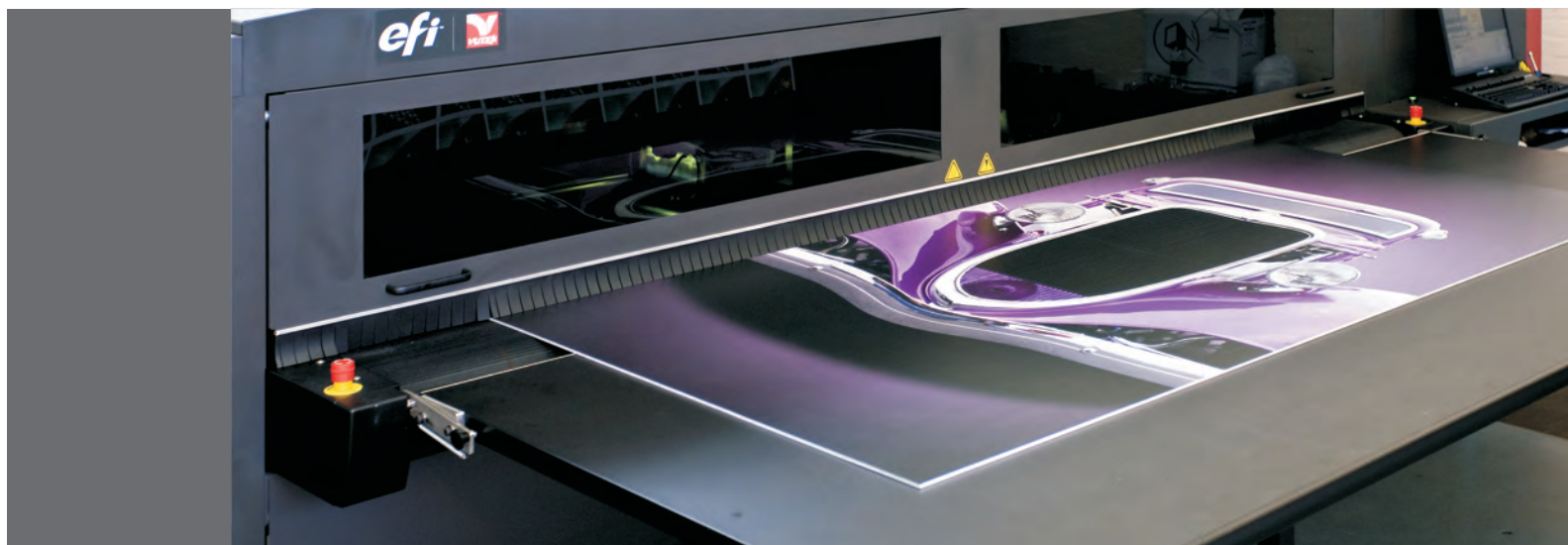


## Monster Digital broadens its UV-curable options...

Recognising an increase in the amount of work the company was being asked to produce direct to rigid materials, Halesowen-based Monster Digital's latest investment has been in an EFI-VUTEK QS3200 UV-curable flat-bed printer.



Recognising an increase in the amount of work the company was being asked to produce direct to rigid materials, Halesowen-based Monster Digital's latest investment has been in an EFI-VUTEK QS3200 UV-curable flat-bed printer purchased from specialist distributor CMYUK Digital. As a major supplier of wide and superwide format graphics to blue-chip companies throughout the UK, a new machine was needed to accommodate higher quality as well as versatility and fast turn-round of jobs.

Monster Digital is no stranger to wide-format digital print and, since the company's inception back in 2002, it has followed a steady growth path enabling it to adopt the most suitable printing systems for the types of work carried out. Now a well established supplier of a broad range of applications ranging from exhibition graphics and point-of-sale work through outdoor advertising to hoardings and building wraps, Monster's printing capabilities have kept abreast of emerging technologies to ensure it always has the most suitable tools for the job.

The growing demand for higher quality has been one of the criteria increasingly being asked for by Monster Digital's clients. Combining this with the ability to print direct to a wide selection of materials narrowed the options available which would also produce good throughput speeds. Simon McKenzie, director of the company, has many years of experience working with printers from a variety of manufacturers but, for his latest purchase, he decided that the EFI-VUTEK QS3200 was the best machine for his company's present day and future requirements.

