



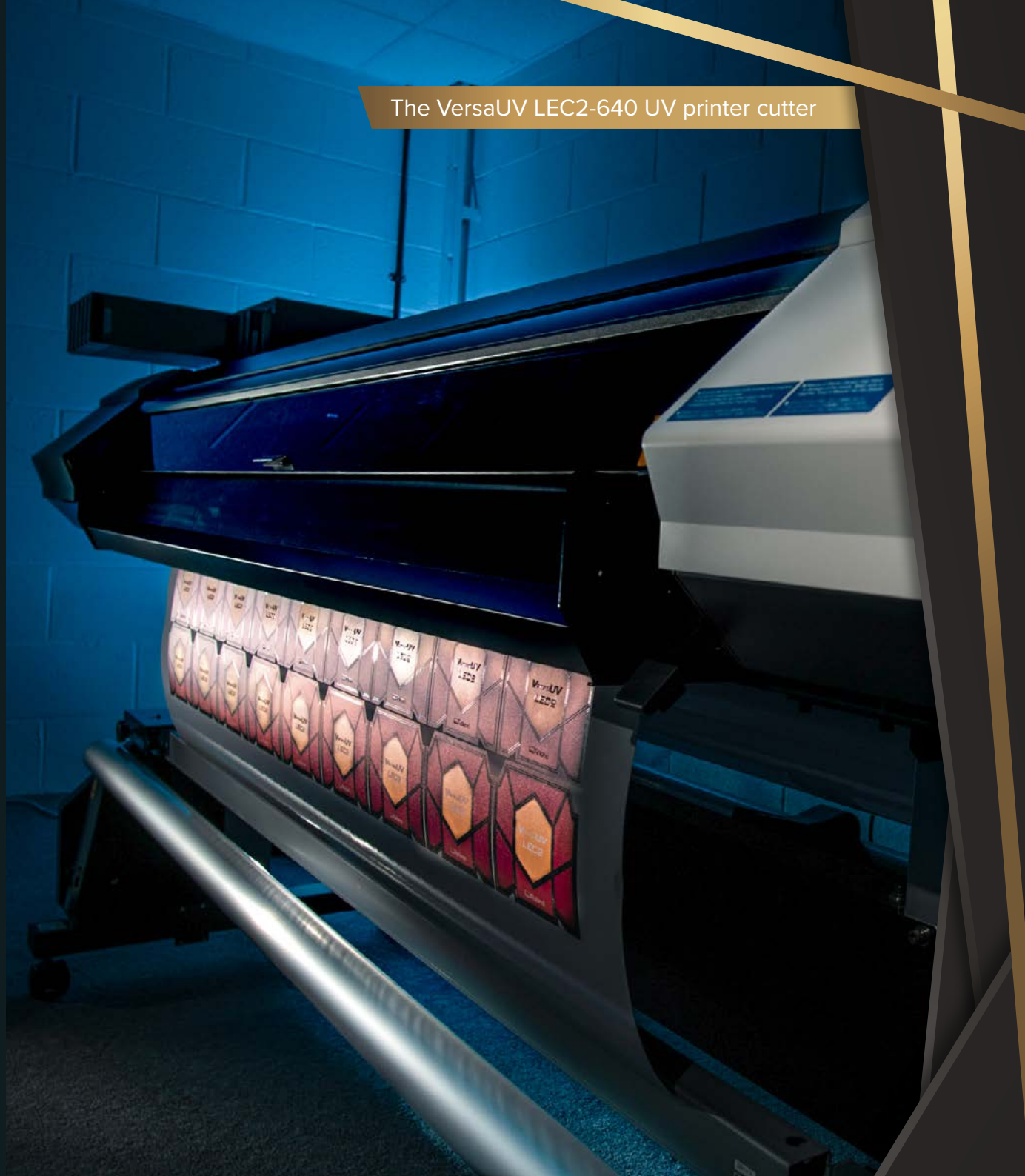
STAND OUT FROM YOUR COMPETITORS

Outstanding Quality with Digital UV Print and Cut



CONTENTS

- ▶ Why Add UV Print and Cut to Your Business?
- ▶ What is UV Print and Cut?
- ▶ Benefits of UV Print and Cut
 - Easy to Integrate
 - More Productivity
 - New Customers
 - Outstanding Quality
 - Expanded Capabilities
 - Higher Margins
- ▶ How to Get Started with UV Printing



WHY ADD UV PRINT AND CUT TO YOUR BUSINESS?

