

authorised technician conducts a comprehensive on-site service on both of Signage One's GS6000s every six months for the first three years of their life. Along with thorough cleaning and component checks, that service encompasses replacement of any parts as necessary.

"Three years is a long time, and you don't even get that on some cars," Craig says. "We have the free preventative maintenance, and on top of that, if absolutely anything goes wrong then we know that it's covered in full. In that regard it's yet another area in which Epson is well ahead of the rest."

### Ultimate operational flexibility

At an operational level, Signage One is realising further benefits as a result of the Stylus Pro GS6000s' Epson UltraChrome GS Ink. Being virtually odourless and containing significantly less harmful volatile organic compounds (VOCs) than typical solvent inks, Craig points out that the ink is important in terms of operational flexibility and occupational health and safety.

"We use the Epson printers in an area where staff are working on a regular basis," he says. "Even when the machines are running flat out there's absolutely zero odour. Compare that to a full solvent machine where you can't even breathe safely in the same room."

For staff, it means eliminating the risk of skin or eye irritation, and at a financial level, the company has avoided the expense of a dedicated forced ventilation system to remove VOCs from the room. UltraChrome GS Ink is also highly durable and scratch resistant, vital characteristics for jobs such as vehicle wraps and signage that will be exposed to the elements for several years.

Adding further to the operational efficiencies afforded Signage One by its two Stylus Pro GS6000s are the high capacity hot-swappable ink cartridges, enabling operators to change ink cartridges without interrupting an in-progress job.

"For the first three months we had the Stylus Pro GS6000s they didn't stop – we ran them around the clock," Craig states. "The large-capacity 950mL ink cartridges, in addition to the mechanical reliability of the printers and other features such as the automated take-up reel that rolls finished media to avoid folding and creasing, mean that during busy periods our operators have even been able to let the printers run unattended overnight to complete large jobs.

"I can't speak highly enough of what I've experienced with Epson," Craig concludes. "The colour is brilliant and the reliability and service are exceptional. At the end of the day, that's what matters!"

For more information about Epson Large Format Printers, please call 1300 130 194 or visit [www.epson.com.au](http://www.epson.com.au)



**Epson Australia**  
Tel: 1300 361 054

**Visit our Web site**  
[www.epson.com.au](http://www.epson.com.au)

**Head Office  
Sydney**  
3 Talavera Road  
North Ryde NSW 2113

Tel: (02) 8899 3666

ABN 91 002 625 783

**Epson New Zealand**  
Tel: 0800 377 664

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## CASE STUDY

# Signage One

## Epson centre stage for colour-critical print jobs



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Craig Maddren  
Owner and Managing Director  
Signage One

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# Signage One

"If you're happy with our work, please tell two friends. If you're unhappy for any reason, tell us and we'll fix it." This is the disarmingly simple philosophy with which owner Craig Maddren has grown his highly successful Goulburn-based signwriting business, Signage One. The company has delivered thousands of innovative signwriting solutions to customers over the past 15 years, expanding rapidly, and an Epson large-format printing solution is taking centre stage for a growing number of its colour-critical print jobs.

## Challenge: Colour matching without coloured vinyl

As the business has grown it has faced a problem: the production of high quality signage with colours that match the exacting standards of corporate and government clients, while also maintaining profitability.

"Those customers won't accept colour that is anything less than perfect," Craig says, "and the traditional solution of using colour-matched vinyl is, quite frankly, too expensive and labour-intensive. We needed to find a large format printing solution that could match corporate colours while also being reliable, flexible and economical."

Adding to the Signage One requirements was the need for a printer that could deliver on all those prerequisites while also supporting a wide range of media types. Essentially, a highly versatile signwriting printer.

## The Solution: The Epson Stylus Pro GS6000

Signage One found its answer in the form of the Epson Stylus Pro GS6000, a 64-inch 1440dpi durable graphics printer that utilises Epson Micro Piezo Dual-Array print heads, Variable-Sized Droplet Technology and an eight-colour ink system to deliver industry-leading print quality with outstanding colour accuracy.

According to Craig, Epson's extensive warranty support and reputation for service and reliability sealed the deal. Indeed, Craig recognised so much potential in the Stylus Pro GS6000 that two of them were purchased for the business, with both now being used to print a comprehensive range – and volume – of signage products, including vehicle wraps and signs on anything from vinyl to specialty signage stocks up to 1.5mm thick.

## Accurate colour – winning jobs and saving money

One of the biggest benefits of the Stylus Pro GS6000s for Signage One is the ability to produce an extremely wide colour gamut, which is achieved by taking full advantage of the printers' eight-colour ink system featuring dedicated orange and green inks. This feature was pivotal in enabling Signage One to bid for and win the contract to supply new signage for the rebranding of Country Energy's infrastructure business as Essential Energy.

"Everything from signage for 5500 vehicles to customer service centres and zone substations was included in the project – virtually anything you can imagine that has a sign on it, we're replacing," Craig states. "And delivering an accurate match to the company's corporate colours was a definite requirement that was not in any way, shape or form negotiable. Essential Energy has an orange and blue colour scheme, and with the dedicated orange and green inks, the Epson printers have been able to match the colours spot on."

In addition to meeting the customer's exacting requirements for colour, Craig says that the ability of the Stylus Pro GS6000s to deliver highly accurate colour matches is underpinning significant cost savings, particularly in light of the traditional colour-matched vinyl alternative.

"As well as buying the vinyl, which wouldn't have been a stock line colour that I could get off the floor, there's the labour cost for cutting and weeding," he says. "With all that it would have cost three times as much as printing on the Epson printers and involved four times as much effort because we would have to put everything together in layers. It was just going to be too hard and too expensive, especially when there were 15,000 items to do."

Craig says accurate colour production is a benefit that extends well beyond just one client, and he has full expectations of winning significantly more corporate-branded business in the future on the back of the Stylus Pro GS6000s' colour gamut. "Most customers have at least one colour they're specific about, and when you're dealing with corporates or government agencies there's no middle ground. The Epson printers fulfil that need perfectly," he states.

## Three years' peace of mind

The Stylus Pro GS6000s' standard full three-year warranty on parts and labour was another one of the major reasons Craig chose the Epson solution. He says that while the warranty obviously provides him and the company with substantial operational peace of mind, it also provides very real financial benefits.

"I've had experience with other vendors' machines where there's a monthly requirement to pay \$1000 on a service contract, but it's really much the same as only half an insurance policy," he says. "If something goes wrong they'll fix it but I still have to pay for 'perishable products' on top of that, including printer heads. On that other vendor's printer, we've had to replace printer heads six times in the past seven months, which cost another \$30,000 in total."

In addition to the warranty, Epson also provides a free of charge preventative maintenance program. Under this program, an Epson



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