



Flatbed Large Format Printers:
What To Know Before Buying

EPSON



Table of Contents

- 3** *Businesses Need Superior Printing Performance*
- 4** *What Is a Flatbed Large Format Printer?*
- 5** *The Epson LFP Solution*
- 6** *Print Flexibility*
- 7** *High-Quality Performance*
- 8** *Durable Finish*
- 9** *Quick Completion*
- 10** *Solve Major Pain Points*
- 11** *Meet Business Goals*
- 12** *Print Projects In-House With Epson*





Businesses Need Superior Printing Performance

Printing is often overlooked by many businesses, but it's one of the most influential ways that your organisation can attract customers quickly, promote your or your client's work and share information internally.

Printing is accessible: Whether you're using your printed products internally or externally, people can read them when and where they want to.

Printing is long-lasting: A good print job will stand the test of time. Signage, packaging and POS applications — including prints, brochures and posters for marketing purposes — are printed to hold up against use and be highly durable.

But, choosing a printer is no small task. Your company needs one that offers the necessary quality, size and capacity to properly handle your business' projects. Let's dive into a large format printer's various uses and discover how your office could benefit from having access to this highly efficient printing tool.



What Is a Flatbed Large Format Printer?

A large format printer (LFP) is a tool designed for oversized print jobs. They give businesses the ability to print large-scale items in-house rather than going through a third-party company. To be classified as a large print, a project should possess dimensions of at least 12 inches in width or height, or more.

A flatbed LFP is a type of large format printer that can print on a variety of materials at a big scale. This printer style is an effective choice for companies that generally use several mediums to complete projects.

With a flatbed LFP, companies can:

- Utilise rigid and thick media.
- Choose from an extremely wide range of media. With this printer, there's potential to print on perspex, timber and even stone.
- Print on multiple items at once.
- Create a variety of finishes through the inclusion of varnish and white ink.



The Epson LFP Solution

Not just any large format printer will do. You need a solution that can withstand years of use for a price that won't break the bank. Epson offers LFP options that efficiently get the job done while being a more sustainable choice for the health and benefit of both your employees and the environment.

For example, Epson's V7000 Flatbed LFP is a flexible, reliable solution that's perfect for printing outstanding outdoor and indoor signage, promotional goods and more. We combined precision imaging and print head technology with UltraChrome UV ink to build an innovative printer that delivers durable end products and ensures worry-free project completion.

The signage and printing industry is competitive, meaning you need the best possible technology. Choose an Epson large format printer that can accomplish tasks in less time and with better results.



Epson offers LFP options that efficiently get the job done while being a more sustainable choice for the health and benefit of both your employees and the environment.

Large format UV flatbed printers are more flexible than solvent ink printers because they can print a quality image on several types of materials like acrylic, plastic, foam board and wood up to 80mm thick.



Print Flexibility

Whether your company sticks with the traditional thick paper print jobs or explores more exotic mediums, a large format printer can consistently achieve the ideal printing results.

Large format UV flatbed printers are more flexible than other ink types such as solvent, resin/latex and aqueous (water-based) ink because they can print a quality image on several types of materials like acrylic, plastic, foam board and wood up to 80mm thick. This gives you the freedom to choose the best print approach for your finished product rather than having paper as your only choice.

Our flatbed LFP completes high-quality imaging without fail, even on hard-to-use materials. And, the preparation process is simple with Epson Edge Print software desktop monitoring, a media height sensor and placement pins, all to aid set-up and alignment.



High-Quality Performance

UV printing produces high-quality images because UV ink has smaller particles, leading to a quicker drying process with no smearing or bleeding. This delivers a vibrant colour and sharp image resolution that won't fade with use or time.

The Epson V7000 features 8-color UltraChrome® UV Ink, wide color gamut, improved gradation, exceptional brightness, fast drying, and sharp resolution. Through this wide range of available colour options, companies will receive the same crystal-clear image quality on their finished product as they view on the computer before printing — resulting in less frustration and surprise over finished products.