Print technology is evolving every day and successful businesses are thriving on that innovation. For many, the rise of digital solvent printing has given them a strong competitive edge, but where do they go from there?

You may believe advanced equipment is only for advanced businesses with experienced specialists. In this guide, we will show you that UV print and cut is not only **easy to integrate**, it can also open **lots of opportunities** to take your business to the next level.

LEARN MORE



WHAT IS UV PRINT AND CUT?

UV inks work differently compared to solvent, water-based or latex inks.

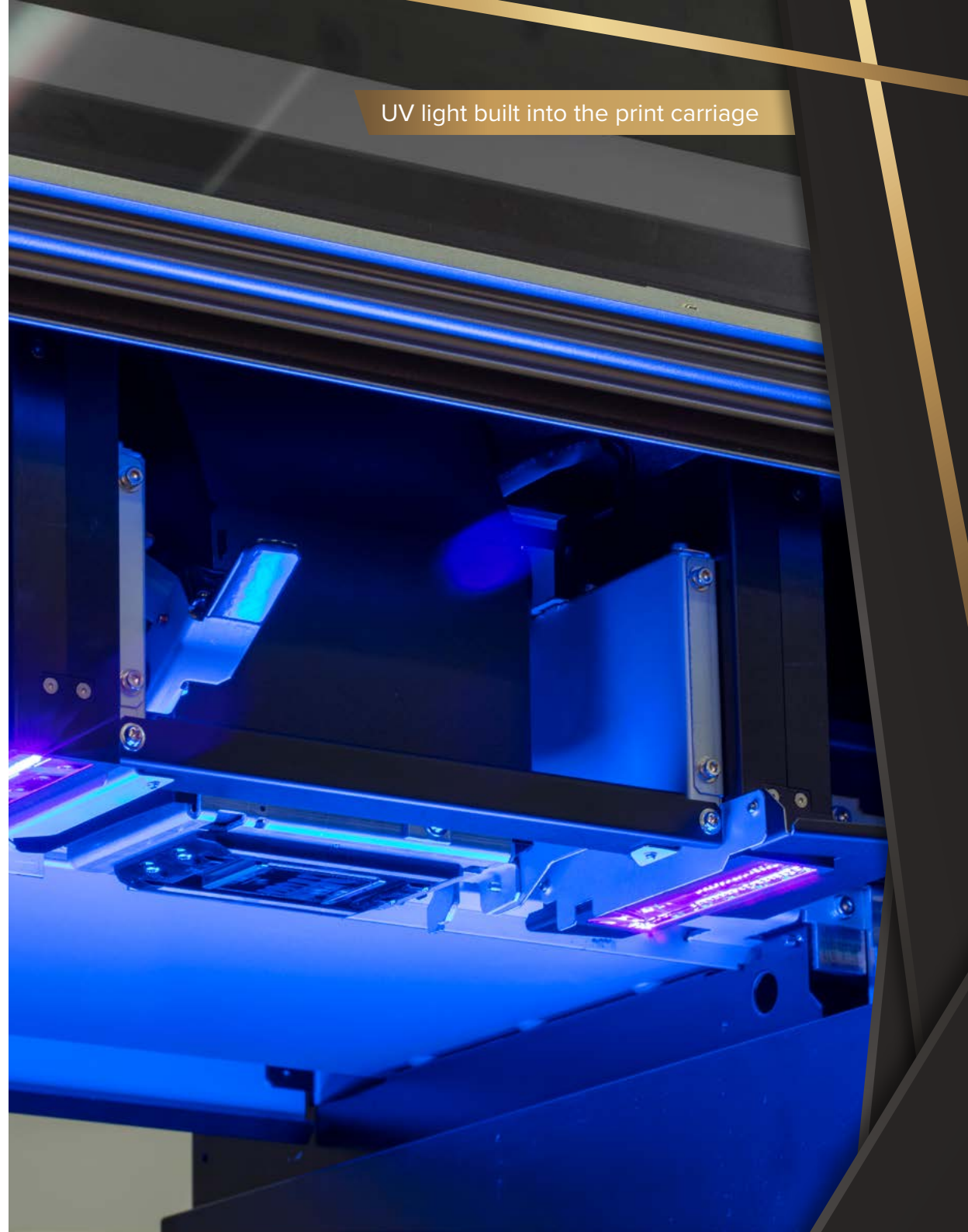
Rather than air drying or heat curing, **UV inks are cured instantly** with the addition of UV light usually built into the print carriage, next to the print head.

