

Astra Signs



THE CHALLENGE

Astra Signs already had a JETRIX LXiR320 but were looking for a direct to substrates flatbed printer that would stand up to their heavy production requirements. Extensive market research whittled the options down to a small handful, with the JETRIX being one of them. However, the bar, by this leading UK sign maker was set high.



JETRIX LXi8

Stationary flatbed: 3,200 x 2,030mm and media up to 100mm

Speed: 206 sqm/hr (production mode)

Colours: 12 channel (CMYK, LC, LM x2), 14 channel (CMYK, LC, LM, White x2) or 16 channel (CMYK, LC, LM, White, Varnish and Primer x 2)

THE NEXT STEPS

To make sure the printer would really achieve what they needed they embarked on three rounds of intense demonstrations and testing with Perfect Colours, including at InkTec Europe's demonstration centre.

Specific areas explored were the JETRIX LXi8 flexibility and production capabilities including its ability to integrate white and how well it delivered on its multi-layer printing function.

THE OUTCOME

The combination of build quality, being easy to use and the excellent white printing in 8 colour meant the JETRIX LXi8 was the ideal choice.

The added appeal of being extremely competitive on price, its capability, lifetime running costs and cost of inks were also all critical in Astra Signs purchasing decision.



"What printers! After reviewing several, these printers were the best fit in terms of productivity and their competitive price. They are being used for everything from bespoke branding to signage to direct to substrate. In fact, our capacity for direct to board printing has accelerated significantly since having the JETRIX LXi8 printer."