

SIGNRACER NEWS 03-2016

SIGNRACER HD series with new Ricoh MH5220 print heads (2.5 pl)

SIGNRACER has developed a new printer series called SIGNRACER HD (High Definition). Signracer is already using the Ricoh MH5420 print head with 7 pl drop size since 2014 in the standard models. Based on the close partnership with Ricoh SIGNRACER became a development partner for the new Ricoh MH5220 print head with only 2.5 pl drop size. The new MH5220 is a benchmark product in the industry and enables the new SIGNRACER HD series to print the finest graphics and highest quality in the market. Signracer is the first company launching the Ricoh MH5220 in Europe.

After a first presentation of the new print head technology at the SIGNRACER Open House in March 2016, the fine tuning of this HD technology is now completed. The new SIGNRACER HD series is ready for the market and the first installation of a SIGNRACER 3200 HD was done last week in Sweden.

SIGNRACER works very closely with a dealer network in Europe and abroad. In Scandinavia the distribution partner is the company Bildkonsult in Alingsås (approximately 40 km outside Gothenburg). With many years of experience and extensive technical expertise Bildkonsult is a strategic partner for SIGNRACER and has already sold 6 Signracer printers into the Scandinavian markets. Scandinavia is a high quality market and therefore it was a logical step to launch the first SIGNRACER 3200 HD in Sweden.

The installation is done this week at KP Skyltfabrik AB a well renowned sign maker in Alingsås Sweden. They have been in the business since the 1940's and they have built a name for themselves, not only locally but throughout Sweden, as a sign maker at the top of the game, often setting the quality standard which can be expected in the finished product like vehicle graphics, retail store interior graphics or billboard advertisement. When KP was looking at developing their business further and invest in a new printer, the SIGNRACER 3200 H-LED with the high performance LED system was their first choice, but they chose to wait with the investment until SIGNRACER and Bildkonsult could provide them with a machine with the brand new Ricoh MH5220 print heads. This new SIGNRACER 3200 HD enables KP to achieve the highest possible quality in the industry.

Buonas, Switzerland, October 2016