

# imprint [impress]

The Mimaki Magazine

#5

## Let's Get Visual

A New Flatbed; A World of Possibilities

Exclusive Day/Night Graphic Effects

The Road to Success with Textiles



4-LAYER PRINTING

FRONTLIT



4-LAYER PRINTING

ENHANCED  
BACKLIT



# Singularly awesome!

The new **Mimaki UCJV Series** are the only 64-inch UV-LED integrated printer-cutters with models offering four-layer printing, white ink, plus in-line cutting capability at a price that allows you to be competitive and more profitable. Flexible instant drying UV cure inks and the integrated cutting features of the UCJV Series provides the application and production versatility to print and cut – or cut first then print. The UCJV300-160 model comes with Rasterlink6 Plus and utilizes white ink to deliver a unique 4-layer print work flow, enabling you to easily create stunning transitional panels that “change” with the light source!

[mimakiusa.com/UCJV](http://mimakiusa.com/UCJV)

**Mimaki**

# Celebrating the Evolution of Visual Communications

**I**t's been a little more than two years since we launched *imprint[impress]: The Mimaki Magazine*. That first edition marked the 40-year anniversary of Mimaki Engineering and highlighted many of the products that have come from our long history of innovation across many industries. *The Mimaki Magazines* that have followed that first edition have been more focused, highlighting customers and products within a segment or application space.

Since the first edition, we've seen the market expand, contemplated some surprising consolidations/mergers of organizations and businesses, watched many companies complete the analog to digital transformation, and noted print patents that came from a few mega-businesses that we never would have associated with print. Through all this activity, probably one of the biggest transitions has been the evolution of what we typically called Signage and Graphics into what could probably be better defined today as Visual Communications.

With this in mind, we thought it might be time to revisit the range of products and applications that can only be supported through a portfolio as diverse as Mimaki's. On the following pages, you'll learn more about industry leaders who are using their Mimaki printers in ways that really define the new era of Visual Communications. You'll also learn about new products such as:

- The UCJV300-160 device, the first printer in its class to feature an integrated printer/cutter with UV inks and multi-layer print capabilities
- The Tiger-1800B system, our professional series high-speed printer, which is purpose-built for the textile industry
- The CF22-1225 cutter, our new four- by eight-foot flatbed cutting plotter that is a perfect match for our JXF200-2513 UV printer
- RasterLink6 Plus software, Mimaki's proprietary workflow RIP that now includes ID Cut, Multi-layer, and Braille print functions

I'd like to close by repeating an invitation I made in the first edition of *The Mimaki Magazine*: to not only explore the pages that follow, read about our truly innovative customers, and learn about the products that support their growth, but to also join us in any one of our six creative centers in Canada and the United States. And as always, I can't wait to see what you'll achieve with your Mimaki.

Warm regards,



Ken VanHorn  
Vice President  
Mimaki USA

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*On the cover: From wall murals and faux laminates to breathtaking bus wraps, it's a visual world, and Mimaki's wide-format technologies are helping to shape it. Images courtesy of Black Box Creative, Miami, FL (top) and PMG Wraps, Corona, CA (center and bottom).*

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## UCJV Series Cut-and-Print Devices

**A**s digital printing technology becomes more widespread, competition has picked up in the markets for traditional visual communication projects. Today's successful print service providers need to be innovative and find ways to differentiate themselves from the pack, with capabilities and ideas that aren't available from others angling for the same business. It takes creativity, persistence, and most of all, the right equipment to truly surprise their clients today.

Imagine offering a sign that produces two different effects: one when frontlit, another when backlit. Picture a spectacular cityscape graphic that shows an urban landscape by day but glows with bright city lights at night. Such effects may seem in the realm of fantasy, but they are possible with Mimaki's new UCJV300-160 cut-and-print device. The UCJV300-160 model, along with the UCJV150-160 four-color model, were introduced in October 2017 and are the only 64-inch UV printers offering in-line cutting capability and a model featuring white ink to enable four-layer printing.

The UCJV300-160 model accommodates up to seven colors – CMYK plus light cyan, light magenta, and white, with two print heads per color – at a maximum resolution of 1200 dpi. The inclusion of white opens up a host of applications using transparent and semi-opaque films. The UCJV300-160 model gives print service providers the ability to offer something unique to their customers: a dynamic graphic where the image or color scheme is transformed depending on the light source. The unit's four-layer printing capabilities (color, black, white, color) means designers can build layered, transformative graphics for backlit applications. RasterLink6 software enables operators to preview the transition effect before printing to ensure the perfect amount of "wow factor." The result? Customers receive a high-impact product, and service providers produce premium-margin output while maintaining low operational costs and reducing production time. It's truly a win-win.

