Quick Tips:

Choosing the right superwide roll-to-roll printer

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TIP

1

Always (we mean always)
compare print modes

- Print modes vary, so know what you're comparing in order to make a more informed decision

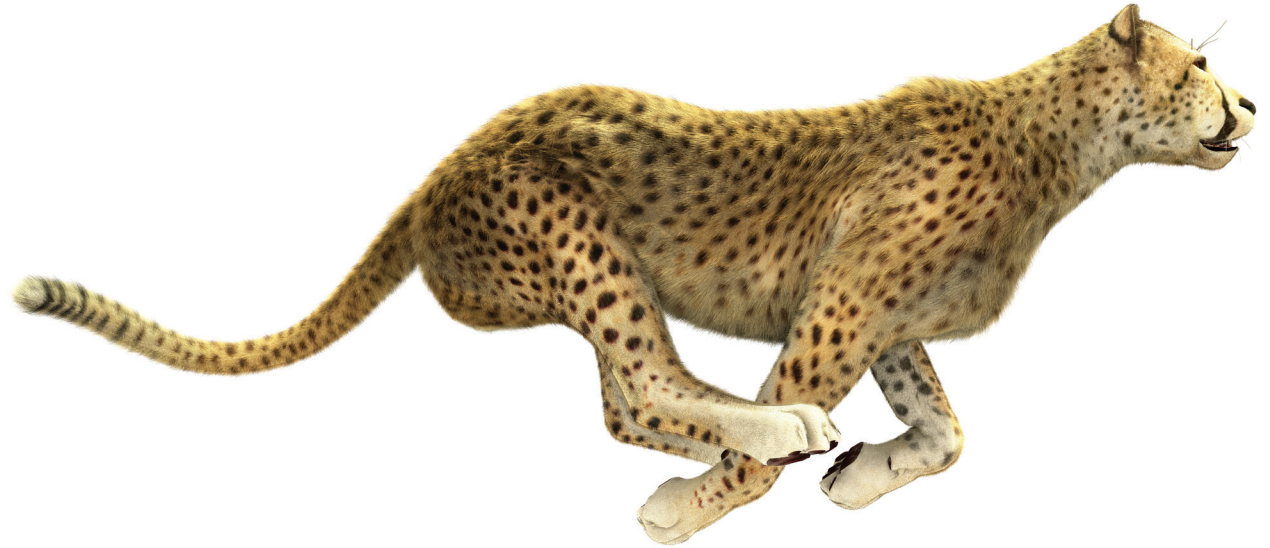- Don't be afraid to test, test and test!

TIP

2

Don't be distracted
by marketing hype
and sales pitches

- Marketing materials and sales pitches often reference *"up to"* print production speeds

- These modes are sometimes express or draft modes that may not be used often

TIP

3

It's **speed/quality** that really matters

- Always ask yourself, "What image quality do my customers expect?"

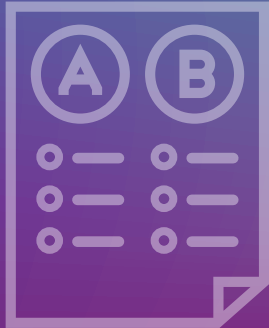- Then, compare speeds to print quality

TIP 4

Know your **print quality modes**

QUALITY MODE	DESCRIPTION
Express / Draft	Not usually used or a sellable print mode
Distant View / Outdoor	No visible artifacts from a viewing distance of 10 feet (3 meters) or more
Production	No visible artifacts from a viewing distance of 6 feet (1.8 meters) or more
POP Quality	No visible artifacts from a viewing distance of 3 feet (1 meter) or more
High Quality	No visible artifacts from a viewing distance of 1 foot (30 centimeters) or more
Ultra Quality	No visible artifacts from a viewing distance of less than 1 foot (30 centimeters)

TIP
5

Do an apples-to-apples comparison: **Method 1**

- Determine the image quality your customers expect

- Match it to the printer's production sweet spot

- Do they match?

