

AD Bell Group Ltd



THE CHALLENGE

Coinciding with a move to new, larger premises; this signage company specialising in the complete end-to-end signage and graphics solution were looking for a flatbed printer. This was with a view that the new printer could take some of the capacity from their existing roll-to-roll printers to free those up to solely produce vinyl wraps and flexible signage.



JETRIX LXi7

Stationary flatbed: 2,500 x 3,060mm

Speed: 78sqm/hr (production mode)

Colours: C,M,Y,K,LC,LM White and Varnish or Primer available

THE NEXT STEPS

The extensive research process involved seeing the printer in action, but the team at AD Bell also put a significant focus on putting several samples through more extreme testing conditions. The team that were going to be using the printer were only too aware of the issues some direct to substrate exhibited. They were therefore keen to avoid these problems, such as chips when routing or drilling and print easily scratching off.

THE OUTCOME

The JETRIX LXi7 with its powerful zonal vacuum system, LED UV technology and advanced user-friendly GUI software repeatedly met and exceeded the stringent testing. And while the cost of the JETRIX was extremely competitive, the purchasing decision was based on much more. This included it's capability, but also it's lifetime running costs, the quality and cost of inks and their durability.



"The JETRIX does exactly what it promised and more. It is faster than our existing roll-to-roll printers and so is doing things quicker and eliminating the additional stages in the process that we were going through using the roll-to-rolls. The colour gamut is absolutely fantastic and in fact the 6 colours are so much punchier than what we are getting from the other printers. ."