The high-opacity white ink enables the addition of a blockout layer to the print, so that a job such as window and door

graphics is produced with perfectly registered images that will be viewed differently from either side. "Push/pull" door decals, for example, are a breeze on the UCJV300-160 device.

Instant-cure UV inks used in both models and integrated cutting features provide enormous versatility and the ability to tackle everything from large-format signage to labels on the same machine. Decals, window clings, vehicle graphics, posters, signs, floor graphics, backlit displays – the UCJV Series can handle all of these applications and many more on roll-fed media up to 0.04 inches thick.

Certainly, the UCJV Series provides the ability to tackle a wide range of media that may be too heat-sensitive for latex or solvent systems, which require heat to fix the ink. And it can be done with a much more efficient workflow. UV-curable ink means less ink consumption per square foot of coverage, more image vibrancy and density, and instantly cured prints that are ready for immediate use, unlike other inkjet technologies that require slower processing to accommodate dry



*The UCJV300-160 printer with four-layer imaging capability can produce one image with two views. In these examples of two posters, the images at left are Day View, with the backlight source off. Flip the backlight source on, and the same images change to Night View, as seen at right.*

time or out-gassing. Combined with the advantages of integrated printing and cutting, the need for additional finishing steps on many jobs is eliminated, ensuring higher throughput and shorter turnaround time with less waste.

On either device, operators can choose to print the graphic first or start by cutting it. Such a cut-and-print workflow can eliminate film delamination and other problems commonly associated with post-cutting. Both models feature continuous registration mark detection for consecutive cutting as well as Half Cut, a proprietary function where the backing sheet can be cut leaving a small connecting point behind in order to make contour-cut pieces easier to handle with less waste. The Over Cut function enables sharp, finished edges without undercut fragments, while the Segment function provides accurate, long-length cuts even if the image is distorted.

Both models ship with updated RasterLink6 RIP software, including a new ID Cut function that makes printing and cutting easier and faster than ever before. In addition to registration marks, the new software places a barcode on the print that contains cutting and rotation information; crop mark sensors on the device read the barcode, automating the cutting process. This feature is particularly useful when running nested cut-print jobs, as the printer continuously reads the data for each individual piece. Users can also cut without printed registration marks to minimize waste.

The machines use eco-friendly LUS-170 UV ink supplied in 1-liter ink bottles. Mimaki's Advanced Pass System 4 features a specially engineered algorithm to reduce visible banding. Variable Dot Printing technology uses smaller drops to produce smooth gradients and larger ones to print uniform solids. Waveform Control precisely

shapes and places individual ink droplets according to each color's specific gravity and viscosity, while Mimaki Circulation Technology constantly agitates white inks used in the UCJV300-160 model to inhibit settling. Meanwhile, a Nozzle Check Unit and the Nozzle Recovery System permit continuous printing by automatically checking, cleaning, and mapping clogged nozzles. Mimaki core technologies are hard at work maintaining exceptional print quality and continued productivity, and the company's long tradition of innovation is evident throughout the exclusive features of the UCJV Series cut-and-print devices.

Innovative technology opens the door to new business opportunities. With the UCJV Series of cut-and-print devices, print service providers can explore an almost unlimited range of applications while creating day/night graphics and other effects their customers never knew were possible. ■



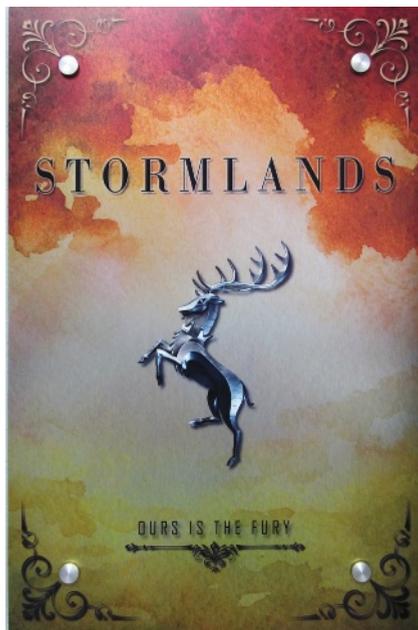
# THE VALUE

# OF VERSATILITY

A leading AlphaGraphics franchise dives into wide-format printing with major success.