While competing LFPs use heat to form droplets, Epson employs a patented MicroPiezo operation that exposes the ink to less stress and more precise timing and control. Our colour is always consistent and accurate, generating a stunning finish.

The printer itself is also meant to withstand the test of time, so you can rely on this tool to continue working as the years roll by.



Durable Finish

Our Epson large format printer heads are designed to provide an extended operational life for maximum return on investment with reduced maintenance costs and downtime. For a superior and long-lasting finish, additional white ink and varnish can be applied as a layer or spot colour to deliver enhanced application support, image expression and overall quality.

The printer itself is also meant to withstand the test of time, so you can rely on this tool to continue working as the years roll by. Epson offers an annual maintenance program and expert support from our knowledgeable team. Backed by CoverPlus, our LFPs are insured for up to 5 years, meaning you can receive parts and labour for free. This plan also includes an annual maintenance program and Epson Cloud Solution PORT support.



Quick Completion

Not only does the Epson flatbed LFP offer the highest quality finish and reliable flexibility, but it can also print multiple layers at once, resulting in quicker completion and a higher-quality print. Epson flatbed LFPs have three-layer printing capabilities in one single pass — Col+Wh+VR — for increased productivity. That means Epson flatbed LFPs can finalize several print jobs in the time it takes for other printers to finalise just one item.

The UV light that the printer uses during the production process causes the ink to polymerise and dry almost immediately, so you don't have to wait for the print to dry before binding, folding or packaging. This moves projects from the printer to their end destination faster and more efficiently than the competition. Also, Epson offers one of the fastest print speeds for this class of large format printers at 43.1m² per hour.



Solve Major Pain Points

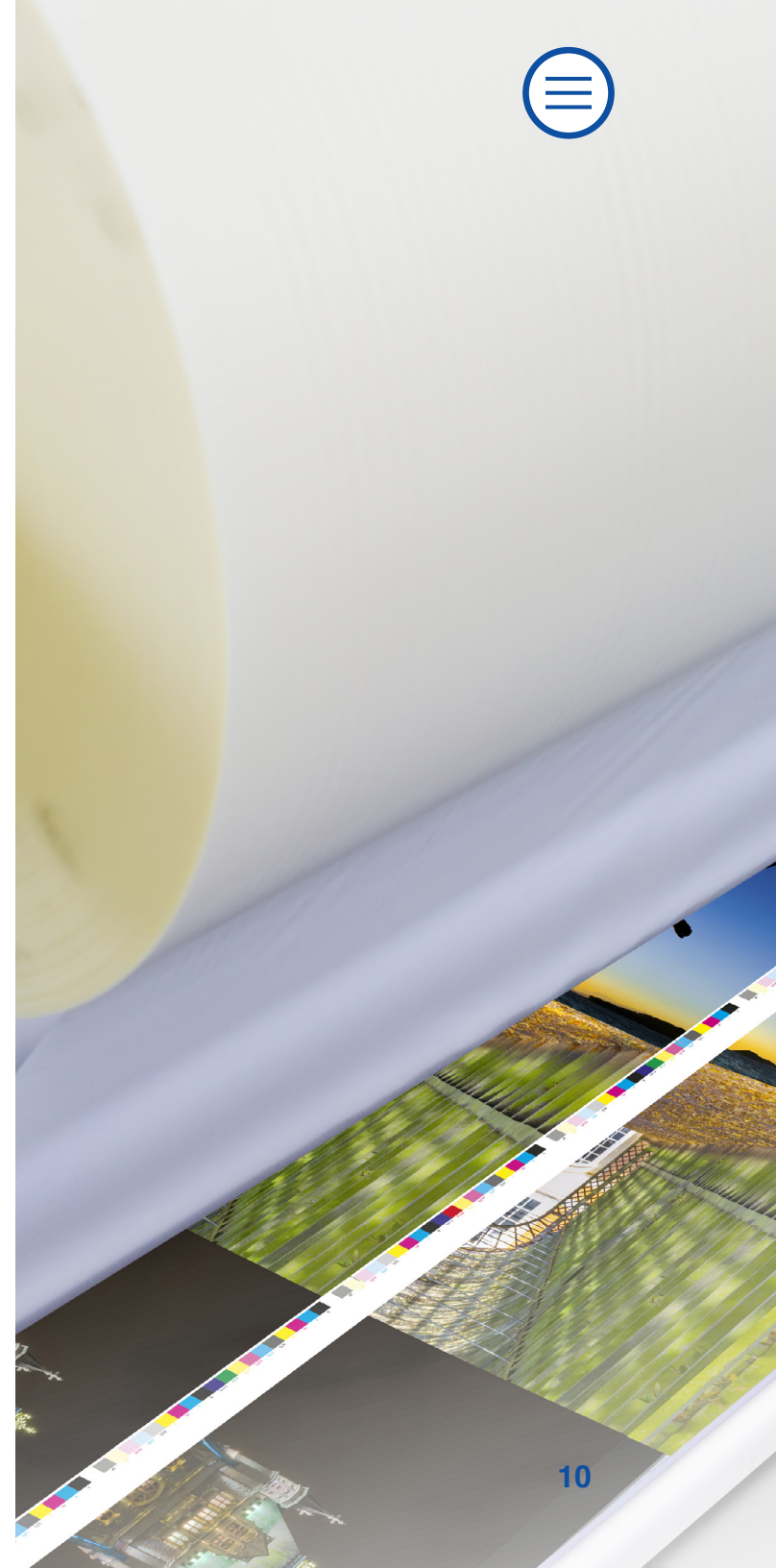
Unfortunately, there's a lot of room for error when it comes to printing. According to Shiny Prints, one of the biggest complaints that external printing companies receive is that the finalised prints don't match the desired colour.¹ Businesses constantly deal with printer-related problems — whether these issues stem from third-party print companies or a lack of an effective internal printing solution.

