

# Digital Pro Images Alpharetta, GA

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## Digital Pro Images Atlanta Area Expands Business with DuPont™ Cromaprint™ UV Digital Printing System

### New Technology Means New Opportunity

Digital Pro Images (DPI), Alpharetta, GA, was formed in 2004 as a rebirth of an older Atlanta-based firm specializing in colorful banners, table covers and flexible signage produced using dye sublimation image transfer. While the business was profitable, sales were limited to smaller print formats or signage for short-term use like parades, festivals and grand openings. These limitations inhibited access to new markets where larger, more permanent signage was required.

Managing partners Robert Laarhoven and Gerald Davis wanted to transition the firm from exclusively dye sublimation of fabrics to full-service digital printing and graphic design. This opened new markets for large format signs and similar products for trade shows, exhibits, and point-of-purchase displays. Their strategy involved investing millions of dollars in new computers and design software, large format laminators, a 10-foot heat press, and a DuPont™ Cromaprint™ 22UV flatbed/roll digital inkjet printing system for large format printing. The purchase of the Cromaprint™ 22UV enabled DPI to print directly on a variety of substrates including foam boards, acrylics, Plexiglas®, aluminum, styrene, vinyl and polyester film.



**"This example is among many that prove this unique digital printer can be a solid investment in expanding one's business."**

#### Roll/Flatbed Versatility Important

Laarhoven, who oversees DPI's daily production activities, says while many Cromaprint™ 22UV features are attractive, the most important is its ability to print direct to 22mil PVC in flat or roll formats, opening new opportunities because this substrate is heavily used in tradeshow and exhibit displays. "Other in-kind systems first require printing to another substrate, then laminating to the base, followed by a second, over-lamination step to ensure proper adhesion as well as crack and fade resistance," Laarhoven said. "Because the 22UV prints directly to a wide variety of substrates, additional lamination steps are eliminated, saving more than an hour in production time *per job* for a typical 4x8 foot sheet. Also eliminated are tedious cutting and mounting to the substrate, steps which can be messy and error-prone." Laarhoven says these benefits contribute to quick turnarounds for better customer service, a very important attribute in serving the fast-paced trade show and exhibit markets.

He adds the Cromaprint™ 22UV can easily switch from flatbed to roll in minutes, permitting new end use applications like pop-up, banners and folding graphic displays. "It accepts wide format graphics (up to 2.2m or 86-inches wide) making it ideal for large signs or point-of-purchase displays."



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# Digital Pro Images

## BENEFITS OF CROMAPRINT® UV

### Versatility

The Cromaprint™ 22UV can easily switch from rigid to flexible media, providing fast set-up from job to job.

### Quality Color

Expanded gamut inkset featuring high-gloss, uniform curing.

### Fully Integrated

A fully integrated print production solution.

### Ink Quality Counts

Laarhoven says another key feature that contributed to DPI's selection of the Cromaprint™ 22UV is the quality of the DuPont expanded gamut UV Cure ink used in the system. "Inks are applied direct to the substrate without any pre-coating, and adhere remarkably well," he says. "Unlike other inks that flake and scratch easily, DuPont inks retain their strength long after printing, even for signs or banners in harsh outdoor environments."

Color versatility is also important to DPI, with the 22UV offering six colors plus white, which Laarhoven says makes it the most diverse color printer in its class. It comes fully installed with new DuPont™ Cromanet® CS (Color Suite) software providing Adobe® PostScript™ RIP, spectral color management and digital workflow production tools.

### A Business Expander

In addition to the growing tradeshow and exhibit markets in and around Atlanta, DPI has opened other new and sometimes unusual business opportunities thanks to the Cromaprint™ UV technology.

Says Laarhoven, "We recently had a commission from an interior design firm managing a corporate lobby redecoration. They wanted specially patterned curtains produced on a unique, textured fabric using our well-known dye sublimation techniques. We took the opportunity to promote our 22UV to create complimentary wallpaper employing the same pattern and colors on a similar, textured substrate." The client was then shown sample patterns made using the 22UV, and, says Laarhoven, "the new business was approved enthusiastically."

The Cromaprint™ 22UV printer with its high quality UV ink was able to reproduce the pattern on a distinctive wallpaper fabric of fire retardant, textured, blended poly-cotton printed in 54-inch widths. Once trimmed, professional decorators installed the finished wallpaper like any other wall covering. "The final look was very close to museum quality," Laarhoven said.

"This example is among many that prove this unique digital printer can be a solid investment in expanding ones business," he says.

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