality work. The colour being consistent really helps us with repeat jobs. The SurePress has given us what we wanted: quality, price, and colour consistency. It runs reliably and it delivers."

Studio Q continues to grow its business, so much so that it will soon move to larger premises in Rosebank. Trotter says, "We are looking forward to moving into a new factory. It will give us more space and we will still be in Auckland. Once we have completed the move, we can concentrate more on the future."

"The printing industry is in good shape right now and if you can find your place in the market it can be really rewarding. We have chosen to pursue quality, not always as profitable, but in the long term it feels more satisfying."

Epson expands its SurePress line up

Following the success of the Epson SurePress L-4033 label press series, the company has introduced the SurePress L-4533A, a six colour aqueous resin ink machine and SurePress L-4533AW, a six colour plus white aqueous resin ink press. They feature versatile substrate support and print on materials from 80mm

up to 333mm wide and as thin as 80 microns. The presses have upgraded microprocessors, which improve VDP, processing speeds up to 80 per cent compared to the older models. Image and text quality has increased with a new edge smoothing function and new faster print modes for paper have been added.

Supporting a range of substrates, they print on a range of flexo PS label materials, including uncoated and coated papers PP, PET and YUPO films without the need to prime or pre-treat. Epson manufactures all the components and workflow software and Aarque provides all service, training and operational support.