A thriving family owned business based in London’s Maida Vale, Coloursonic has specialised in wide-format digital print since 1995, building a strong reputation for tackling unusual applications as well as banners, wall-papers, posters and general display work. Having worked with aqueous-based and low-solvent ink technologies, ever-increasing demand for more adventurous, durable output led the company to its next level of investment and the purchase of an EFI Rastek H650 UV-curable flat-bed printer.

**CHALLENGE:**

“We needed to maintain our reputation for high quality and fast turn-round when we invested in our first UV-curable printer”

Michaela Chandler, Director of Coloursonic

Much of the work produced by Coloursonic is for artists and photographers, with one-offs and low volume print runs that reflect the vibrant and accurate results essential to this particular market sector. As well as outputting onto typical materials, such as canvases, art papers and other textured surfaces, the company’s services also include mounting and laminating jobs onto rigid substrates. Printing direct to substrate on the EFI Rastek H650 has now broadened output options and reduced the amount of finishing required.

Experience gained from using different types of wide-format printer led Coloursonic to the decision that, for the applications in which it specialises a dedicated flat-bed machine with a vacuum bed, that can also handle roll-fed jobs, would be the best route forward. After thorough investigation of the market for UV-curable solutions which fitted the required price bracket, the EFI Rastek H650 was chosen because of its robust construction and high quality output.
“We knew the EFI name and its strong reputation in the wide-format industry and, although the VUTEk machines aren’t something we can accommodate at the moment, we realised that the Rastek was a sturdy and reliable option,” Michaela Chandler, director of Coloursonic, explains. “The idea of a solidly built flat-bed printer which featured a strong vacuum table appealed; many of the substrates we use need careful handling and probably wouldn’t produce such good results in a typical hybrid machine.

“We are not a typical digital production house that prints large volumes at very high speeds,” Chandler continues. “Although we produce point-of-sale and retail applications, as well as general displays for all types of end use, we also specialise in fine quality output of one-offs and runs of up to around 50. Because of this, our requirements are geared to versatility and fast change-over from job to job – and all our work must meet the exacting standards expected by our clients.”

The EFI Rastek H650 is proving its ability to produce photographic quality at Coloursonic across a comprehensive range of substrates, including glass and artists’ canvas. Its greyscale and binary mode options within its print-heads mean that the most suitable combination of resolution and speed is easy to select according to the kind of job being produced. The addition of high opacity white ink means that the company can over- and under-print or incorporate it as a special colour.

SOLUTION: “Thanks to our EFI Rastek H650 printer, we can now output direct to a vast range of rigid and flexible materials”
Overall, the excellent colour saturation, smooth gradations and vibrant solid shades makes the EFI Rastek H650 an ideal unit for printing direct to display and specialist materials and its ability to handle flexible media extends its capabilities. Its maximum print width of 1.62 m and handling of thicknesses up to 4.6 cm ensures versatile production on all substrates, with jobs generated via EFI’s Fiery XF RIP guaranteeing colour accuracy and precise results.

“For a relatively low investment our EFI Rastek H650 is a reliable work-horse, helping us to build on our relationships with designers, agencies and end-customers,” concludes Chandler. “With this new investment, we can produce outstanding quality on a diverse range of end materials with the fast turn-round our clients expect.”

Wilfred Kleefsman, director of EFI VUTEk and Rastek sales, Northern Europe, adds: “In the fiercely competitive market for entry-level UV-curable machines we know that the Rastek family of printers represents excellent value for money, as demonstrated by Coloursonic. This reliable, sturdy machine range is now making a name for itself in the display industry, and is also proving to be popular for the printing of industrial applications, such as membrane switch panels and specialist component prototyping.”

Coloursonic’s Rastek H650 was supplied and installed by YPS Print Supplies, who signed an exclusive distribution agreement with EFI last year. Based in North East England, the company covers all parts of the UK offering full sales and support services for a broad range of print companies.

Garry Brown, managing director of YPS comments: “Coloursonic is a great example of a company which needed excellent quality and all the versatility of a flat-bed printer without a huge price tag. Since we installed the EFI Rastek H650, it has performed flawlessly producing a vast variety of high quality prints on a wealth of different materials.”

RESULTS:

“The EFI Rastek H650 has opened up new doors to creativity and versatility with excellent standards of print and fast throughput”
Beat the competition and profit with EFI’s integrated Fiery®, VUTEk®, Jetrion®, Rastek™, Print MIS and Web-to-Print solutions. Visit www.efi.com to learn more.

Print to win with EFI

EFI™ (www.efi.com) is a world leader in digital print servers and controllers, and print MIS, Web-to-print, superwide, wide-format and industrial inkjet solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable products from creation to print that maximise productivity and increase profits.