

FUJI XEROX



# Super Colour Gets a Super Cutter

Printing, Signage and Display  
Super Colour



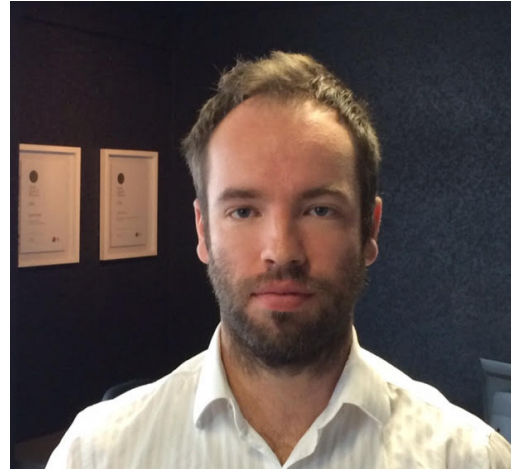
Case Study

# Case Study | Super Colour

## Printing, Signage and Display

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*Aaron Waddington – Owner, Super Colour*



### Wide format trade printer Super Colour finds the Kongsberg C64 cutting table delivers speed and profitability

Wellington-based wide format printer and signage specialist Super Colour has installed an Esko Kongsberg C64 cutting table through supplier Fuji Xerox New Zealand.

Super Colour has a long-standing relationship with market leader Fuji Xerox. Aaron Waddington, owner at Super Colour, says, “Fuji Xerox has been a partner for quite some time now and the relationship has been good for us. We already had a Kongsberg XN24 cutter, which was fine but we needed more speed as we are producing 3.2m fabric now.”

Waddington, and his team, appreciate the capabilities of the new machine. “The C64 allows us to do 3.2m roll and increases our ability in finishing. It is about five times quicker. It is a monster. We

have actually timed the finishing and we run it three to four hours a day compared with our first printer that was running all day.

“Part of the increase in speed is the tools in the machine. The C64 has a number of tools that simply speed the process. It also uses a digital camera that gives us more ability to know what is going on.

“Another plus is the new iCut software. We are running iCut Production Console 2, which is far superior to what we have had. We are increasing our output with this software. Our workflow is smoother and we have taken out a number of touch points in the process.

“The software gives us pre-sets enabling us to set up jobs faster. We are also using the JDF functionality. Having a computer controlled cutting table increases finishing accuracy and speeds the process.”

### Expansion

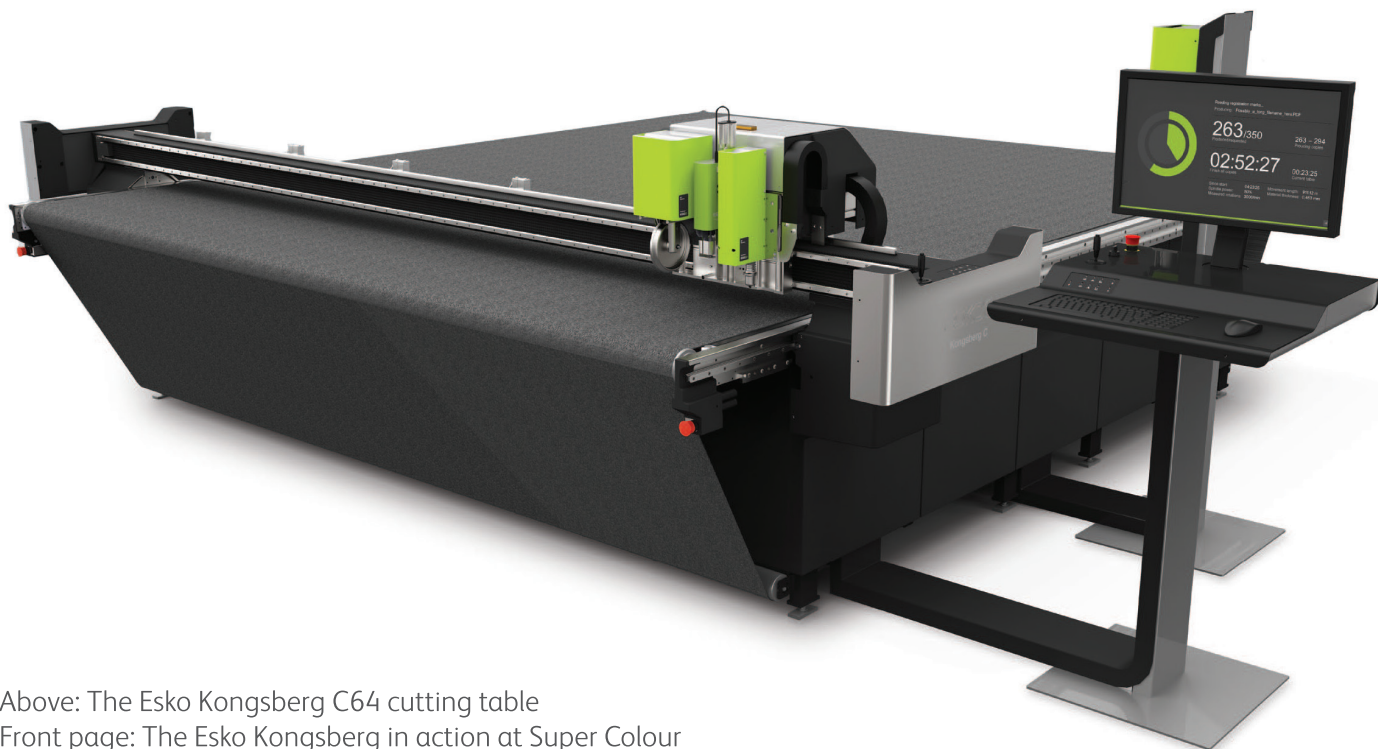
Recently, Super Colour expanded its operation, adding a second location in Christchurch. It employs around 14 staff.

The company specialises in supplying commodity wide format print to the trade, which includes solvent, UV cure, aqueous and textile formats.

It can produce almost anything required in a polyester textile. From indoor and outdoor soft signage to garments and decor. As a wide format trade supplier, Super Colour needs broad capabilities. It runs the country’s widest and fastest dye sublimation printers and heat-presses, handling anything to a maximum width of 3.3m wide.

Waddington says, “We made the decision and began the move to trade only about two years. At that stage, we had about 15 per cent turnover as our ideal clients.

“Over a period of about 18



Above: The Esko Kongsberg C64 cutting table  
 Front page: The Esko Kongsberg in action at Super Colour

months, we have increased the trade customers and we have seen 50 per cent plus growth. As a trade only printer, we supply to printers, signmakers, other wide format printers and to outdoor companies.”

The company also ships some of its work overseas. He says, “Fabric is easy to shift. We offer

a quick turnaround. We don’t compromise on colour accuracy and quality, which makes ours a competitive proposition; we compete well.”

### For the future

Super Colour will continue supplying to the trade and will

continue working with Fuji Xerox. He says, “We enjoy working with the people at Fuji Xerox. They are easy to deal with and we have a really good account manager. We are still impressed with the support we receive.”

### At a glance

**Organisation:**  
 Super Colour

**Industry sector:**  
 Printing, Signage and Display – trade supplier

**Size:**  
 14 Employees

**Business requirement:**  
 Speed and quality needed for manufacturing printed material for the signage industry at a trade level.

### Outcome:

Super Colour’s partnership with Fuji Xerox has given it access to the high performance Esko Kongsberg cutting tables, which deliver the highest standard of finishing performance in the industry

## About Fuji Xerox New Zealand

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July 2017

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