

# Banner Box – investing in success

Derbyshire-based event branding solutions company, Banner Box, identified the importance of investing in the latest technology years ago, and recently continued this trend when they took advantage of Mimaki's upgrade promotion featuring the newly launched baby-grand solvent printer - the JV33-260S.

Banner Box has been digitally printing banners, flags and outdoor branded products since 2001 when they invested in an early mild solvent printer from Granthams Graphic Technology. Their relationship with Granthams strengthened over the years, with further wide format printers replacing the originals, including their first venture into wider machines with a pair of Mimaki JV3-250SP printers, capable of outputting 2.5m wide (or deep) print onto outdoor banners. The launch of the new baby grand Mimaki - the 2.6m wide JV33-260S - fitted in well with Banner Box's investment policy, and as the launch coincided with a recommendation from a new member of staff who'd worked with one of the regular sized JV33s at another company, the decision was a fairly easy one for general manager, Charles Coldwell to sanction.



Charles Coldwell and his JV33

## A commitment to quality

With a product portfolio that covers the complete gamut of outdoor branded products, and a full service model that allows them to print, manufacture and fit any product, anywhere in the UK, Banner Box benefits from economies of scale in offering competitive pricing to their customers. Its keen pricing doesn't come at the cost of quality though - as that's something the company sets out its stall by.

"We keep our customers through our commitment to quality," Coldwell told us, "and that's reflected not only in the work that we produce, but the way we produce it." Charles favours running the machines a touch below their maximum speed, and he's confident that the improvement in print quality and colour density is worth it. Some of Banner Box's blue chip clients have very exacting standards when it comes to display graphics work, and jobs such as the 2m x 600mm side stands that it's often called on to produce (in 700 unit runs, no less) for a major German car brand's national dealer network, test Banner Box's resolve and capacity to the limit.



Nonetheless, it's very unusual these days for the company to need to sub-contract work out - and a lot of this is down to the increase in speed that they've seen from the new Mimaki. Not only is it capable of running faster than any other machine in their substantial suite of print hardware but features such as the UISS big ink system mean running a job fast and overnight is now completely feasible.

"The UISS is a fantastic development," Charles continues, "and it's added another dimension to our ability to turn work around faster." The JV33-260S mirrors Mimaki's other production solvent printers with the inclusion of their Uninterrupted Ink Supply System technology - in which multiple cartridges of each colour are loaded and the printer switches seamlessly between them as they are consumed, without any need to pause printing.

Banner Box appreciates the "excellent"

keying of Mimaki's SS21 full solvent ink to the Dicksons banner material as well. Horror stories arising from the output from other machines running lower keying inks causing the sewing staff to end up covered in rubbed-off ink are now a thing of the past because the Mimaki's print stays glued to the PVC during makeup and welding.

## Full service model

The skill sets within Banner Box mean that its not just involved in the printing side of the business because their 'full service' model covers every element of banner and flag making. The company can provide a complete solution for any project from the original design through to printing, sewing and finishing, and even gets involved with the groundwork required for flagpole installations - it will even get involved in the erection of gazebos and marquees. Its vast premises on the outskirts of Staveley afford enough space

to house its suite of around 10 wide format printers, plus the extra areas required for fabricating the printed output. It's a long way from the tiny high street shop that the then tarpaulin manufacturers started out with in 1991.



Working with Granthams since their original investment in 2001, Charles Coldwell places a high importance on the quality of support and technical know-how that they get from the team from the authorised Mimaki reseller. "While the JV33-260 is the easiest grand format printer I've ever used, we do very much value the input that Granthams have provided to help ensure we are getting the best out of the machine - and they're quick to provide help whenever they're called upon."

## A company in great demand

Now able to take on more work from sign companies unable to offer a matching complete service, it's that unyielding commitment to quality and innovation that's seen Banner Box achieve such a high standing in its marketplace. When you find that top West End hotels come knocking and your company is in great demand with repeat orders from the big blue chip brands then you can be sure that you're doing something right, and Charles Coldwell is happy to confirm that investing in the right technology plays its part in that success.

"The colour matching from Mimaki's RasterLink Pro RIP software has had a big impact on the quality of our output, and perhaps most importantly the ease with which we achieve it. Whereas previously we would have to change a lot of colours in clients' artwork to those colours we knew we could match, we're able to take practically anything in now and be very confident of the quality that we'll get at the other end."

This claim goes beyond the marketing departments of the big brands though. One regular client is a local school, whose banners are often designed by the pupils themselves. Matching a colourful kaleidoscope of solid colour blocks, random vignettes and photos had proved a real challenge to output prior to investment in the JV33-260. Now though, with the printer's new Mimaki RIP package, Coldwell has complete confidence in what his team will print, and even finds himself caught out by the speed of the process.

"I've got much more time now," he says.

"We're often still surprised at the rate we get through work from start to finish - but that's no bad thing!"

*Mimaki reseller Granthams*



The speed of the new workflow wasn't the only thing to startle the team at Banner Box; "I noticed that our production department was ordering more media than normal and at first I thought something wasn't quite right," noted Coldwell. "But when we sat down and did the sums we found that it's printing so much faster, and outputting so much more material that it's no wonder we were in that position!" This volume of work is a satisfying vindication for a company that's riding out the recession with the introduction of pioneering products - without cutting corners. Remembering the importance of Banner Box's commitment to quality, Coldwell concludes: "The print off the JV33 is the best I've seen." Praise indeed from a company that's printed an incredible volume of stunning work over the years, for some very exacting clients.

More information on Banner Box's vast range of products can be found on its website: [www.bannerbox.co.uk](http://www.bannerbox.co.uk)

For information on the complete range of Mimaki printer and cutter hardware, the authorised reseller Grantham's can be reached via its comprehensive website: [www.graphicdiscount.co.uk](http://www.graphicdiscount.co.uk).

Mimaki's exclusive UK & Ireland distributor is Hybrid Services Ltd and its website, detailing Mimaki's full product and software line-up is: [www.hybridservices.co.uk](http://www.hybridservices.co.uk).

*Banner Box*

