

Signright on right foot with new Océ Arizona & ProCut



*Steve and Tim Best
with their new Océ
Arizona 550 GT UV
flatbed.*

Brisbane graphics house selects Océ Arizona 550 GT and ProCut to handle a big rise in business.

Signright doubles capacity with Océ

In only eight years Signright, in Bulimba, Brisbane, has gone from being a walk-in graphics shop to a high volume quality display graphics business, thanks to shrewd investment in Océ Arizona equipment. The company is now embarking on the next stage of its development with an Océ Arizona 550 GT and a ProCut cutting system, doubling its production capacity with promising new income streams.

First in Queensland to install Océ ProCut

Brisbane's Signright was the first Queensland company to order an Océ Arizona 350 GT, so co-owner Tim Best thinks it's not surprising he should be first in the state to install an Océ ProCut cutting system, along with a powerful Océ Arizona 550 GT UV flatbed.

The expansion of capacity reflects the increase in business the former screenprintery, run by Tim and his father Steve in the suburb of Bulimba, has experienced since it switched to display graphics in 2004.

"We could see that one side of the graphics industry was going down as the other side was going up," says Best. "It seemed to us that screen printing was being replaced by display graphics equipment so we made the switch ourselves, selling the screen printing equipment and investing in roll-to-roll equipment.

"I am also an asthmatic and the various solvent inks we had been using weren't good for my health, so we had an additional reason to consider moving the business away from screen printing.

"We put in the Océ Arizona 350 GT three years ago as our work was expanding into retail and shop fitting, requiring mounting and laminating, which is time-consuming when done by hand. We checked our printing options and began looking for a flatbed printer which would allow us to print

on solid substrates, such as foam core and corflute, eliminating the manual processes.

Océ Arizona was "best option"

"It soon became obvious to us that the Océ Arizona presented us with the best options, delivering flexibility as well as excellent quality. The quality has won us new business including production of upmarket displays for a national retailer as well as some very high quality shop fitting work. The Océ Arizona's ability to print on non-traditional substrates such as glass, wood and metal is another plus for us, expanding our options into different areas.

"We have now gone from a low volume supplier with walk-in business, moving entirely into high volume trade business."

Signright's most recent decision to upgrade to an Océ Arizona 550 GT, effectively doubling their production capacity, reflects this growth, which has exploded in recent years. At the same time the decision was made to eliminate manual cutting, which can be inaccurate and, again, is time-consuming.

"In conjunction with the Arizona 550 GT purchase, we looked at the cost benefits of installing an Océ ProCut cutting system and realised the savings we would make

"Océ has played a big part in our growth through good service and by taking a keen interest in the way we run operate, enabling us to get the most out of the equipment we've installed."

(Right) Signright's growth has spurred them to seek premises more appropriate to a high volume business. They recently took over factory premises in Bulimba.



internally would easily cover the investment in the system. It speeds up our production process, eliminates waste caused by manual cutting errors and enables us to keep all forme-cutting in house, producing additional savings.

More speed, better cutting process

"In one stroke we have doubled the speed of our printing by going from the 350 to the 550, and streamlined our finishing processes."

With the additional capacity Best says that Signright will begin marketing the company services more actively than in the past. The company has also moved into larger factory premises in Bulimba, not far from the site of the original screen printing business.

"We are now able to move into areas that were too difficult or too uncompetitive for us in the past so our approach will reflect that reality.

"Océ is at the forefront of printing technology and our

partnership with them allows us to be possibly the most technologically advanced sign/print shop in the state.

This is something that our high end clients, certainly appreciate. This extends to our staff who enjoy working in a clean environment, producing work faster and of a higher quality than our competitors".

Tim Best believes that Signright's success is due to its ability to form close partnerships with existing clients rather than constantly chasing new business.

"Let's face it, if you could call a customer the only reason he's going to give you business is because you're cheaper," says Best. "Long established clients will willingly pay more to have the care and attention to quality and detail that you provide.

"One of the things that attracted us to Océ was a similar approach to our own. Océ has played a big part in our growth through good service and by taking a keen interest in the way we run operate, enabling us to get the most out of the equipment we've installed."



(Left) From a three-person business in 2004, Signright now has expanded to eight staff.

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