California-based AlphaGraphics Roseville operates business by one mantra: “Never say never.” The franchisee opened its doors in 2003 and immediately began setting itself apart as a provider of complete branding and marketing solutions. For a print service provider that prides itself on exceeding customer expectations, versatility is crucial. “We don’t have one thing that’s really all we do. For us, it’s more about flexibility and uniqueness,” explains Guy Vasconcellos, AlphaGraphics Roseville’s owner and president.

Vasconcellos opened his California franchise after years of working in the finance industry in New York City. “We started from scratch. No business,



and no background in the industry,” he remembers. He originally focused most internal efforts on copying and commercial printing operations, outsourcing large-format work to another local signage company. “Then we saw the trends and the market opportunities in the large-format and signage arena,” says Vasconcellos. Around 2011, the shop purchased a roll-fed digital printer and acquired the independent company that had been doing its sublet and outsourcing work, adding both large-format capability and expertise from the company’s owner.

“That’s when we started looking into the potential opportunities with a flatbed printer,” explains Vasconcellos. After attending multiple trade shows,



talking to a variety of companies, and evaluating a number of machines, he concluded that “a true flatbed printer that was very flexible was going to best suit our needs.” With a broad client base, AlphaGraphics Roseville needed the flexibility to complete both simple and complex projects with precision and high quality. “We’re asked to do a lot of different things, so we wanted a machine that would meet those capabilities,” adds Vasconcellos.

That’s when Vasconcellos came across the Mimaki JFX200-2513 wide-format, flatbed UV-LED printer. “It was the flexibility that was our priority,” remembers Vasconcellos. “And that’s why we decided on the Mimaki. It has really met all of those things that we hoped it would.”

Working with Oakland-based dealer ImageTech, the shop had the printer installed and operational in only 45 minutes. An added (and unanticipated) bonus for Vasconcellos was how simple it was to learn to operate the JFX200-2513 machine. “The reality is that it was



*AlphaGraphics Roseville concentrated on more typical commercial print applications before acquiring its large-format provider five years ago. Adding a Mimaki JFX200-2513 printer allowed for growth and new product offerings. The company’s glass conference room table (above), second-surface printed on the Mimaki machine, makes a great showpiece for clients. (Opposite) Owner Guy Vasconcellos.*

quick and easy to learn how to use,” he explains. “We basically had one day of training and a couple of telephone calls, and we were on our way.”

The JFX200-2513 printer has opened up a world of possibilities for AlphaGraphics Roseville. Vasconcellos says core signage projects make up the majority of work



*The versatility of the Mimaki JFX200-2513 printer has opened up a world of new applications on media ranging from wood (top), canvas (lower left), aluminum (lower right), and acrylic panels (opposite).*

imaged on the flatbed device. With the ability to print onto substrates up to 2 inches thick, the JFX200-2513 printer has been a perfect fit for jobs involving Coroplast, Gator Board, expanded PVC, foamcore, Ultra Board, composite metal, and poster board – just to name a few common media. Whether a client needs dry-erase displays, backlit graphics, or

magnetic signs, AlphaGraphics Roseville has the equipment they need to get the job done.

And, the JFX200-2513 flatbed printer simplifies the signmaking process. Before adding the flatbed printer, Vasconcellos was accustomed to projects requiring many more steps in the production process: “You

know, printing the vinyl, adhering the vinyl, and doing additional finishing functions,” he explains. “This machine shortcuts that process.” He adds that the expanded print capabilities, coupled with more efficient production, has cut down on bottlenecks and wasted time.

One AlphaGraphics Roseville client, a deli restaurant chain, often calls on the shop for quick turnaround orders of posters, magnets, menu boards, and internal quote signs – sometimes as many as 250 menu boards in as little as a few days. Vasconcellos says an order like that couldn’t have been produced in time before purchasing the JFX200-2513 flatbed printer, but now the shop can turn around huge projects in the timeframe the client needs.

AlphaGraphics Roseville’s JFX200-2513 flatbed printer really comes in handy for off-the-wall, unique print jobs onto less mainstream substrates like acrylic, Plexiglas, polystyrene, and glass. Oftentimes, when a client has an unusual request, “we ask ourselves, ‘Can we print it on the Mimaki?’” chuckles Vasconcellos. “‘I bet we can.’” That willingness to give any idea a try has led to printed conference room tables, belt buckles, metal and wood doors, book covers, mouse pads, textured art boards, shopping bags, and more.

One client was hosting an event with pizza as the main entrée, so they turned to AlphaGraphics Roseville for 20 uniquely branded cardboard pizza boxes. For another job, the shop printed automobile magnets that were close to 8 feet long. Yet another involved 75 customized presentation folders, which the team ran on the JFX200-2513 printer with no problem. The machine's versatility continues to astound the AlphaGraphics Roseville team.

