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Boldens boosts productivity with VersaArt RS-640 buy

By Richard Stuart-Turner, Thursday 11 June 2015

Signage manufacturer Boldens Signage Solutions has invested in a Roland DG VersaArt RS-640 to enable it to offer a faster turnaround to its customers and complete more work in-house.

The 1.62m-wide device, which was installed at the Waltham Abbey-based company's 150sqm premises last month, cost around £8,000.

The business looked at a number of alternative machines but settled on the RS-640 to replace a Roland FJ-52, which has been sold on.

Boldens bought the secondhand device from Swavesey-based used equipment specialist Josero, which advised the firm of the machine's features and delivered training on using the software and provided details on set-up and maintenance.

Boldens customer response manager Matt Peacock said: "Our customers are always looking for better prices and quicker turnaround, and the RS-640 helps us achieve this.

"The quality is also a lot better; I'm getting much sharper images and colour matching is also much easier using the VersaWorks RIP software.

"The RS-640 also allows us to print to a better standard on more media than before, so projects that we would historically outsource can now be delivered in-house, saving us a considerable amount of time and money which we can pass onto our customers."

Boldens also operates a Summa Plotter and a Sallmetall laminator.

The business, which has two staff, produces shop-front signage, directional signage, vehicle livery, office signage and panel and post signage for customers including local authorities and construction firms.

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