

THE ROLAND GUIDE TO
PRINT AND CUT



 Roland

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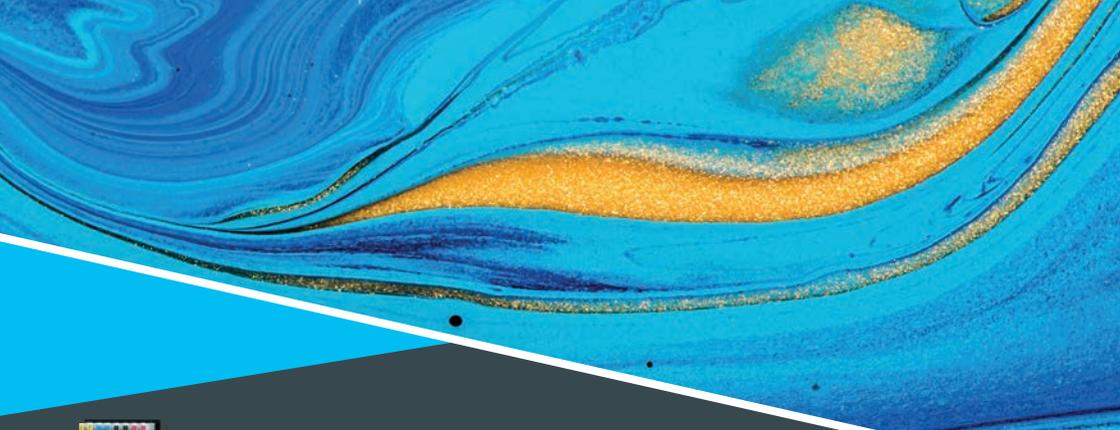
WHAT IS PRINT & CUT?

Print and cut technology combines two elements of the print workflow into one compact and efficient piece of equipment. But these integrated systems can provide much more to print service providers (PSPs) than extra space.

A printer/cutter lets you produce a wide range of applications, and the team at Roland DG are constantly uncovering new ways to maximise these machines' capabilities. Today, we continue to encourage print professionals to try new things and develop new products.

If you can imagine it, you can create it using a printer/cutter. With unlimited applications come unlimited commercial opportunities and with a little experimentation, you can diversify into different markets and keep your business competitive.

Since 1995, Roland DG has been a world leader in printer/cutter technology. With over 20 years of experience, we want to share the advances and capabilities print and cut technology can offer businesses of all sizes.



ONE IDEA

DOZENS OF APPLICATIONS

One of the first things you need to consider when running a print service is this: do you offer everything to everyone, or focus on a key range of products for a specific customer base? If you invest in a versatile solution like print and cut, you gain more flexibility and you can unlock a host of interesting and profitable applications.

We will look at these in more detail later, but here are just a few examples of lucrative print and cut opportunities:



T-shirts & Garments

Custom clothing made with heat transfer vinyl



Stickers & Labels

Kiss cut and perforated cut stickers



Traditional Signage

Quality indoor and outdoor signage



Point-of-Sale

Eye-catching retail displays



Vehicle Wrap

Unique custom cars



Short Run & Prototyping

Packaging one-offs and mockups



BENEFITS OF PRINT AND CUT

If you want to stand out in a diverse industry like print, picking the option that makes your work shine is worth the extra research. The tools your business uses should give you more opportunities for profit. As the manufacturers of market-leading print-and-cut solutions, we at Roland have seen our customers benefit from the functionality of our combined devices.

A single device that can both print and cut gives PSPs a strong competitive advantage. Being able to produce high quality prints on quick turnarounds adds value and flexibility to your business. It's also possible to create print-only or cut-only products, giving you the functionality of separate devices in one machine.

Everyone can benefit from the simplicity of a combined machine, from small companies with a handful of employees to international organisations with several premises.



Cost Effective

Your investment is usually lower with a single device and warranty costs may also be lower.



Quality

Today's consumers want flawless products and they will pay a premium price for a superior result.



Faster/more efficient

There's no need to reposition graphics, or allow a cooling period before cutting, and you can leave print runs unattended using a take-up system.



Space Savings

In small premises, a combined machine lets you maximise production and gives your business space to breathe and create.



Automation

The right Raster Image Processor (RIP) lets a single person easily monitor and tend to several devices at the same time.



Less error

Integrated printer/cutters reduce the risk of error from moving media between devices.