Two of the company's press operators had previously worked at facilities with similar equipment from other manufacturers, and both have commented on how impressed they are with the JFX200-2513 printer in terms of its image quality, resolution, and flexibility. The staff likes to experiment with the machine during downtime, just to see what they can cook up. One day, a client ordered some "Game of Thrones"-themed promotional graphics and signage, which got the team's creative gears turning. Vasconcellos says the next thing he knew, the press operators had built artwork with caricatures from the show and printed signs onto a metal substrate with white and clear ink layers. "That was some really neat stuff," adds Vasconcellos. "We ended up putting those signs in the lobby."

As the popularity of personalization continues to grow, clients are increasingly asking for everything from walls and floors to iPhone cases and mousepads to have a customized touch. "You walk into a bathroom and it's plastered with unique pieces," Vasconcellos cites as an example. "You walk down the hallway of an airport and everything is branded. It's all customized." The versatility of the machine, combined with the substrate friendliness of its UV-LED technology, enables AlphaGraphics Roseville to meet the customization needs of its clients, regardless of how demanding the application may be.

The company has become a leading franchisee in the chain, recently hosting an AlphaGraphics sign certification training program for several other branches from western states over the



## Inara

**Born at:** Sacramento Zoo, CA

**DOB:** October 24, 2014

Inara likes the game of stealing enrichment from her sister Saphira.



## Blizzard

**Born at:** Granby Zoo, Quebec, Canada

**DOB:** August 7, 2011

Blizzard enjoys his enrichment toys, especially when they are scented!

course of a few days. The course featured hands-on training on the equipment, with AlphaGraphics Roseville team members stepping in to show the attendees how to use the Mimaki printer. By opening its doors to fellow franchisees, the company opened other, unexpected doors that generated new business. "We've now done some projects for other AlphaGraphics locations that we might not have otherwise done if they didn't know [what equipment we have]," adds Vasconcellos in touting the benefits of the inter-franchise cooperation.

The JFX200-2513 flatbed printer is equally impressive to prospective clients. The company invites new clients and prospects to tour the shop floor and business center, sometimes making sure a unique job like a door is being run on the JFX200-2513 printer. "The Mimaki is a nice showpiece. It's unique," explains Vasconcellos. "Clients stand there and you can tell it's eye-opening for them. It's an impressive type of thing." This experience often leaves clients asking, "You can do that?" and "Is that something that can be relevant for our business?"

Investing in the Mimaki JFX200-2513 flatbed printer has proven to be a wildly successful decision for AlphaGraphics Roseville, opening up myriad print opportunities for potential, new, and established clients alike. As Vasconcellos' business continues to grow and expand,

he feels confident that Mimaki equipment will remain at the top of his wish list: "I love my Mimaki," he says. "As we add additional services, I'll be thinking, 'Is Mimaki's equipment going to be a solution for us?' They've given me the confidence to say that they're in tune with what the industry needs."

And, that confidence hasn't gone unnoticed. The location was recently named one of six AlphaGraphics Centers of Excellence for overall successes in operations, sales increases, labor, marketing, gross margin, and net profits. The Roseville location was also named AlphaGraphics Best Operation for outstanding excellence in quality and service, which is only awarded to one location globally.

"We're very happy we made the investment," says Vasconcellos. "It's facilitated the growth of our business." And wide-format printing in particular has grown faster than his expectations, with 28 percent of the shop's business now coming from this work. Having a machine capable of getting the job done, whatever that job may be, has built a strong sense of client service capability, confidence, and reliability for the AlphaGraphics Roseville team. "As a business owner, you want your team members to believe that we're going to be able to meet the client's needs," adds Vasconcellos. The Mimaki JFX200-2513 printer has given his team that confidence. ■

## CF22-1225 Full-Sized Flatbed Cutting Plotter



**T**he CF22-1225 flatbed cutting plotter is a full-sized model with features that improve workflow efficiencies. It is based on the proven Mimaki CF2 platform, which has provided reliable cutting performance since 2005. The CF22-1225 cutting plotter features a work area that can accommodate oversized media and allows a full 4-foot by 8-foot maximum cut size so users can move materials directly from a standard flatbed printer. Users can choose from several cutting heads that offer a range of tool holders to accommodate a variety of cutting, creasing, and drawing tools, depending on the application. A broad variety of materials can be cut, including corrugate, styrene, and foam up to 20 millimeters thick for packaging and POP applications; rubber, resin materials, and plastics for industrial applications; and more.

