

Astley Signs

astley.

THE CHALLENGE

Recognised for working with several household brand names including leading retail companies - Astley deliver all manner of signage design, manufacture and installation. When researching their next flatbed printer, it had to deliver speed, quality and pantone consistency. Astley already had a JETRIX in one of their other offices and so were already familiar with the build quality and capabilities.



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

Extensive demonstrations revealed that the JETRIX LXi7 would easily live up to their expectations. In fact with it being at least double the speed of their existing equivalent printer, jobs would be completed quickly and therefore Astley would be even more competitive. In addition, with the printer's ability to print on a more diverse range of media and up to 100mm thick they saw this as an opportunity to undertake jobs that they may previously have been forced to turn away.

THE OUTCOME

The JETRIX LXi7 with its powerful zonal vacuum system, LED UV technology and advanced user-friendly GUI software repeatedly met and exceeded testing.

Following the installation, Astley are now looking forward to broadening the scope of what they can achieve including using more unusual media, alongside innovative varnish finishes and creating textured layer printing.

InkTec Europe

"Increasingly (particularly within the retail and grocery sector), we are being asked to produce signage and brand graphics on sustainable materials such as card. The powerful vacuum system of the JETRIX LXi7 flatbed was critical to make sure these types of media remain accurately in place during the printing process."