



Omnigraphics sees double with Epson SureColor S60660L printers

Aarque helps Omnigraphics fill production gaps with Epson solutions.



Steve Spear, co-owner at Omnigraphics, with one of the company's Epson SureColor S60660L printers

Specialising in wide format production has seen Omnigraphics expand its operation with sites in Auckland and Christchurch. Its well earned reputation for producing a wide range of products that include out of home billboards and posters for events, retail, and promotions sees a hot demand from clients for the company's services.

Recently, Omnigraphics installed two Epson SureColor S60660L printers, supplied through Aarque Group, which fits well with the company's commitment to the sector. Omnigraphics co-owner Steve Spear says, "The Epson SureColor S60660L printers are the right models for us in terms of the type of high quality out-of-home promotional printing that we need to do. The colour gamut is fantastic and so is the speed for the 1.6m market.

"These roll-to-roll printers replace two older machines and they have quickly demonstrated better speed and better ink lay down. They have filled any gaps we had in production."

High quality images

Epson has designed the SureColor S60660L to produce durable high-impact images quickly, easily, and at minimum cost. The company says it fits well in operations with high production volume and structured workflow. Compatible

with a range of media, the Epson SureColor S60660L printers are ideal for applications such as outdoor signs and banners, screens and shades, vehicle wraps and decals, indoor back-lit displays and POS, canvas pull ups and vinyl labels.

Steve says "I describe them as high quality workhorses. The print quality is superior, and we have them pumping 16 hours a day, six days a week. They are set and forget machines, easy and quick to load and unload."

Featuring Epson's latest PrecisionCore print head and UltraChrome Eco-Solvent ink technology, the Epson SureColor S60660L printers produce images that are brighter and glossier with an outstanding colour gamut. The deliver precise and consistent output using lower pass rates and less ink, with simpler operation and less maintenance. Steve says, "We love the printheads. We run them dual CMYK. The heads are impressive; they deliver consistent high print quality with durable and reliable operation."

Epson says it developed its UltraChrome GS3 ink to enable prints with high gloss, high dMax, and a gamut equal or larger to many competitors with twice the number of ink colours. Prints dry quickly to enable ad hoc same day job turnaround while the high-capacity media and ink

supply systems enable efficient roll to roll production with remote status monitoring and reporting.

Steve says, "The Epson ink is also key to what we want to achieve in terms of quality and consistency. The colour management is solid week in week out and the colour is consistent, which is essential for the work we do."

The Epson SureColor S60660L printers support single operator media loading with an integrated easy lifter and a platen release that is accessible from the rear. Media setting can be completed quickly with auto skew correction and downloadable profiles. Steve adds, "They are no-nonsense machines. Our operators required only a half-day of training to get up to speed on them after a trouble-free installation process."

Aarque support

Omnigraphics nurtures strong relationships with its clients and suppliers. Steve says, "Aarque Group is a long-term supplier of ours; we have known the team there for more than 20 years. For Omnigraphics, having a good supplier is just as important as having a good client. Aarque Group helps us to remain competitive in the marketplace. Service and support is one of their strengths; they are really solid around that.

"Our two big challenges right now involve time and volume. It is vital for us to get our jobs finished on time. For our customers, that is the big thing. With volume, we find we do get to capacity quite quickly because we are so busy. Obviously, that is a good problem because we would rather be too busy than not busy enough. However, we still need to effectively and efficiently manage the volume of work we have. Having the best technology and solutions certainly helps with that."

After more than 20 years in the industry, Steve still loves coming to work. He says, "The industry always throws up challenges and no two days are ever the same. We love helping clients make their dreams a reality and fulfilling what their requirements. Often, they will throw us some creative ideas and it is then up to us to find solutions that work for them." **NZP**