

# Large format digital printing



## Direct printing

Direct printing involves printing straight onto uncoated substrates using special inks. We adopted this technology in 2005 being one of the first companies to install a flatbed printer in New Zealand. Direct printing enables projects to be completed cost effectively by reducing material use. You can also use direct printing to get creative using unusual substrates that normally cannot be printed.



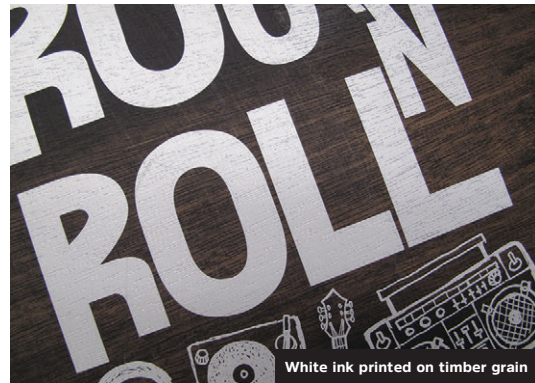
## Perfect colour

We use advanced colour profiling techniques to guarantee your prints are beautiful, bright and accurate, every time. We have invested heavily in technology which measures colours in your file then matches them to the best possible formulations for printing. It's an efficient system that lets us know how your print will look even before a single ink drop is fired from the printheads.



## Super-sized

Up to a stunning 5m (NZ's widest), our super-wide printing is about productivity and cost efficiency. We print large banners up to 5 metres wide without the need for a join. Superwide printing can provide stunning high resolution for close up viewing. It is ideal for outdoor media such as billboards, banners and mesh, and for interior backdrops and trade show and event displays.



## White ink

Printing standard inks on dark surfaces creates muddy and gloomy images. To stop this happening we layer white ink underneath the colours. White ink is direct printed so can be used very creatively on many types of substrates. You can create images with tones and gradients or simply print solid blocks. White is very useful for clear materials such as acrylic panels and windows.



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