A UV printer cutter, such as our VersaUV LEC2 range, combines the **versatility** of a print-and-cut device with the **benefits of UV printing**.

Several ink configurations and optional accessories enable you to **print quality graphics**, high-opacity **white ink**, and **gloss effects** onto a wide range of materials - even films as thin as 30 µm.

LEARN MORE

UV light built into the print carriage



BENEFITS OF UV PRINT

There are many advantages of printing with UV technology that not only **speed up production**, but can also give a **strong competitive edge**.

- EASY TO INTEGRATE
- MORE PRODUCTIVITY
- NEW CUSTOMERS
- OUTSTANDING QUALITY
- EXPANDED CAPABILITIES
- HIGHER MARGINS

Print and cut label on metallic vinyl



LEARN MORE

EASY TO INTEGRATE INTO EXISTING WORKFLOW

If you're already used to working with digital printing devices, you can get started with UV **from the day it's installed.**

Roland DG's UV and eco-solvent devices both use VersaWorks 6 as a RIP platform. This means that **you don't need to learn any complex new software.**

VersaWorks 6 runs on most standard laptops



LEARN MORE

MORE PRODUCTIVITY

Thanks to the **instant curing**, you can apply graphics or dispatch stickers **as soon as they have been printed**. By saving time on each job, you can **provide a faster service** to more customers and **increase your bottom line**.

The UV curing process **doesn't require any additional heat** to dry the ink, and once printed, **the output is tough, durable and won't smudge or bleed** when handled.

[LEARN MORE](#)

Print and cut stickers with gloss ink details



NEW CUSTOMERS

Every successful business leader knows that it's important to differentiate from the competition. UV technology allows you to **print with white and clear ink**, letting you extend your range with additional effects and textures.

This makes it possible to add **glossy highlights** to stickers, **print Braille** directly to signage, or embellish POS graphics with **3D textures**.

