

**Taking Risks and Making Them Work**

In today's economy, most businesses are searching for ways to make more money. Mike Alli and his business partner Lou Lemmano are no different. Alli and Lemmano are owners of Red Alligator, a retail design firm in Chester, England who up until January of 2003 had out sourced all of the printing for their design clients. Then the partners purchased a Zünd UV Jet 215-C in a successful attempt to keep their clients printing in-house, and increase the total business and profit margin they were getting from their largest design client, a leading chain of factory outlet stores. What they didn't expect however, was how much fun they would have enticing new clients with the creative pieces they could print on the Zünd.

*"We already did the design work for our factory store client and we were sending out the printing. We invested in the Zünd to keep that money in-house and make a better margin. It was a business decision,"* said Alli. After they became comfortable using the printer, they began to experiment with creative applications enabled by the technology. They tried printing on everything that would fit; glass, wood, corrugated cardboard, foam core, banner material, mesh, AstroTurf, metal, plaster- you name it. "We had the most fun was printing on bubble wrap," said Alli. "We actually entered the Light Brigade contest in London for the Most Creative Printing. We used the Zünd to print on bubble wrap and won first prize which was 3,000 pounds!"

**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. With the Zünd 215-C a printer can offer one-off prints at lower costs on jobs that would traditionally require additional labor time, or that would be virtually impossible. The labor-intensive process of vinyl cutting, or heavy investment in screen-printing machinery is completely eliminated.

**A New Way of Doing Business**

"Most customers are interested in signage at first. When you show them what the printer can do, their imaginations expand. Then we get into much more creative work," said Alli. Red Alligator is using the Zünd to go after new clients who share their passion for creative, artistic applications in retail design.

"We printed on AstroTurf for one client. They needed design and information on the AstroTurf at the tee-off of their golf course. That was a great challenge," said Alli. Red Alligator will expand their customer base this year by advertising what they can do with the Zünd. **They plan to market directly to advertising agencies and other organizations that need creative work and will help them test the limits of the Zünd.**

**Straight to the Bottom Line**

For Red Alligator this printer has delivered on creativity and on business sense. **"This printer has exceeded our expectations.** We have set a monthly revenue goal, and it has been in that range for the entire six months we have used it. It will pay for itself in about a year," said Alli.



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