

**[From PARK
to GO!]**

**Sketchline, Holland changed their
business with the Zünd UVjet 215-C**



ZÜND

Taking Risks and Making Them Work

Marcel Veerhuis and his two business partners of Sketchline, a large format digital printer in Holland, had grown tired of business as usual. Sales had been "ok" since they opened their doors but business had begun to rely heavily on one key client for whom they printed parking signs. The rest of their business came from small customers who ordered infrequently. Veerhuis and his partners knew that if the business was going to grow something needed to change. In December of 2001 they installed a Zünd UVjet 215-C. Business as usual went out the window.

"It has completely changed the type of customers we have," says Veerhuis. "We used to primarily print parking signs. Now I have regular printing jobs with Toyota, Nike, Nokia and the largest coffee company in Holland." **Sketchline now enjoys more predictable sales, not to mention more creative projects.** "We did a project for Nike where we printed in-store retail signs on wood. Wood is so unpredictable, it's not man made and every piece is different. But all of our prints turned out great."

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

"We had a vinyl cutter and were printing a lot of standard signs. Right away we just put all the work on the Zünd," says Veerhuis. "The choice of materials is so varied it opens you up for new kinds of work. Also, **when the Zünd is done printing 90% of the time a final piece is ready requiring no further work.** We see this as a big advantage." Sketchline is not only replacing their vinyl business with new more creative and efficient orders but they are also picking up business that used to go to screen printers. "We get a lot of work from the people who were going to screen printers before. Our advantage over screen printers is that we can print a smaller run – we don't need a minimum print run to make a profit. This is really appealing to a lot of customers."

Straight to the Bottom Line

Sketchline was the first company in Holland to buy the Zünd and it didn't take long for word to spread. Within a day of the machine being installed they began to generate revenue with it. "I'd say we got about five or six new customers a month once we started using this machine. Now we have about 100 total customers, and maybe three or four new ones a month," says Veerhuis. It's not just that Sketchline was able to get new customers with this machine that made the three owners so excited, it is the type of companies these new customers represented. Now they had a combination of small clients that ordered from them monthly, and large customers that sent weekly orders. Those large customers provided a nice stability to the revenue stream and some creative projects.



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Sketchline

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



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