LEARN MORE

Get a premium feel with gloss highlights



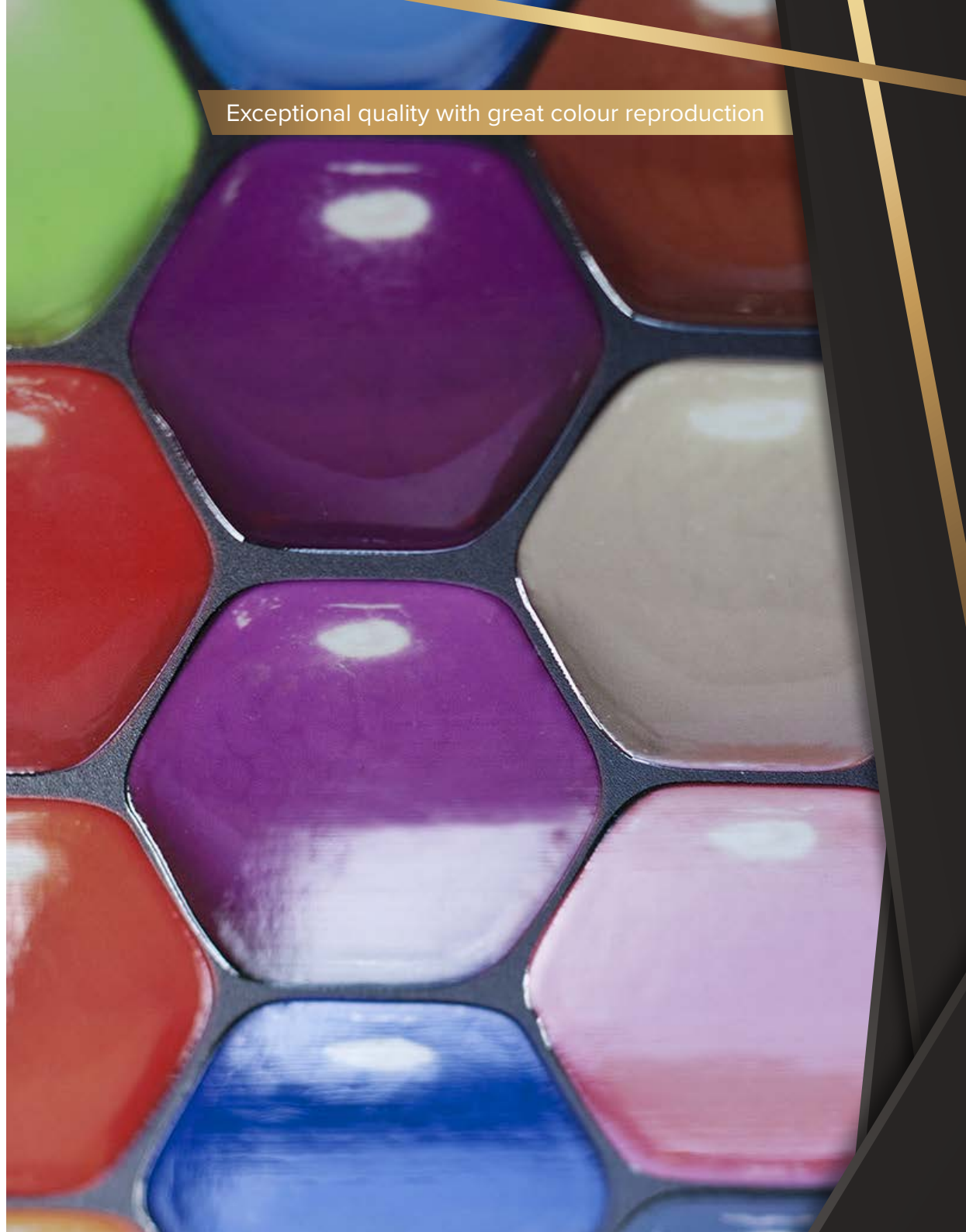
OUTSTANDING QUALITY

Many of your customers have businesses of their own and they look for printed material that reflects their values and portrays them in the best way possible.

For this reason, **high quality print** is a top priority. UV printing lets you achieve **consistent solid colours** and produce **clear text**, even on a small scale.

