

QS investments lead to higher quality with shorter turn-round times.

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Before moving into UV-curable ink technology KGK Print had several years of experience working with a selection of both aqueous- and solvent-based printers. Four years ago the company invested in its first flat-bed printer with the purchase of a VUTEK PressVu 200/600, and this moved it forward swiftly with its capabilities of printing direct to rigid substrates. But, although machines from other manufacturers have been added subsequently, Pitts felt that the addition of the EFI-VUTEK QS3200 was a perfect fit to complete the range of services on offer.

"The QS3200 was the natural choice for us as an upgrade from our original PressVu 200/600 and we were completely sold on the idea of achieving better quality at higher production speeds," he continues. "There was also the added benefit of being able to print a 3 m board landscape instead of portrait; working on the long side of the sheet gave us speed advantages without any compromise on standards, and has enabled us to increase our throughput."

With machines able to print direct to most materials, including recycled boards, the next decision led KGK to invest in a UV-curable roll-fed solution. Pitts confirms that the decision was straight-forward following the company's experience of dealing with EFI-VUTEK distributor, CMYUK Digital, and the subsequent quality of its earlier printers and associated service from this supplier. As a result, a QS3200r was installed and has successfully filled the only gap left by KGK Print's previous machines with its dedicated ability to output onto a broad range of flexible materials.

Supplied by specialist UK distributor, CMYUK Digital, the EFI-VUTEK printers now in daily use at KGK benefit from the use of the EFI Fiery XF RIP which is now beginning to supersede the company's existing Colorburst software. Pitts comments that the superior colour management and profiling available on the Fiery has assisted in fine-tuning the quality and accuracy of the company's finished output, no matter which material is being used.

The comprehensive range of equipment, complemented by complete design, origination, manufacturing and installation services, now means that KGK Print is able to offer its clients a very high standard of service in all display disciplines. This includes the production of signs, including built-up letters and fascias, as well as a very strong portfolio of digital capabilities such as work for retail, exhibition and event graphics, plus a vast range of portable and permanent banners and stands which can incorporate lighting and integrated elements such as product shelving. Working with architects and designers, the company also produces office and commercial schemes designed to enhance business environments using a mix of creativity and different application technologies to bring individuality to each job.

Based near Ware, Hertfordshire, KGK Print is an excellent example of a family run business which has invested sensibly since its inception to bring it to the strong position in which it stands today. Fully appreciative of the desire to produce high quality and fast throughput, the company's investment in EFI-VUTEK UV-curable machines now means that its turn-round times have been reduced considerably whilst the highest standards are maintained.

Diversity and investment are two key elements for any company wanting to stay abreast of present day requirements for display production and, for KGK Print, the ability to output creative projects for its broad client base has seen the company move steadily into new technology to cater for increased demand. Having gained a wide knowledge of all display processes during the past two decades, its latest additions have been two EFI-VUTEK QS printers aimed at providing ever higher standards.

Although KGK Print had already invested in flat-bed UV-curable wide-format ink-jet equipment, the type of high quality, versatile work constantly in demand led it to opt for its duo of EFI-VUTEK machines, supplied by UK specialist distributor CMYUK Digital. Already an existing user of a VUTEK PressVu 200/600, the company first decided to upgrade this printer for the QS3200 to give it higher quality and a wider print area of 3.2 m, as well as greater throughput speeds.

Just two months later, to satisfy a growth in orders for UV-curable roll-fed output, KGK Print became only the fourth company in the UK to purchase a VUTEK QS3200r, a dedicated solution for handling reel-fed materials in a choice of eight colours or using its proprietary 'fast four' option. Again, this machine can work with media up to 3.2 m wide, and is also well suited to working with multiple rolls so that narrower jobs can be produced simultaneously.

The addition of the EFI-VUTEK QS3200r now means that the company's flat-bed machines can concentrate more on working direct to rigid materials whilst its latest option can be used to print to a variety of different flexible media. This combination ensures that turn-round times are optimised and consistent throughput is achieved.

KGK was formed more than 20 years ago, as an advertising agency with in-house design capabilities. However, as Ken Pitts, partner of the company comments: "We quickly began to realise that all of our clients required either point-of-sale or display graphics on a very regular basis, so we chose to bring the service under one roof.

The digital printing side of the business expanded rapidly to become the size it is today," Pitts continues. "However, we still maintain a presence in the advertising field and have expanded KGK Creative, our in-house studio, to encompass all aspects of graphic and website design, plus website construction and 3D engineering."

As demands have changed and become more complex during the years, so the company has moved increasingly into wide- and superwide-format production offering full design, manufacturing and installation services for a variety of clients nation-wide. Complementing its printing equipment is a Zünd 2200/3200 dieless finishing system which, with the incorporation of i-Cut facilities, enables accurate contour cutting of digital print. This cutter also handles routing of heavier weight materials.



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

