



## APC Innovate retains quality with Epson printers

Epson SureColor S80660 printers meet requirements for consistent colour and high print quality.



Tin Houlden, chief executive at APC Innovate, with one of the company's Epson SureColor S80660 printers

**A**ward winning APC Innovate leads the market leader at providing innovative solutions for merchandising displays and in-store promotional communications.

Customer categories include health care, wine, food and beverage, confectionery, cosmetics, technology and fast moving consumer goods. Employing just over a hundred staff, APC Innovate provides a comprehensive range of print requirements and uses a range of technology and solutions to achieve its goals.

The company was so pleased with the performance and print quality that its Epson SureColor S80660L printer, it recently installed two more of them as updates for other models. Supplied through Aarque Group, the Epson SureColor S80660L printers fulfil its requirements for quality and consistent colour reproduction.

Tim Houlden, chief executive at APC Innovate, spoke to New Zealand Printer about the decision to install the Epson 1.6m printers. He says, "From our point of view, print quality and colour consistency are key factors in helping us deliver the best products to our customers. The Epson SureColor S80660L printers tick all the boxes for colour and quality, and we are pleased with the choice we have made."

The Epson SureColor S80660L printers deliver high performance wide format production based on a number of

innovations that include Epson dual printheads; a 15-litre continuous ink supply system; a high-capacity waste system; high-capacity roll loading; high precision Auto Take Up; and a blower style print drying system. They also offer remote status monitoring and job reporting.

Epson's latest PrecisionCore print heads use Variable Sized Dot Technology (VSDT) to enable smooth colour gradation with optimum ink application. Instead of using heat to form droplets, Epson employs a patented MicroPeizo operation that is more precise and kinder on the ink, enabling superior colour accuracy and consistency.

Epson Precision Dot Technology drives the printheads with an advanced LUT and Half-Tone Module for images with high colour accuracy, enhanced contrast and reduced grain. Epson says the advanced micro-weave patterns enable output with outstanding uniformity and reduced banding at lower pass rates.

The latest Epson UltraChrome GS3 ink enables prints with high gloss, high dMax, and an enhanced gamut. The base 9c ink set expands the colour range to 98 per cent Pantone, while there is an additional channel for optional operation with White or Metallic ink.

Epson Edge Dashboard software enables remote management and provides access to an extensive library of downloadable print and media profile settings. Tim says,

"Operator-free operation frees up our staff for other jobs. You can basically plug them in and off they go. The print speed is also good, although that is not a major factor in why we chose them. They are all round good and reliable machines.

"We use all three machines as general purpose printers, covering a range of work such as vinyls and self-adhesives as well as day to day graphics such as wall and floor graphics.

"In any week, we will have two of them running 14 hours per day for six days per week. We also installed the bulk ink systems and heater units, which enables us to give our prints an even higher quality finish.

### Reliable partner

Supplying wide format solutions nationwide, Aarque, like APC Innovate, has built a strong reputation for solid service and support to its customers. Tim says, "Aarque has been a reliable partner for around 20 years. We understand what they can do. They enjoy a strong reputation in the industry for good reasons, their service and support are excellent."

The company has carved out an impressive record at the Pride In Print Awards. Having won more than one hundred gold medals, the company is a member of the Pride In Print Awards Gold Club. Tim says, "He adds, "For years, we tried to stay under the radar, but it was inevitable that at some point, APC Innovate would become more prominent.

"I am really proud of the business, our staff, and everything we have achieved. We have great clients and great staff. Taking the Pride In Print Awards seriously is reflected in our success there."

The company celebrates 50 years in business next year. Its owner, Rangatira, a Wellington-based private investment company, is over 65 per cent owned by a range of charities. Tim says, "It feels good that the company is 100 per cent New Zealand owned. Rangatira has owned APC Innovate since 1999. It has a broad investment base and producing dividends that go to charity is something we are also proud of." **NZP**