The CF22-1225 cutting plotter is compatible with FineCut8 and the new RasterLink6 Plus software. This feature-rich version of the widely used Mimaki RasterLink RIP software includes an ID Cut function to make printing and cutting easier and faster. Along with registration marks, RasterLink6 Plus software adds a barcode printed with the graphic. The barcode, read by the crop mark sensor on the CF22-1225 cutting plotter, contains cutting and rotation information enabling the unit to automate the cutting process.

The CF22-1225 cutting plotter matches well with the JFX200-2513 UV-LED flatbed printer for on-demand production of seasonal POP displays or exhibit components. It is a complete system with the addition of ArtiosCAD Designer Solution software for creating custom packaging or prototypes.

## LA-160W Wide Format Heat-Assisted Laminator



**T**he LA-160W laminator is a wide format, heat-assisted device that improves overlamine film adhesion and reduces the potential for silvering effects created by pressure sensitive overlaminates. With laminating speeds of up to 295 linear inches per minute – or nearly 5 inches per second – the LA-160W laminator can meet the most demanding finishing speeds, keeping up with production and reducing bottlenecks. It is designed for use with Mimaki Vision Laminate 310 (Gloss) film for a fine finish with a glossy feel.

The 62-inch-wide LA-160W laminator, used in conjunction with Mimaki Vision Laminate film, is the ideal companion to a UCJV Series UV-LED cut-and-print device. Because UCJV prints dry instantly, they can be immediately finished on the LA-160W laminator. This complete, harmonized system ensures reliable performance and quality output for those times when a protective overlamine is preferred. ■

## RasterLink6 PLUS RIP Software Braille Print Function

**A** Braille printing function is now available in the recently released RasterLink6 Plus RIP software, for use with a Mimaki UJF-3042 MkII, UJF-3042 MkII EX, UJF6042 MkII, or UJF-7151 plus UV-LED flatbed printer. This function enables easy printing

of Braille characters by designating a spot color in the software, which will automate the print passes to build the dot. It is designed to the Japan Industrial Standard JIS T 9253 (performance and test method of ultraviolet ray hardening resinous Braille).



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## Mimaki Tiger-1800B

**A**ll too often, print service providers in the textile industry face a dilemma: Should they speed up production and deliver a lower-quality product, or should they sacrifice speed for higher-resolution work? In an industry where offering both top-notch prints and quick turnaround times can determine whether a customer orders from one service provider or a competitor, compromising on either front is not an option. We live in an on-demand world where instant access to high-quality goods has become the norm, so speed to market has become a critical factor for success.

While analog rotary screen printing can produce colorful prints for large, single-design runs, the prepress and setup processes are just too time-consuming for personalized graphics or small runs. Moreover, the print quality can be inconsistent and difficult to match for repeat orders. For operations utilizing multiple roll-fed inkjet textile printers, digital printing is suitable for small batches, but not cost-effective for larger runs. Not to mention,

operation efficiency and production output become difficult to maximize when juggling multiple machines.

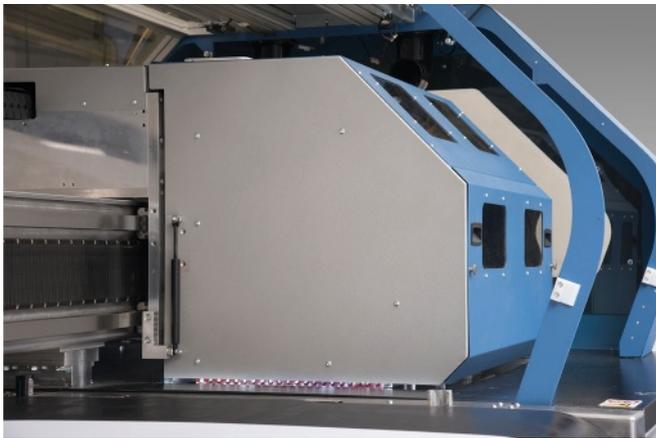
That's where the Mimaki Tiger-1800B ultra high speed textile printer comes in. Leveraging the best of both worlds, the Tiger-1800B offers high production efficiency with minimal to no setup cost – compared to screen printing – for production runs of every size, big or small.