Versatile

The ability to print and cut on the same device lets you create posters, signs, stickers with variable data, custom t-shirts and much more.

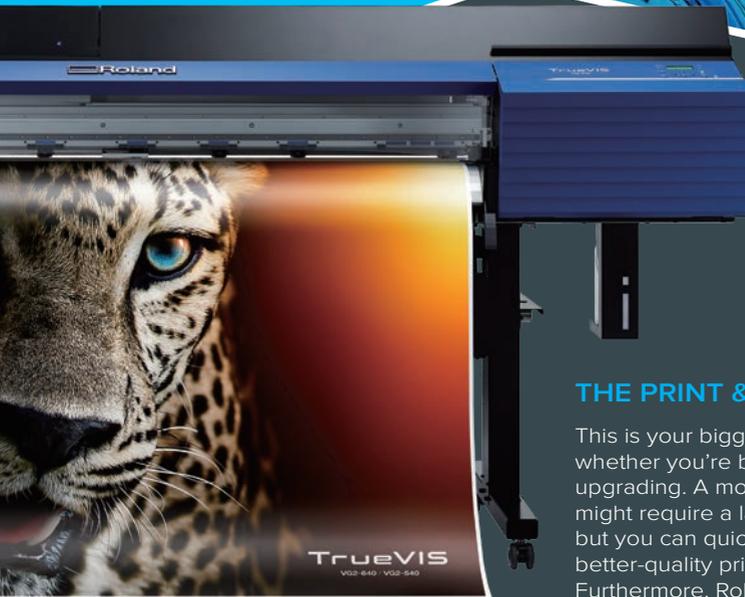


Print Durability

Eco-solvent ink used in Roland DG's printer/cutters is designed to withstand the rigors of harsh outdoor environments.

WHAT YOU NEED NOT JUST A PRINTER

By using the best materials and equipment, and delivering excellent products, you can give your customers what they want quickly, at the right price and without compromising on quality. A printer/cutter is nothing without high-quality ink, and a flexible and feature-rich RIP (Raster Image Processor) software. The closer these three elements work in harmony, the more consistent your output will be, giving your business a competitive advantage.



THE PRINT & CUT MACHINE

This is your biggest up-front investment, whether you're buying for the first time or upgrading. A more advanced printer/cutter might require a larger initial investment, but you can quickly reap the rewards of better-quality prints at higher speeds. Furthermore, Roland print and cut devices retain a good resale value.



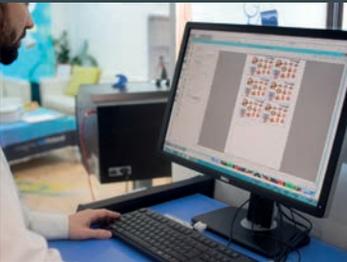
INK

Using original ink is the best way to get the most from your investment. Third party inks aren't as efficient and the consistency can vary from batch to batch. Also, most manufacturers' warranties are rendered void unless you use the recommended ink.



MEDIA

Quality print depends on quality media. Check which media your printer can print on and test the results. Don't forget - quality prints lead to more work and let you charge a higher price.



SOFTWARE

You need a good RIP for the most optimal print. Look for a RIP that has ink calculators, PANTONE spot colours, simple cut processes, advanced cropping, tiling and nesting features, and make sure that it can process PostScript and PDF files natively for maximum versatility.

SERVICE

Training

Once you have invested in your print and cut technology – you need the knowledge to get the most out of your machine. Investing in upskilling your workforce is a great way to improve efficiency and reduce costly errors.

Warranty

At some point during the life of your printer, whether through accident or age you may require an engineer visit. Warranty cover gives you the assurance that in the event of an issue, your printer will be looked after and you will be up and running again in no time.

ALL ABOUT INK

If your printer is the beating heart of your business, the ink is its life blood. When choosing a printer/cutter, you'll have to decide which ink technology will work best for your needs. There are several options on the market from water-based pigment ink, to latex and UV ink. Although they all have their advantages, eco-solvent ink offers the most comprehensive list of benefits compared to other technology:

- High gloss effect and wide colour
- Great outdoor and indoor durability
- Scratch resistant
- Three-year outdoor light stable
- No ventilation required

TYPES OF INK

Roland DG's eco-solvent ink is available in several different varieties, depending on the device, including TR2 ink (TR2), ECO-SOL MAX ink (ESL) and EJ ink (EJ). For UV printing applications, Roland also produces Eco UV ink (EUV). Within these ranges, the following types of ink are available.



