

Case Study – Easymount Air EM-A 1600 SH purchase by Digital Deadline, Melton Mowbray, Leicestershire

Digital Deadline have been in business since 2004. They specialise in sign-making, vehicle graphics and wide format digital print.

When their current GBC wide format laminator needed replacing at the beginning of the year, they turned to Google for research, with one system continuously displaying in their search engine results.

“The Easymount kept appearing all the time,” said director Mark Brooks “The reviews we read were all

very positive, and we already knew Vivid as we print the vinyl they use for demos”.

“Our GBC wasn’t doing the job. We’re a busy company with a big volume of work and we needed a new machine to cope with the output,” continued Mark.

The Leicestershire-based company produce many different kinds of work for their customers, including roll-up banners, signs, pop-up exhibition graphics and some incredible vehicle wraps.

“We bought 2 Mimaki JV33 printers for all of our



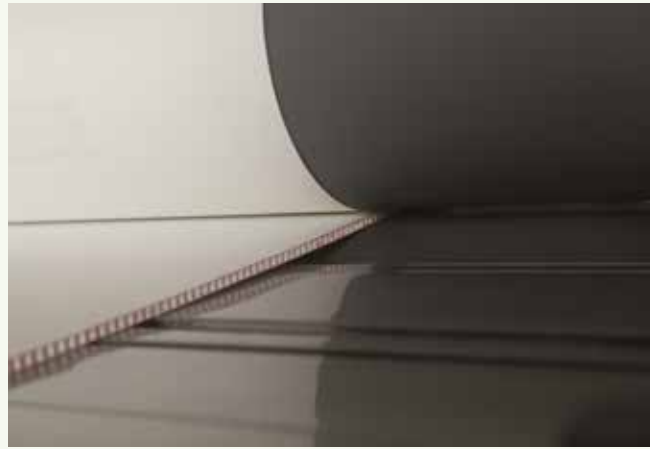


wide format work and we knew we needed a fast and reliable wide format laminator to partner with them," said Mark.

"The great reviews on the Easymount range meant that we hardly looked at any other models," continued Mark.

"We were given a demonstration on the Easymount Air by the Vivid guys. The fact that the laminating rollers can automatically detect the amount of pressure required is amazing. The rollers also stay completely level, no matter what substrate you are mounting onto".

Mark stated that the faster speed of 10 metres a minute was also a deciding factor in the purchase. "A lot of the time, we are laminating full rolls of vinyl. On our old GBC, this would be very slow and tedious, as you would have to chop-up the vinyl as it came out the back. Because the Easymount Air has the extra roll-to-roll unit, everything becomes quicker and easier. We've already increased both our production and our profits".



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