



Aldine Printers

Based in Cairns, Aldine Printers are a local, family owned and operated printing business, who have been providing quality label and sticker printing across Australia and internationally for over 25 years. Their professional team operate a variety of printing machines, including the only flexo printer in North Queensland and they produce an extensive variety of personalised labels and other products.



Aldine Printers' approachable and professional team of printers and designers are dedicated to working closely with their customers. They quote their top priority as ensuring the entire process of creating the perfect label to be as quick, simple and cost effective as possible. The Aldine Printers team can advise on design, paper type, finish and more so whether you need eye-catching stickers for fruit or meat, great quality packaging labels or stand out fluoro stickers, they will always deliver.

The Challenge

When they decided to overhaul their printing solution, they began looking for a printer to fill a gap they had printing labels in small to medium runs. Having investigated digital printing solutions they just couldn't find the right technology for printing labels in the market that truly met their requirements. Co-owner Rob Kingdom explains:

“What we really needed was an efficient, reliable and easy to use label printer for small to medium runs, but we just couldn't find one.”



SurePress L-4733AW in action at Aldine

Devices

- Epson SurePress L-4733AW aqueous resin ink industrial label press

Applications

- Short to medium-run labels, including food, beverage and custom labels



Epson SurePress L-4733AW



Dedicated SurePress RIP available

The Solution, The Benefits

Epson continues its legacy of providing world-class white ink prime label printing with the SurePress L-4733AW water-based resin ink digital label press. The printer gives Aldine Printers very high levels of print quality, consistency, flexibility and value. It also offers advanced automation and unattended printing features, higher productivity with improved print speed on film and support for printing on a wider range of substrates. The L-4733AW prints on all generic print stocks, so Aldine Printers don't need to use special, printer-defined and more expensive stocks.

The Return on Investment

Prior to owning the L-4733AW Aldine Printers used to lose some small to medium print run jobs, but now the company are far more competitive. As the print quality of the SurePress L-4733AW is excellent and as it is also so reliable and easy to use, Aldine Printers never have any failures or expensive downtime.

“The SurePress L-4733AW meets all our requirements and Epson’s after sales support is excellent, which is critical when you are based in far north Queensland.”



Aldine produce various labels

Epson Australia offers an extensive array of award-winning image capture and image output products for the commercial, industrial, consumer, business, photography and graphic arts markets, and is also a leading supplier of value-added point-of-sale (POS) solutions for the retail market. Epson is the market leader in Australia, New Zealand and worldwide in sales of projectors for the home, office and education. Established in 1983 Epson Australia is headquartered in Macquarie Park NSW and is a subsidiary of the Epson Group headquartered in Japan.

EPSON

EPSON AUSTRALIA
Level 1, 3 Talavera Road
Macquarie Park NSW 2113
Tel: (02) 8899 3666
www.epson.com.au
ABN 91 002 625 783

EPSON NEW ZEALAND
Level 1, 7/9 Fanshawe Street
Auckland 1010
Tel: (09) 366 6855
www.epson.co.nz