“We don’t see solvent or eco solvent going away because there are too many people that love it and want to continue to use it, particularly because they enjoy flexibility, ease of use and stunning quality of graphics.”
- Rob Goleniowski, Head of Sales UK & Ireland

BUILDING BLOCKS

CMYK

Cyan, magenta, yellow and black inks form the basis for most colour print applications. This combination allows you to hit a broad gamut of shades.

TR2 ESL EJ EUV

THE HOLY GRAIL

White

When printing graphics for windows or other transparent applications, high density white ink provides greater opacity, meaning the colours stand out more on clear or dark substrates.

ESL EUV

GAMUT EXTENDERS

Light inks

The addition of Light Cyan (Lc), Light Magenta (Lm) and Light Black (Lk) enhances gradations, ensures flawless flesh tones and neutral greys, and improves image quality across lighter colours.

TR2 ESL EJ

Orange Ink

Orange ink increases the colour gamut through the red to deep blue spectrum giving printed images an extra sense of realism. It also simplifies colour matching for difficult-to-hit brand colours.

TR2

SPECIAL EFFECTS

Metallic

This ink can be printed as a spot colour or combined with CMYK to make metallic shades including bronzes, silvers, golds and pearlescent effects. This lets you create premium effects that sell for a higher price.

ESL

Clear

Clear ink is exclusive to UV printing and makes it possible to print embossed textures in matt and gloss finishes.

EUV

INK CONFIGURATIONS

Aside from choosing the ideal ink technology, you can also choose from a variety of ink configurations. Which configuration you choose will decide which kinds of applications you can produce, so your ink configuration is something you need to think about carefully. Here are a few examples:



Dual CMYK:

This lets you double up the amount of ink in the printer, letting you print for longer without having to replace a cartridge.



CMYKLcLmLk + Orange:

This configuration lets you add light coloured ink to the printer. This is useful if you regularly print high-quality photography. The addition of orange ink greatly extends the range of warm colours and improves accuracy with colour matching.

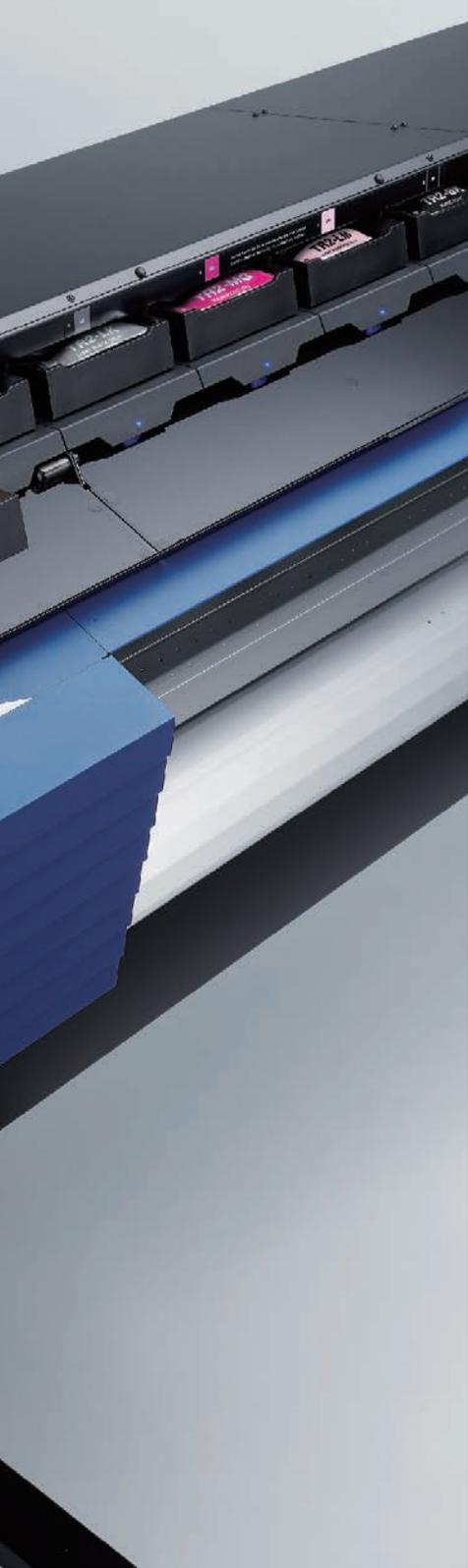


CMYKLcLmLk + White:

With the addition of white ink, it's possible to create opaque masks for transparent media, making it ideal for high-impact window graphics.