TIP
6

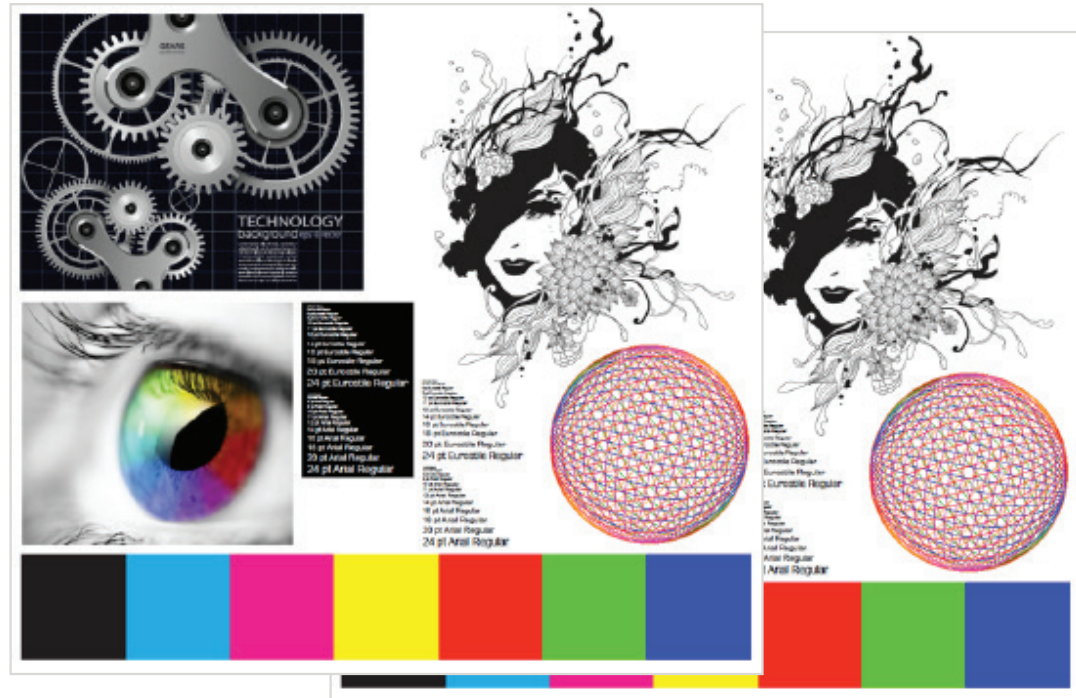# Do an apples-to-money comparison: **Method 2**

- Pin down the quality levels that are your "money" modes

- Determine if the printer's productivity at that quality level is a fit for your business

TIP
7

Run the **same test file** on each printer

TIP

8

Document your results with this
handy worksheet

Quality mode	MANUFACTURER 1		MANUFACTURER 2		MANUFACTURER 3	
	Time	Print mode/productivity	Time	Print mode/productivity	Time	Print mode/productivity
Express / Draft						
Distant View / Outdoor						
Production						
POP Quality						
High Quality						
Ultra Quality						
Specialty Print Modes:						
Samples 4 Color-Color, White, Color						
4 Color-White Under						

TIP
9

Consider the printer's
maximum print width

- Are you restricted to a certain size media?

- Do you need to print seamless applications?

- Larger printers offer the versatility to print full-width rolls and multiple rolls up

TIP
10

Don't look at anything but LED ink and curing technology

- Meet the growing demands for higher quality with quicker turnaround times while extending your range of supported substrates, including lower cost and added-value specialty media, with lower-heat LED lamps

- Increase uptime and productivity with instant on/off lamps and less maintenance

- Drive down operating costs with significantly less energy consumption (1.8 kW instead of 10 kW and lamps are only on during printing), less waste trying to find the right cure level, and fewer consumable parts

- Reduce waste with consistent color output and simple operation

- Satisfy customer requests for a greener print solution with low VOCs, lower power consumption, and less waste and consumables

TIP

11

Let's be brilliant. **Together**.

- A lot goes into your roll-to-roll digital inkjet printer decision, so be sure you're getting the real facts when it comes to productivity comparisons

- We want you to make a brilliant decision – whatever printer you choose

Visit us online or call 800-875-7117 for more information.

Let's be brilliant. Together.

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