

**[\$1 Million
in One Year]**

Color Key says if you have 30 days you can make money with the Zünd UVjet 215-C



Taking Risks and Making Them Work

Sure, you would love to grow your business by acquiring new customers in a new market. Who wouldn't? But often investing the time and money to do so is daunting. What if your expansion efforts fail? It certainly is a risk. How long will it take before your investment stops costing you money and starts generating sales? Well, if you ask Lori Beaty, Owner of Color Key LLC, a large format printing specialist in Loveland Colorado, you need less than 30 days.

"From the day the Zünd UVjet 215-C arrived it took a little less than 30 days until it was generating significant revenue," says Beaty. "And I am not talking about switching print jobs off of other machines to use this one. ***I am talking about revenue from brand new customers and additional jobs from current customers. It's work we could not do on our other machines. I've never had a piece of equipment generate sales so quickly for me.***"

What is the Buzz About?

The Zünd UVjet 215-C is a revolution in printing. This digital flatbed UV printer is capable of printing on virtually any substrate, rigid or flexible, up to 1.57" thick, 84.6" wide with up to two-year outdoor life without protection.

According to Global Imaging, a Louisville, Colorado based integrator of professional digital imaging equipment and the U.S. and Canada West Coast Distributor for the Zünd UVjet 215-C, this printer has the potential to completely change the way printers of all kinds do business. ***The Zünd is the only printer in its price class that can print on both rigid and roll substrates with UV protection.*** Now businesses of all sizes can offer their customers new options for signage and graphics.

A New Way of Doing Business

"I'm considering getting rid of my vinyl cutter," says Beaty. "With the Zünd I can do all the jobs that used to require vinyl cutting in about a third of the time. It's much less labor intensive. I can turn around jobs a lot more quickly and as result I can cut my prices nearly in half and completely underbid the competition." Not only does the printer save labor costs on jobs that used to require vinyl cutting, it doesn't require that a business hire brand new operators. The printer works on the same principals as other digital equipment. ***We didn't hire anyone new to run this machine. My staff just trained on it and have been able to pick it up pretty quickly,*** says Beaty.

For Color Key, it's changing business in other ways too. The bread and butter for the business has traditionally been trade show booth printing for indoor applications. The Zünd UVjet 215-C has allowed Color Key to expand into outdoor applications and that is attracting new customers. "It's the variety of materials this machine can print on that is the driving factor. ***We're the only one in our market that can offer such creative applications. The possibilities of what you can create for your customers are endless,***" says Beaty.

Straight to the Bottom Line

With a conservative estimate, Beaty thinks the Zünd UVjet 215-C has the potential to generate \$1 million in revenue in one year. Depending on the customer, Beaty's margins are approximately 80% on each job. That's a nice profit to add to the bottom line. You do the math. Do you have 30 days to invest in growing your business?



"From the day the

Zünd UVjet 215-C

arrived it took

a little less than

30 days until it was

generating significant

revenue," says Beaty.

"I've never had a piece

of equipment generate

sales so quickly for me."

~ Lori Beaty, Owner

Color Key

For More information on the ZÜND UVjet 215-C
contact Global Imaging



t- 800.787.9801

GLOBAL
imaging