To make sure you get the right ink configuration for your business needs, talk to your dealer or ask the manufacturer directly.





GENUINE VS. THIRD PARTY INKS

“Once customers have experienced third party inks and the subsequent poor-quality results, damaging consequences on machinery and lack of support, the vast majority make the switch back to original Roland DG inks” - Mark Elvidge, Senior Product Manager

The standard of your finished products depends greatly on the quality, colour and durability of your ink. Inks produced by machine manufacturers are developed to complement their printers - ensuring high quality outputs, optimum machine performance and a longer machine lifetime.

Third party inks often boast savings of up to 30% and cheaper running costs, but these savings often don't add up and incompatible inks can trigger unexpected machine faults.

These inks may not present compatibility issues immediately, but over time, they slowly depreciate the performance of the machine. This results in more downtime for head cleaning and maintenance, and in some cases, parts might have to be replaced, all of which increase overheads and reduce profit margins for businesses.

The ingredients found within some third-party inks have also been proven to cause damage to eco-friendly and high-end substrates, eliminating any increased margin on print runs.

ESSENTIAL SOFTWARE

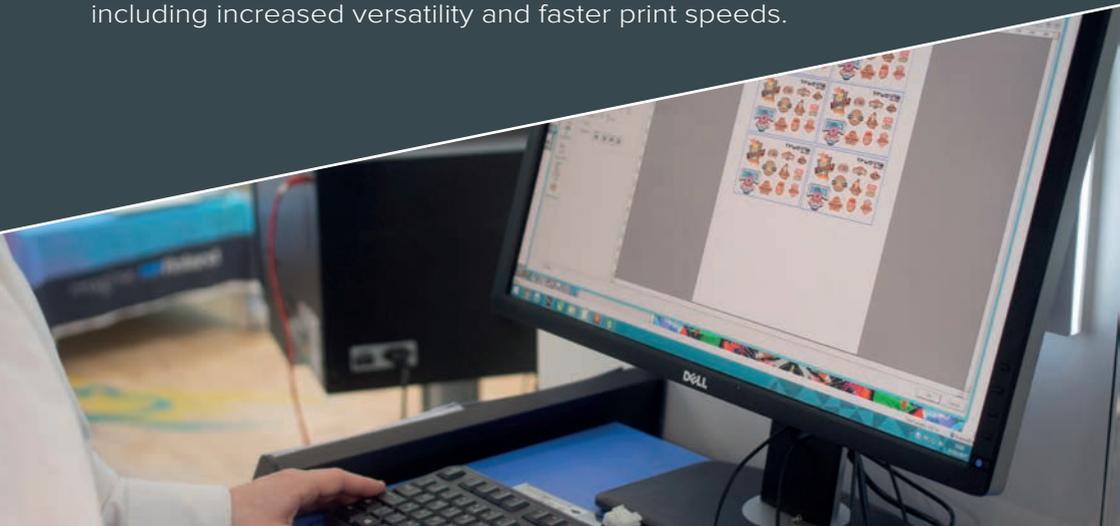
THE IMPORTANCE OF RIP

The RIP (Raster Image Processor) is the vital link in the chain that interprets your artwork so that the printer can accurately reproduce it.

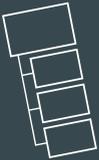
Successful businesses work smarter – but not necessarily harder. By optimising workflows, start-ups and smaller PSPs can ensure that their time and resources are used productively.

Print technology is constantly evolving and the software you use must keep pace. This is why it's important to consider your RIP software when you're investing in a new print solution.

Your RIP should help you get the best out of your machine, including increased versatility and faster print speeds.



It's important to find a user-friendly RIP which will suit your workflow and improve productivity. Most of today's RIPs are packed with features such as:



**AUTOMATIC
NESTING**

RDG-001

RDG-002

RDG-003

RDG-004

**VARIABLE DATA
PRINTING**



PANTONE COLOUR



**ICC LIBRARY
AVAILABILITY**



**TILING
MODULES**



**AUTO WHITE AND
GLOSS SPOT COLOUR
GENERATORS**



**ABILITY TO DRIVE
MULTIPLE DEVICES**

These features make it quick and easy to bring your file into the RIP, set it up and hit print – safe in the knowledge that what comes out of the printer will be what you and your customer were expecting.

