

# Customer Case Study



Sun Chemical's STECH bulk tank system

## PrintBig maintains high quality with Sun Chemical's Streamline ink

Kent based PrintBig has built an enviable client list featuring large multi-national and international organisations as well as many smaller, locally based companies.

Established in 1991, PrintBig offers its clients a complete service including initial creation and design, through to a wide variety of print and post print finishing facilities. The printing department has a comprehensive range of print technologies including UV curing, eco-solvent, aqueous and dye sublimation printers each providing a solution for applications such as vehicle graphics, hanging signs and banners, exhibition graphics and signage. "Our work is extremely diverse, we can be producing a single pop-up banner one day and then creating hundreds of banners and graphics for a national exhibition the next, we don't turn any job away!" explains PrintBig's Managing Director, Paul Smith.

"We're also saving around 50% per square meter without compromising on quality."

**working for you.**

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## Converting to third party inks

The conversion to Sun Chemical's Ultima HPQ ink for PrintBig's Mimaki JV33-260 printer was prompted by a visit from Litho Supplies (UK) Ltd, a national Streamline distributor for Sun Chemical. Paul explains, "the manufacturer's warranty was due to finish, so we had the opportunity to explore lower cost inks. I was initially concerned about colour changes and re-profiling costs and, not least damage to the ink circuit of the printer. We've previously had a bad experience using third-party inks, so were very hesitant about the switch. However, as it was a Sun Chemical product, and a brand that I trust, I felt much more confident. I also gained full assurance from Litho Supplies who explained that the new Streamline HPQ inks have been developed to match the original ink for colour, performance and quality, thereby negating the need to re-profile. They also have a Sun Chemical print head warranty scheme for added assurance."

Paul added "a Sun Chemical engineer visited and made the conversion to the bulk ink system in two hours. The result in side by side prints of the original inks and Sun Chemical's was great, they looked identical. We've now been running the machine for over eight weeks on double shifts and gone through 20 litres already. There has been around seven hundred metres of media printed and we've seen no change in quality from the original inks and our printer is just as reliable."



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## Streamline - reducing costs without compromise

PrintBig faced the same dilemma as many companies that use original inks; how to maintain a high quality standard and meet customer's expectations, whilst at the same time reducing costs. PrintBig's experience has proven that not all third-party inks are the same. Paul summed up his experience adding, "our Mimaki printer was under used due to the high cost of the original ink. Now it's in full production and the printer is being utilised to its full potential. Streamline inks are supplied in one litre bottles meaning that we hold less ink stock and costs are reduced. We're also saving around 50% per square meter without compromising on quality. There is really no downside for us switching from the original inks and in the current economic climate we believe this is a really good place to be!"

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