

Image Box

Innovation supported by Epson large format printing



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Dominic Borello
Managing Director
Image Box

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"Innovation". It's the fundamental credo by which Melbourne-based Image Box operates. On the surface, it is a design and print company, but scratch that surface and you discover a team of talented professionals delivering a range of innovative print and sign solutions. Solutions that include: Imagewall™ digital wallpaper; 100 per cent recyclable display panels; Attract™ adhesive-free, multi-purpose displays; and the list goes on. All in all, it's an impressive portfolio for any company, let alone one that was founded in the late 1980s as a photo-printing laboratory.

Image Box's seemingly ever-growing range of print and sign solutions is matched only by the company's unwavering commitment to quality, so it's hardly surprising that when it comes to digital signage printing, an Epson Stylus Pro GS6000 takes centre stage.

Challenge: Exceptional quality across varied media

"Our selling points have always been quality and service," says Dominic Borello, Image Box Managing Director and co-founder. "Just as with any business, ensuring our customers return and give us repeat business means we have to deliver products and services of the highest possible calibre."

To afford customers that highest possible calibre, Image Box is confronted with the same fundamental challenge facing all print industry professionals – continually improve print and colour quality while simultaneously providing customers with diverse medias on which to have their materials printed.

So it was that in mid-2010 Image Box searched the market for a new large-format printer that could deliver the quality customers demand, along with the media handling capabilities that are crucial to the company's innovative print and signage solutions offering.

The Solution: The Epson Stylus Pro GS6000

Image Box's search led it ultimately to the Epson Stylus Pro GS6000, a 64-inch durable graphics printer that, according to Dominic, performs beyond the company's high expectations in terms of both print quality and versatility.

"As soon as I came across the Stylus Pro GS6000, it was really a no-brainer that it had a place at Image Box," he states. "It had the versatility to handle anything we could throw at it, and its colour gamut and fine detail capabilities were precisely what we were looking for."

Winning repeat business

Right from the start, Image Box's use of the Stylus Pro GS6000 proved and continues to be instrumental in securing repeat business. According

to Dominic, the printer's industry-leading output quality is actually establishing new levels of expectations – and demand – within the company's extensive client base.

"We now have clients who can pick up on differences between output from the GS6000 and other printers," he says. "Increasingly, they know what's possible with regard to print quality and they have full expectations of their prints meeting the highest standards. Quite simply, they expect the best and the Epson printer is delivering on that. As a result, it's bringing them back to us with more work."

With the Stylus Pro GS6000 being so instrumental in generating repeat business, the printer is being utilised within Image Box for a range of detail- and quality-sensitive jobs. These range from fine art prints and architectural floor plans to large display pieces and vehicle wraps.

Dominic notes that the printer's small ink droplet size, facilitated by Epson's Micro-Piezo print heads and their in-built Variable-Sized Droplet Technology, are one of the most important features of the printer. "The GS6000's output is almost dotless," he states.

In commenting further on the reactions from clients to the Stylus Pro GS6000's impact, Dominic says: "We recently had a client who was so impressed with the printer's output that he contacted us and insisted that all of his future work be done on the machine. That's just one of many examples of the positive feedback we get from customers and, as a business operator, it's exactly what you want to be hearing."

Colour accuracy = time saved

While the Stylus Pro GS6000's fine detail output is proving to be a major advantage for Image Box, Dominic is quick to point out that the printer's extended gamut – particularly in the oranges and greens – is every bit as crucial for the company and its clients.

"Particularly when we're dealing with corporate clients, brand colours are very important. For many of them, they're nothing short of sacred," Dominic explains. "Having dedicated orange and green inks with the GS6000 means we have access to an incredibly wide colour gamut and can therefore accurately match those all-important corporate and brand colours. In most cases, we're matching them on the first run and without any further fine tuning."

In addition to ensuring Image Box client colour requirements are being met in full, the printer's accurate first-time colour matching is, in many cases, reducing project workflow times. A typical example of that is a project that was undertaken for a leading Victorian university.



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"The university has a particular shade of blue in its branding that needed to be reproduced with absolute accuracy," Dominic says. "We ran the job on one of our other printers, but we were having a lot of difficulty getting an accurate colour match.

"Rather than trying to correct it on the original machine, we simply printed it on the Stylus Pro GS6000. It produced exactly the right colour, first time up, and saved us hours of work in the process."

Versatile printing and reliable operation

As a company focused on remaining at the forefront of print and signage innovation, Image Box has come to rely more and more on the capabilities of its Stylus Pro GS6000 – especially in regard to exploiting the potential of different print medias.

"We're using the GS6000 to print on pretty much anything that's flexible," Dominic says. "Everything from self-adhesive vinyls to paper, canvas and even certain textiles."

For the company, that versatility helps underpin its ability to provide clients with solutions designed to meet virtually any print and signage requirement. And for the clients, it's versatility that ensures they need rely on only the one company for those requirements.

Yet with such heavy reliance placed on the Stylus Pro GS6000 by Image Box, the printer's reliability and ease of operation are crucial, as is its UltraChrome GS ink, which is virtually odourless and contains significantly less volatile organic compounds (VOCs) than typical solvent inks.

"The odourless nature of the ink allows us to locate the printer in the same room as our production staff," Dominic says. "In addition to providing operational flexibility, it eliminates the need for expensive ventilation and air purification equipment that many other solvent printers require."

Given the long hours during which the printer is in use at Image Box, its reliability is another significant benefit. "If there's a problem with any of our printers I hear about it. With the GS6000, though, I never hear a thing – it just doesn't break down," Dominic states. "That adds real value to the business by minimising the impact of breakdowns and downtime.

"What it all boils down to is that with the Stylus Pro GS6000 we have an incredibly versatile and powerful print device," Dominic concludes. "It has become a real workhorse for us, and I can see us installing more of them in the future."

For more information about Epson Large Format Printers, please call 1300 130 194 or visit www.epson.com.au



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