Roland DG's VersaWorks 6 RIP
Find out more on page 38

MATERIALS/MEDIA

Your final output will also depend on the type of media you use. There are lots of different types available for any application you can think of - the key to a great result is to choose high-quality media appropriate for the job.

ADHESIVE TECHNOLOGIES



PERMANENT

Good for 5-7 years (up to ten years with cast vinyl). It's available in a grey adhesive (for blocking out old graphics, for example) and clear adhesive (for general signage).



REMOVABLE

Good for temporary applications as it's easy to remove and shouldn't leave any residue or remove any paint.



AIR ESCAPE (BUBBLE FREE)

The adhesive is arranged in a pattern, featuring channels through which air can escape. This makes application faster and easier.

FACE FILM TECHNOLOGIES



MONOMERIC

Rolled out, but it does shrink over time because it's stretched in production. It's used in temporary, low-cost applications where shrinkage or life expectancy isn't important.



POLYMERIC

Also rolled and stretched, but as it contains higher quality ingredients, it shrinks at a slower rate than monomeric and sometimes not at all. It's a popular everyday vinyl, with predictable behaviour and minimal shrinkage.



CAST VINYL

Is created from a liquid which is poured into a cast mould and heated. It can be stretched but will resist shrinking over time making it ideal for vehicle wrapping.



PET & PP (POLYPROPYLENE)

PET film doesn't shrink - so when it's applied to a window, it doesn't shrink with temperature changes so you get perfect edge alignment - it will stay exactly where it was on the day it was installed.

PP is the non-PVC equivalent to PET, letting you create non-PVC floor vinyls, wall coverings and also signage.

APPLICATIONS

Planning is the key to successfully diversifying into any new market. This should start with a thorough investigation of the market and the technologies that more ably serve it.

A collage of electronic control panels and a racing helmet. The top half features three different control panels: a black one with green sections, a light blue one with a large knob, and a grey one with many buttons. The bottom half shows a racing helmet with a checkered pattern and the text 'Honda Modified'. The helmet has a clear visor and a chin bar with 'Kyt' and 'The Real Racing Performance' branding.

CONTROL PANELS

MOTORSPORT



SIGNAGE



PACKAGING



ART & DECOR

HEAT TRANSFER

Custom t-shirts, branded workwear and other personalised apparel are always in demand, which means huge profit opportunities for PSPs. Copy shops, printers and sign makers need versatility to enter or grow their presence in this sector and print and cut offers an affordable solution for those looking to diversify or enhance their product range.

Combined with a heat press, a printer/cutter offers a robust, high quality, and versatile on-demand solution for full-colour, short-run t-shirts, sweatshirts, bags, hats and sportswear.



