

Redfern Marking Services Grow their business with a Compress UV Direct-to-Object Printing Solution



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Client

Redfern Marking Services have been in operation since 1984. A trade printer well known for their expertise, Redfern offer overprinting on a multitude of products that are sold through the business gift and promotional items industry.

Challenge

Historically Redfern have offered screen and tampo printing for promotional objects. Whilst still appropriate for a variety of applications these methods are becoming fast outdated; they have limitations such as the inability to print on to some uneven plastic surfaces as well as only being able to print one item at a time using only spot colours.

Approach

Ken, along with his colleague Shaun thoroughly researched the UV printers and solution providers on the market. Ken told us: “This was a significant investment for us, so I wanted to make sure it was right. The Compress unit stood out because it offered some very key features for us; it has a larger print space, a higher bed size and it’s an enclosed machine so we don’t have any issues with dust.

I met Impression Technology Europe at the Printwear and Promotion show and when I saw their Compress range I was convinced this was the way forward; we selected the Compress iUV 600s. After a demonstration I knew that these machines could achieve a print on to many surfaces including those which are uneven in a way that no other method could, as well as being able to print many items at once; I saw how we could grow the business by being able to offer many more applications than we could previously.”

Result

Ken continued: “Critically though, the Compress machine offered a much more cost effective bulk ink system in bottles rather than cartridges; estimated to be around 30% saving with absolutely no impact on quality with its 2880 DPI. Digital is the future, it’s as simple as that.

ITE installed the unit for us and after a satisfactory training programme Redfern were up and running and have already fulfilled many orders. We’re constantly amazed at how it can print such a range of images and items to such a high quality and so easily. This machine can print onto uneven surfaces that previously proved problematic. For example a new client presented us with touchpad lock covers to be branded. The print area was uneven and concave in places and the flatbed digital printer was the only equipment we had to handle this properly. The touchpad project has enhanced our capability. Ken enthusiastically added: “It has paid off already and we’ve only had the machine five months.”

If you're interested in the **Compress UV** range, then contact Impression Technology Europe on 01623 861173 or email us at info@impressiontechnologyeurope.com.