



UNITED STATES

Presstek has helped US based specialty lawn care sign printer RND Signs to upgrade its existing Presstek 52DI digital offset press to include the latest Eco-UV curing system. This has shortened lead times, improved print quality and durability and increased the range of products that RND Signs can offer its customers.

Since 1985, RND Signs has supplied pesticide application warning signs and stakes to the green and lawn care industry across North America. Introduced in 1985 to satisfy state legislation, today the colourful shaped signs successfully promote a business. But with increased competition among sign printers, there is added pressure to streamline print production and increase customer value.

'Our customers need good quality printed signs that are also durable for withstanding all weather conditions for a minimum of 48 to 72 hours or longer,' explained Deb Bielefeld, RND Signs office and facility manager. 'Previously, although we could offer a variety of colours, shapes and sizes, we were unable to use a stock with any type of weather durability. To achieve the necessary resistance to water, temperature and light, we had to apply a post printed coating. This added both time and cost to each job, which would eat into our profitability. As such, we were looking for a solution that would enable us to print using UV inks directly onto coated stock – completely eradicating the need to coat the original printed product. This is where Presstek came into play.'

The Presstek Eco-UV upgrade transformed the current 52DI to a UV DI press capable of printing with UV inks onto coated stocks, plastics and vinyl. As well as allowing users to print onto a much wider range of substrates, the Eco-UV curing system ensures printed materials are dried instantly, accelerating the overall production process. RND Signs' customers now receive a sign that will hold up in all weather conditions, whether moist or prolonged bright sunlight.