Epson works to solve frustrating business-related printing problems and make printing high-quality pieces easier by providing a solution that saves time and money in the long run.

Epson LFPs help reduce the following business-related pain points:

- Inaccurate colour with a small gamut that misrepresents products or logos.
- Poor repeatability with colour changing from one print to the next.
- Wrong lengths or print positions.
- High cost per print.
- Increasingly expensive maintenance and labour costs.
- Ink, media and time wasted on misprints.
- Time-consuming colour matching.
- Lost productivity due to print head replacements or system failures.

¹ <https://shinyprints.com/resources/prints-dont-match/>





Meet Business Goals

Printing's main benefits can't fully be experienced when your print jobs' quality, speed and price get in the way. By hosting an Epson flatbed large format printer in-house, you have more control over the entire project process from design to completion.

Reduce the time it takes to print every product by avoiding third-party printers that often make mistakes and force you to push back due dates. You can also control the printing price by skipping over shipping or printing fees from outside organisations and having more say in when final printed products are delivered.

At Epson, we develop our printers, print heads and ink all together in one location which makes for a more consistent and affordable product, ensuring you're always receiving a steady and dependable finish.

At Epson, we develop our printers, print heads and ink all together in one location which makes for a more consistent and affordable product, ensuring you're always receiving a steady and dependable finish.



Print Projects In-House With Epson

Receive the best possible production tool and never worry about your print's finish again by investing in a printing solution that always hits the mark. If you're ready to take your large printing jobs in-house, choose a next-level printer that can consistently deliver, no matter the size, material or speed necessary.

Purchase an Epson flatbed LFP to see the efficiency and quality in action for yourself. [Contact our team of printing professionals](#) to learn more about our large format printer options, or start shopping for your next office LFP today.

EPSON