The 74.8-inch wide Tiger-1800B printer is available in two configurations. As a direct-to-fabric printer, it uses 16 Kyocera print heads and can deliver usable prints at speeds of up to 4198 square feet per hour. It can also be ordered as a transfer dye sublimation printer, configured with 8 print heads. Both configurations include an automatic cleaning wiper to prevent colors from mixing in the heads, arranged in two staggered lines. Wrinkle and media jam sensors work together to prevent print head strikes, while twin pressure roller shafts attached to the end of the belt maintain stable textile transportation, ensuring high-quality prints at high speeds. The printer includes on-board systems to eliminate air

bubbles in the ink, while an ink recirculation system reduces issues that could lead to nozzle outages. The Tiger-1800B printer monitors the ink level using a laser sensor and displays an alert on the control panel when ink levels get low, so operators are always in the know and can replenish the ink supply without interrupting production. A high-capacity 10-liter ink tank reduces ink costs while ensuring cost-effective production around the clock.

Users can rest assured that the Mimaki Tiger-1800B printer can handle whatever textile printing needs a business may require. Mimaki offers a complete range of four inksets for the unit: reactive dyes, acid dyes, direct dye sublimation inks, and pigmented inks for direct-to-fabric printing; and dye sublimation inks for transfer (paper) printing.

The Tiger-1800B printer images fabric up to 74.8 inches wide at resolutions up to 600 x 600 dpi, and can deliver usable prints at speeds of up to 4198 square feet per hour. The printer's variable-drop technology produces smoother, less granular images. Users can achieve more design detail than



*The Mimaki Tiger-1800B ultra high speed textile printer is packed with productivity enhancing features. The on-board Q Print production software (top left) provides complete job control during printing. The tension bar on the Roll Media Centering Unit (above) maintains stable media transportation. The print head carriage (left) contains 16 Kyocera print heads and features media jam sensors to prevent head strikes.*

they can through rotary screen printing while delivering a rich, wide color gamut.

The sustainably minded shop owner will be encouraged to know the Tiger-1800B printer has a number of eco-friendly benefits, including lower water and power consumption compared to an analog production facility. Because of its high productivity and ability to begin printing orders immediately, the Tiger-1800B printer enables production textile operations to eliminate inventories of printed fabrics; they can simply keep enough blank rolls on hand and provide just-in-time turnaround, eliminating all of the old printed inventory taking up storage space and accumulating costs. With the Tiger-1800B printer, waste from setup and teardown becomes a thing of the past. The Tiger-1800B printer boasts low to no water consumption, and lower power consumption even when running for hours on end. And shops can produce much more output with a smaller footprint

than an operation using rotary screen or multiple, less productive inkjet printers.

When configured for use as a transfer dye sublimation printer, the Tiger-1800B model is ideal for producing soft signage, exhibit graphics, performance athletic wear such as custom team jerseys; and for transfer to hard surfaces. This model includes a jumbo transfer paper feeding unit and a specially designed drying/winding unit for efficient production.

To further enhance its productivity, the Tiger-1800B direct-to-fabric model is available with an extensive list of optional units to fit a wide range of production needs. Users can choose between two optional feeding units: a Roll Media Centering Unit and a Jumbo Roll Unit. Additional options include a large heating unit capable of drying special and high-density printed fabric, such as wool and difficult to dry media, and a folding arm unit that folds and stores printed

textiles in boxes. The folding arm unit is compatible with the optional large heating unit as well as the standard, in-line heater.

Mimaki's high performance TxLink3 Standard RIP software is included with each Tiger-1800B printer, providing such benefits as simple RGB and CMYK color replacement on raster and vector data, the ability to produce different color patterns, ICC profile creation from CMYK + spot colors, step-and-repeat layout, and more. The on-board Q Print production control software provides complete control of jobs during printing.

In a world where high speed and high quality go hand in hand, customers are expecting more from their print service providers. The Mimaki Tiger-1800B ultra high speed textile printer provides a combination of speed, quality, and versatility that could allow them to keep customers satisfied while improving their efficiency and cost-effectiveness. **■**

# A Mammoth



## One sign shop travels the journey

*Partners Zia Khan and Shah Dayan of Mammoth Imaging with the Mimaki TS500P-3200 printer that transformed their business.*

**M**ammoth Imaging's tale of the Great Recession begins much like that of many other print service providers of the day: "We lost 80 or 90 percent of our clientele," says Shah Dayan, co-owner of the Mississauga, Ontario-based company.

At the time, they were what you'd call a traditional franchise sign company, producing wall murals, vehicle wraps, indoor and outdoor signage – "just like any other sign shop," says Dayan. But

the situation was do-or-die, and being "any other sign shop" wasn't going to cut it. So rather than hunker down, lay off employees, and pray that a few customers would get them through the storm, Dayan and his business partner, Zia Khan, decided to take a big risk. They bought a large flatbed printer in hopes of standing out from the crowd.