Well versed with UV-curable ink technologies on both flat-bed and roll-fed platforms, McKenzie liked this printer's production capabilities and ease of use and he opted to purchase the QS3200 from CMYUK Digital because of the complete service package it was able to provide. As well as being an authorised EFI-VUTEK distributor, the company also offered Monster Digital full pre-sales consultancy and product analysis to make sure that the right purchase was being made.

The EFI-VUTEK QS3200 now in every-day use at Monster Digital has a print width of 3.2 m and handles all thicknesses of materials up to 50 mm. Of particular benefit to the company is the combination of very high resolution at 1080 dpi and its six-colour output. Even in its highest quality mode the machine still accomplishes good throughput speeds whilst, for faster production, it can be used in modes more suitable for distant viewing. It also has the ability to print direct to a wide variety of roll-fed media, thus increasing Monster's capabilities for producing jobs onto materials using UV-curable inks.

Work-flow is simplified with the use of the EFI Fiery XF RIP; this takes care of all job management and set-up requirements, taking input from Windows and Macintosh. Its advanced ICC colour management ensures that even the most difficult brand identities can be matched accurately - vital when working in any retail environment.

"We've used a variety of wide and superwide printers from the outset, and are well-versed in both solvent and UV systems," says McKenzie. "Monster Digital's many years of experience is reaping dividends when it comes to purchasing new equipment as we know exactly what we expect from a printing solution, and how to achieve it."



**"The EFI-VUTEK QS3200 has taken Monster Digital up to a new level with UV-curable print - it was an essential investment if we were going to be able compete on quality and speed."**

"As a result, when we invested this time, we decided that the EFI-VUTEK QS3200 gave us all the facilities we needed in a sensibly priced printer," McKenzie continues. "It is easy to operate and has a relatively small footprint for a machine with its size of output and capabilities, making it ergonomically ideal and straightforward for an operator to access all parts of the printer. This helps to speed up the production process considerably and avoid bottlenecks when loading and off-loading prints."

"We also needed to pay particular attention to the colours being used in the types of projects handled by Monster Digital. Getting this right first time is absolutely essential and the EFI-VUTEK printer and software has helped us to perfect this objective."

Within hours of installation the EFI-VUTEK QS3200 was up-and-running at Monster Digital, producing output onto a range of materials, including trickier substrates such as aluminium composites. Its quality of print has lived up to its expectations and this is complemented by efficient UV curing meaning that finished jobs are dried instantly and ready for stacking and shipping. Many of the jobs carried out by Monster Digital are for the retail and outdoor advertising sectors. The company also produces hoardings onto both rigid and flexible materials, and durable output is as vital as good quality in these situations.

"We've pioneered the use of many of today's wide-format digital printing machines being used for all kinds of display purposes," states McKenzie. "As a result, we've witnessed the progress which has proved to be a continuing pattern with different ink technologies and how to get the best of them across a range of different types of application and end uses. The EFI-VUTEK QS3200 has taken Monster Digital up to a new level with UV-curable print and it was an essential investment for the company if we were going to be able compete on quality and speed."

Overall Monster Digital sees the addition of the QS3200 as a very positive move, although this is the company's first VUTEK purchase. But, as McKenzie points out, the timing was right and the technology was the best available for the quality of work the company was producing. Installed towards the end of last year, the new machine has already proved itself in terms of versatility and standards of output, increasing the variety of jobs Monster can produce competitively and with great flexibility.

With its sister company, Hollywood Signs, Monster Digital now covers every aspect of display production from start to finish, and this includes qualified installation of the end job. "There is no secret to sensible and steady growth," concludes McKenzie. "Prudent and careful investment is based on what our customers want in terms of well-produced, good quality jobs that are delivered on time and do the job they're intended to do once installed. The addition of the EFI-VUTEK QS3200 will help us to maintain the achievement of these objectives."



Printer showcased in this study:  
**EFI-VUTEK QS3200**

CMYUK Ltd, Unit 12, The Metro Centre, Toutley Road, Wokingham, Berkshire RG41 1QW. Tel:0118 989 2929 Email: [info@cmyukdigital.com](mailto:info@cmyukdigital.com)

