



TESTIMONIAL NAZDAR ECO-SOLVENT INKS
INSIGHT PRINT & DISPLAY

Customer

Insight Print & Display

Printer

Mimaki, Mutoh, Roland

Ink

Nazdar eco-solvent and dye-sublimation inks



NAZDAR INKS BRING ADDED VALUE TO INSIGHT PRINT AND DISPLAY

Founded in 2008, USA-based Insight Print and Display specialises in full service digital print solutions and display hardware. From its offices in Kansas City, the company serves customers across the USA and prides itself on providing state-of-the-art digital printing on premium quality materials at bargain prices.

The company creates, supplies and fits a wide variety of products from flags, display stands and banners to cut vinyl, vehicle graphics, wall graphics, table throws and other soft signage solutions. This gamut of printed output created by Insight Print and Display is produced on the 13 printers from Mimaki, Mutoh, Roland and Epson that the company has currently in operation in-house.

Since its inception, the company has worked closely with Nazdar Ink Technologies. Insight Print and Display initially contacted Nazdar when it was having issues with 'fish-eye' – a quirk of printing whereby a flat image appears as though it were mounted to the surface of a sphere.

Not only was Nazdar able to resolve the 'fish-eye' issue by simply installing the new inks, Nazdar was also able to offer these high quality alternative inks at a significantly improved price point compared to the OEM inks.

Doug Murray, President of Insight Print and Display, explains: "The OEM inks we had been using were very expensive and were clearly not performing well. The costs were literally sucking the lifeblood out of our business. The Nazdar inks offered better performance, yet enabled us to make significant savings."

It's not just the savings that keep Insight Print and Display working with Nazdar. Doug Murray continues: "There's a lot of value-added stuff that we get from Nazdar too. We've received technical help on colour management issues and great advice and support regarding other queries we had over the years. The support we've received – from Tony Quinn in particular, as well as other Nazdar colleagues – has been great. Tony has been a very important partner to us in terms of support and training."

Since the initial contact with Nazdar, Insight Print and Display has gradually moved more of its printers across to its inks. To date, the company is using Nazdar 133 series inks in three of its Mimaki printers and Nazdar TX650 Series dye sublimation inks in its Roland and Mutoh machines.

Specifically developed for use in Mimaki JV33 and CJV30 digital printers, Nazdar 133 Series inks were the first alternative inks to be fully colour-matched to the Mimaki SS21 inks and offer exceptional compatibility, quality and cost effectiveness.

There is no need for flushing prior to installation and – courtesy of the complete chemical and colour compatibility of the Nazdar and OEM ink sets - OEM cartridges can be replaced with Nazdar 133 Series cartridges as they run out, rather than all colours being replaced at the initial install. This saves both time and money as there is no need to perform wasteful ink fill procedures or dispose of unused ink.

The Nazdar TX650 Series Inks are water-based, dye-sublimation high-density inks formulated for use with a range of wide format digital printers. Nazdar's TX650 ink is ideal for an array of transfer applications from sportswear garments to outdoor signage.

Significantly less expensive than OEM ink, Nazdar's product range provides the exact same colour gamut and print performance. They are 'plug and play' when converting from OEM inks, with no need for the time-consuming task of re-profiling printers. All Nazdar products come with one of the best warranties in the business covering the entire ink train should Nazdar inks be proven to have damaged an approved/compatible printer.

Due to the ease of conversion and the proven quality and cost-savings of Nazdar products, Insight Print and Display plans to move all of its printers across to Nazdar inks. Doug Murray says: "Each time we change print heads in our machines we will convert them across to the appropriate Nazdar ink."

Key to this decision is the fact that not only do Nazdar inks save Insight Print and Display a significant amount of money, they also guarantee excellent results. Doug Murray continues: "Without good ink in your machines, big corporates will simply not talk to you. You have to be able to deliver the high quality output they expect."

In terms of value for money, Doug adds: "Whilst quick print companies delivering short-run graphics for the SME market can afford to run OEM inks, the price-point is a lot more challenging when you are handling national accounts. The volume of output – and subsequently the high levels of ink usage – means you need to find better value inks in order to make a profit."

All of Nazdar's inks are produced in the USA and the UK and offer incredible performance at a very competitive price. They enable customers such as Insight Print and Display to maintain consistent, reliable printed output whilst increasing their profit margins.

Insight Print and Display, which plans to double in size this year, also appreciates the excellent technical support it receives from Nazdar and the quick response it receives to any queries it may have. Doug concludes: "Nazdar have been good partners to work with. The inks have performed consistently well over time and Nazdar is able to bring added value to the table with its unprecedented support and warranty."

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