But they immediately ran into trouble. The problem was twofold, beginning with, "We had no idea what we were getting into," says Dayan. They didn't know how

to market their new capabilities, and the competition was fierce. It seemed other PSPs had the same idea, or had jumped on the flatbed train even sooner.

"The investment backfired," says Dayan. It was the outcome every PSP dreads: "The machine was just sitting there."

Dayan admits the company "faced some dark days," but he and Khan pressed on. "In business, there are always good decisions and bad decisions. I wouldn't say it was a bad decision, but it wasn't



# Leap

## of risk, failure, and reward.

a great one.” Undaunted by risk, they again considered new markets and new investments. “We understood that, to survive, we’d have to do something unique,” Dayan adds. They’d been hearing for a few years that the soft signage market was exploding; conversely, they were only aware of one or two companies that were printing fabric. So in 2011, they took another leap, bought a 3.2-meter dye sublimation printer, and dove into the tradeshow and exhibit signage market.

Having learned the hard way that target marketing is essential, they were successful this time around in attracting the right customers. “Service, service, service is everything for us,” says Dayan; he became known as “the go-to guy” with

his clients. Customers knew they could come to Mammoth Imaging at 9 p.m. with a rush job, and they’d make it work.

But they faced a new problem: They were now the go-to guys, but their new machine didn’t reflect their commitment to reliability. They began facing issues with color, the take-up system, head strikes, and more. A job that should’ve taken a day and a half would take three.

“The volume wasn’t there because we weren’t able to complete jobs in a speedy fashion,” says Dayan. “We weren’t able to get any confidence from our existing clients. We started to think that, if we were going to do better, it would have to be a robust machine.”

When Mammoth Imaging bought a 3.2-meter Mimaki TS500P-3200 dye sublimation printer in December 2016, they were running their old machine maybe four or five hours per day. They had five employees. As of November 2017, their production capabilities had quadrupled, and, Dayan says, “Fabric printing was catching onto the market like fire.” The shop often runs two shifts each day, imaging tension fabric displays, signs, pop-up and retail displays, table throws, banner stands, flags, canopies, and more. Mammoth Imaging now has eight employees on staff and is looking to hire two more to help with fabric finishing, because the machine is simply “pumping out a lot more printing,” Dayan says.



*Large soft signage displays for retail and events are a specialty of Mammoth Imaging, and the TS500P-3200 printer with RasterLink6 and TxLink3 software ensures accurate color each time.*

Color accuracy issues became a thing of the past – no small matter for a company that routinely works with brands big enough to require anonymity. Mammoth Imaging’s client list includes The Taylor Group, one of the largest event marketing and brand experience companies in the US. Recent projects include outfitting a new outlet facility for an iconic athleticwear retailer, and 8000 square feet of exhibition materials for an international coffee producer.

Such brands have no tolerance for color difficulties, which Dayan notes had been a “very big” challenge on the company’s earlier dye sub machine. The TS500P-3200 printer turned that concern into a corporate strength. The TS500P-3200 printer comes with the RasterLink6 RIP and TxLink3 software designed specifically for textile printers; Mammoth Imaging has also been able to work with

Mimaki to fine-tune highly critical colors. And even though the machine can use up to six colors, Mammoth Imaging runs it with just four – “and we’re able to achieve some fantastic colors with it,” says Dayan. “It’s attracted a lot of customers.”

Mammoth Imaging chose to use a four-color configuration because in the world of exhibits and displays, speed is everything. “Time is a big factor,” says Dayan. The shop ran that 8000-square-foot job in just two and a half days. “You have to be able to do the job on a very strict timeline, and not only that: The job has to be perfect. There is little or no room for error,” he adds. He compares his clients’ quality expectations to those that patients have of their surgeons, adding, “We better make sure that our printing facility is running absolutely smooth, or we won’t be able to maintain those timelines.” The improved throughput of

the TS500P-3200 printer compared to their earlier unit took further pressure off of deadlines. The TS500P-3200 printer has 12 staggered print heads and runs at speeds up to 1937 square feet per hour.

