

Choosing a Superwide or Wide-Format System

What you need to consider

In today's economy it is more important than ever to consider every aspect before making an investment. You want a system that will provide the right combination of quality, productivity and flexibility needed to satisfy customers and be profitable at the same time.



Here are the top 10 things to consider when choosing your next print system.

- 1. Productivity:** Printers need a combination of attributes that allow you to keep up with your high-job volumes. They should be efficient, have high reliability and performance, work seamlessly with your RIPs and inks, and be simple enough for an operator to use. Be careful of printer processes that slow down speed. Also, pay close attention to set-up time as it plays a big factor in productivity, speed, throughput and ultimately your revenue.
- 2. Quality:** You need a certain level of quality to sell your products because your customers demand it, but not every job or application needs the highest resolution.
- 3. Real cost of the printer and consumables:** Consider the capital and running costs. When evaluating your capital costs, focus on recouping your investment quickly by either transferring your current jobs onto your new digital press for greater efficiency or look for print systems that can expand your services to increase your profits with short-run printing and premium-margin applications. For running costs, focus on the on-going costs associated with running your printers (e.g. energy consumption, inks, and special maintenance requirements).
- 4. Substrate and media flexibility:** Your profitability, markets expansion and customer satisfaction are closely tied to the number of substrates and media that you can print on. Choosing a flexible print system and inks that print on many substrates (e.g. clear films) is critical to your business success.
- 5. Environmental commitment:** Be sure your system not only allows you to meet environmental regulations, but choose the right combination of printer, ink, and media that will help reduce your environmental footprint, keep your employees safe and satisfy customer environmental demands.
- 6. End-to-end solutions:** Buying seamless systems integration from a company that caters to all your printing needs with integrated solutions, services and support makes life simpler for you. It also allows you to expand your business easily with a scalable solution that meets your future needs.
- 7. Printer that works with current presses:** Your old presses still have value, so why give them up? Finding a flexible print system that works alongside your current presses is important because even the best digital presses aren't ideal or cost effective for every job.
- 8. Colour is still critical to your customers:** Your customers expect consistent, accurate colour no matter what machine you use.
- 9. Worldwide services and technical support:** Getting the most from your printer means completely understanding all of its capabilities. That's where online and in-class services and training come into place. You should also have 24/7 support for your 24/7 business 365 days a year.
- 10. Greatest return on investment (ROI):** Your printing system is as an investment in your brand and company's success. Since you don't work in an isolated fashion, choose a printer that has:
 - Vertically integrated inks.
 - Other integrated products or options that meet your specific needs now and in the future.
 - History of innovation and credibility.
 - Traction in the print market. (There may be a reason why there are limited installations or heavy discounts on the print system.)
 - Reasonable inks pricing. Otherwise, you'll be limited in markets you serve, applications you can offer and ultimately, your profitability.
 - A company behind the solution with a solid track record.
 - A broad partner base, so you can get products, services and support anywhere.