LEARN MORE

Exceptional quality with great colour reproduction



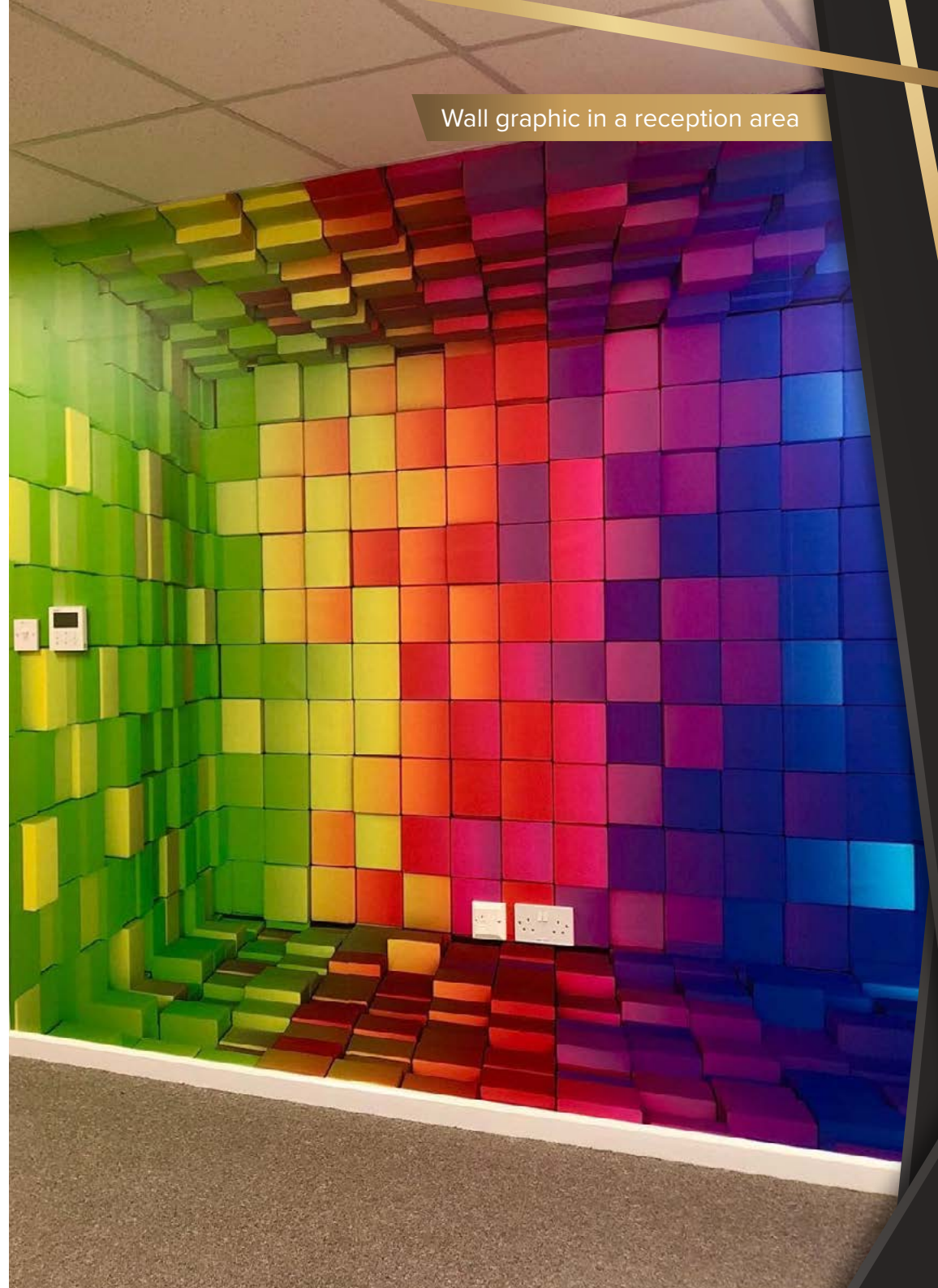
EXPANDED CAPABILITIES

Diversifying your product offering is the key to securing **sustained business growth**. More and more sign companies are branching into other services like interior décor, customised merchandise and branded packaging.

With a UV printer cutter, you can reach beyond your tried-and-tested products with **minimal risk** and unlock new opportunities.

[LEARN MORE](#)