Dayan says that, beyond the pure production speed, it’s the printer’s take-up system that makes all the difference. The TS500P-3200 model features an automatic media feeder that applies calibrated tension, high-gap print heads, and four independent post heaters to prevent media cockling and head strikes. “I cannot emphasize enough what happens when a machine’s take-up system is not accurate,” he says. “You have head strikes and lots of damage on the prints. For any company producing fabric at the kind of volume that we are, the entire take-up system has to be very, very good,” and Mimaki’s has fit the bill. Without the constant maintenance issues that characterized his previous

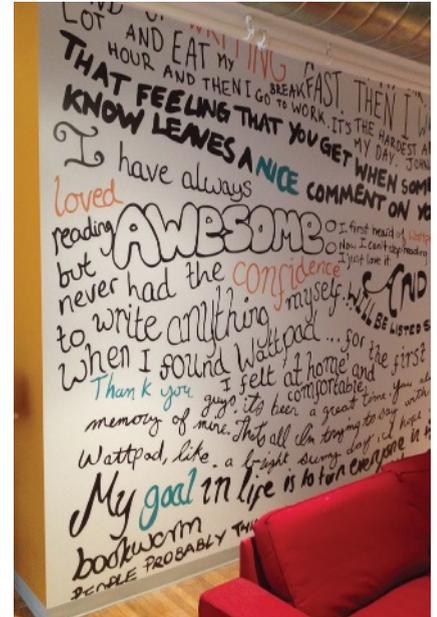


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**Mimaki**



Mammoth Imaging produces everything from tension-fabric standing displays (above) to wall murals (right) to framed art (below).

to the dark days of the recession, “it prepares you to always keep an eye out” for new opportunities.

The shop already offers in-house sewing, finishing, and CAD design; they’re planning to add fabrication of metal display structures that will be marketed to exhibit companies and even other PSPs and sign companies.

“It’s going to help us give them a one-stop solution,” says Dayan. “When we have the printing and the finishing of the fabric, as well as the metal structures, it’s very attractive.” Dayan hopes to launch the new capabilities within a year.

After years as a traditional sign company, Mammoth broke off from its franchise parent company and began the adventure that’s brought them to where they are today. Why did they choose the name Mammoth Imaging? “The idea was to let people know that we do mammoth-sized prints,” says Dayan, “to give the customers an impression of the kind of size we can achieve.” But as the company’s textile printing expertise has grown, the reputation they’ve gained is about far more than size.

“It’s about more than a purchase order,” Dayan says. “Other than having the best equipment on the market, we make sure that we give our customers that one-on-one support. They know that, no matter what, they can always rely on us.”



machine, Dayan says the TS500P-3200 printer runs almost 24 hours a day.

The Mimaki machine offers the ability to run unattended, too, featuring a 3-liter external ink feeding system. It also handles rolls weighing up to 286 pounds for long runs, and the media take-up system minimizes telescoping to reduce buckling or creasing during the calendar transfer process. The equipment is so

dependable that Mammoth Imaging is able to use just one operator who monitors the dye sublimation printer and the heat press at the same time.

Now that the shop’s floor is thriving with the production of exciting textile prints, Mammoth Imaging is looking into new areas of expansion. Dayan isn’t one to stay stagnant. “If you can weather that kind of a storm,” he says, alluding



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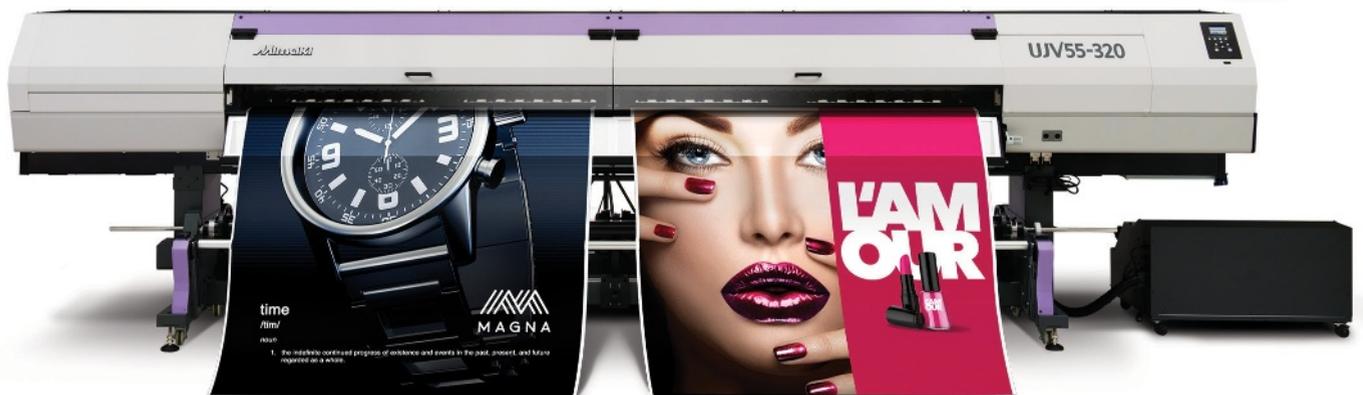
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