

# Customer Case Study



Sun Chemical's STECH bulk tank system

## Maintaining its competitive edge

### Background

Established in 2005, Rochester based Signs & Imaging provides a host of creative services including wide format printing, graphic design, installation, laminating, vehicle graphics and architectural signage to provide an effective and quick solution for its customers' needs.

Due to its large manufacturing space, Signs & Imaging manufactures over 95% of its products on site, ensuring customers' budgets and deadlines are met without relying on additional sources. Serving a variety of customers and businesses, Signs & Imaging works with retailers, councils, shopping centres, hospitals, colleges and schools and hotels.

The success of the company lies in its commitment to offering customers the best possible service and price, while still maintaining high quality.

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**working for you.**

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## Evaluating Costs

When the company introduced printing a year into the business, they purchased two Roland printers running with Roland OEM inks. The print side of Signs & Imaging's business accounts for 70 to 80 percent of its work, so, when ink prices increased Signs & Imaging started looking for an alternative solution. It was essential to maintain the high quality it was getting from the OEM inks, but to also keep costs down to ensure the business remained competitive.



Dean Johnson,  
Managing Director, Signs & Imaging

"Naturally we were looking for a company that could supply a range of quality inks, providing excellent performance at a reasonable price," comments Dean Johnson, Managing Director, Signs & Imaging. "We did try out a different aftermarket ink from another ink supplier. These were OK, however, due to the fact that we run two machines and need to keep substantial stock, we needed a supplier that was more responsive to our business requirements.

Signs & Imaging has a good business relationship with Sun Chemical's Streamline distributor, Litho Supplies (UK) Ltd and had no hesitation in approaching them in search of a solution. Dean comments: "I was keen to try Sun Chemical's Streamline ESL HPQ, but as we're a small business, we were concerned about the risk and cost implications of converting to a new ink system. Litho Supplies gave me complete reassurance and explained Sun Chemical's Print Head Warrantee Scheme and their engineer assisted conversion process. This combined with Litho Supplies understanding of our business needs gave me the confidence to proceed with the ink conversion in a way that suited our business."

Sun Chemical's Streamline solvent based inks are designed specifically for use in wide and super-wide format printers. Streamline ESL HPQ is formulated for Roland Pro II & Pro III series printers and matches the original product for all physical properties including colour, print performance

and print quality. This provides for a plug and print solution when converting from original inks. All printer settings remain the same with no need for colour re-profiling of the printer.

"It was the first time we've used a bulk system but converting our existing inks to the Streamline system was quick with minimum down-time. One of our customers is very specific on the colours it uses, but Sun Chemical's Streamline ESL HPQ gave us an exact match to our requirements. The Sun Chemical staff were extremely efficient and it's good to know that their technical team is on hand."

## New Business Opportunities

"We've been using Streamline for a year now and have had no problems whatsoever. We understand our customers' need for affordability without compromising on quality, which is why we needed to re-evaluate our ink supplier. Since using Streamline we've seen significant cost savings with no difference in quality from the OEM inks.

"For instance, on one job where we had to produce 500 printed banners, the bulk system enabled us to run the job quicker and without any ink waste. This, coupled with the cost saving by purchasing the Streamline ink by the litre, enabled us to save approximately £800."

Dean continues: "Where we were once finding it hard to compete for some jobs, now, due to the lower ink costs we can be more flexible when responding to new business."

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