Wall graphic in a reception area

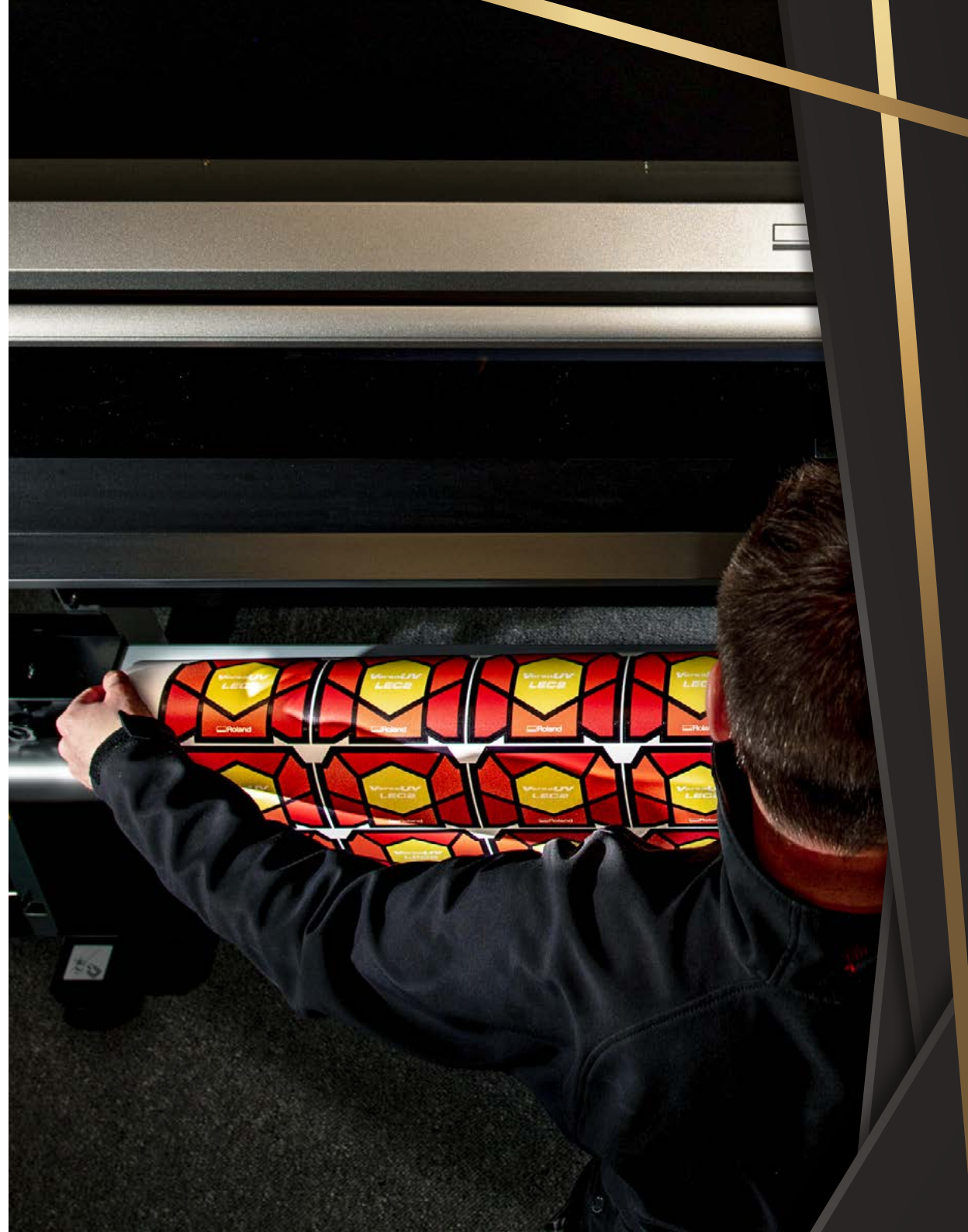


HIGHER MARGINS

UV printed products stand apart from others in terms of visible and tangible quality. Though they may cost slightly more to produce, they command **a much higher selling price**, letting you recoup your investment faster.

Coupled with the additional business you can generate with a unique service, this technology can have **a massive impact on your profits**.

LEARN MORE



HOW TO GET STARTED WITH UV PRINTING

Do you want to expand your product offering?

Do you want to stand apart from the competition?

Do you want to create room for further investment?

If the answer is 'yes', then now is the time to consider UV print and cut.

Talk to your supplier for advice or get in touch with a Roland DG expert and we'll help find the best solution for you.



TALK TO AN EXPERT

VersaUV
LEC2-330/640

Ideal for applications including:

- Premium labels with gloss effects
- Speciality signage with Braille
- High-impact POS and POP displays
- Window graphics with white ink
- Interior décor and wall art



www.rolanddg.com.au