T-SHIRTS



BAGS



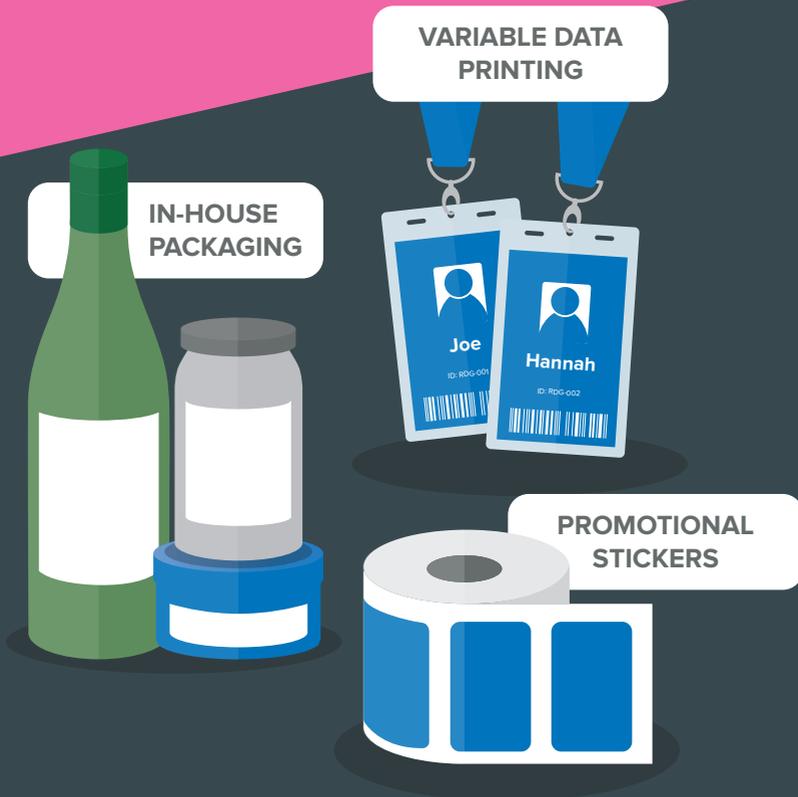
HOODIES



LABELS & STICKERS

Design agencies and retail sectors need cost effective, quick proofing of labelling and packaging designs before they go into production. Due to the low setup costs, the most profitable sectors are those in need of short-run jobs like variable data printing, asset labelling and personalised packaging.

By investing in print-and-cut technology, commercial printers can serve the packaging and labelling market and start offering products to existing clients who might be outsourcing the work. With these devices, you can print and cut high quality labels and stickers of any size, shape, colour and quantity without needing to get a die made.





StickerShop

.co.uk

“We have a commitment to get a proof ready within 2 hours of receiving an order and to dispatch the finished stickers within 48 hours. To do that, we need reliable machines which can produce stickers and labels as quickly as possible without compromising on the quality our customers have come to expect”

Bristol-based online store, StickerShop are living proof that simplicity and reliability are important factors for business growth. Founded in 2017 by directors Shane Pritchard and Calum Baker, StickerShop owes its success to over 36 years of combined commercial print experience.

The StickerShop team are also experienced web developers and they used these skills to create a clean, user-friendly eCommerce platform for the business.

The website has been so successful that they currently receive over 50 orders per day, and they need equipment that lets them fulfil those orders quickly and reliably. With a constant stream of orders coming through, having a machine that excels at both print and cut applications is a huge benefit to the business.

SIGNAGE

Signs are so ubiquitous that we tend to take them for granted. Whether they're showing street names, giving directions around a building or attracting customers, the market for sign makers is filled with opportunity.

For example, the fast-paced nature of the retail sector - having to respond quickly to market trends and competitor promotions - means that stores often require new in-store graphics at short notice.

With a printer/cutter, you can quickly make quality signs on a range of coated and uncoated media, adding images and text graphics.



A-FRAMES



LARGE INSTALLATIONS



EXTERNAL SIGNAGE



BANNERS



POSTERS



BACKLIT DISPLAYS



INTERIORS AND DECOR

The interior décor and design market is witnessing huge growth in personalisation and creative, bespoke products. In both commercial and residential properties, you will find something exciting, fresh or creative.



WRAPPED GRAPHICS

WALL GRAPHICS



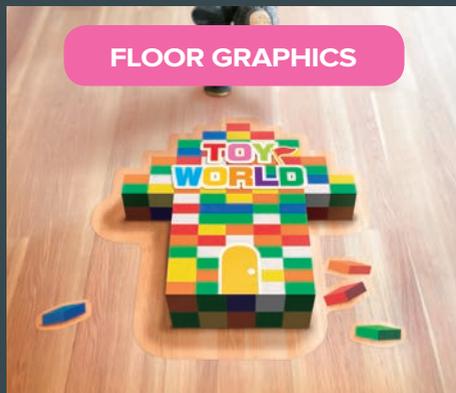
STENCILS FOR WALL ART



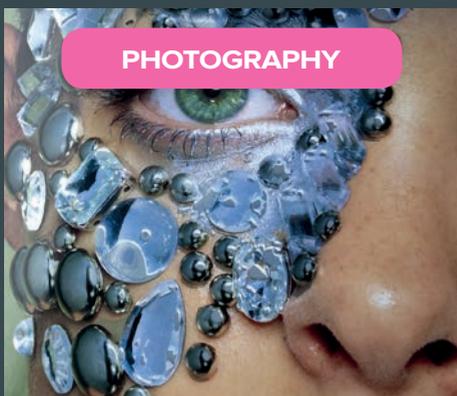
WINDOW GRAPHICS



FLOOR GRAPHICS

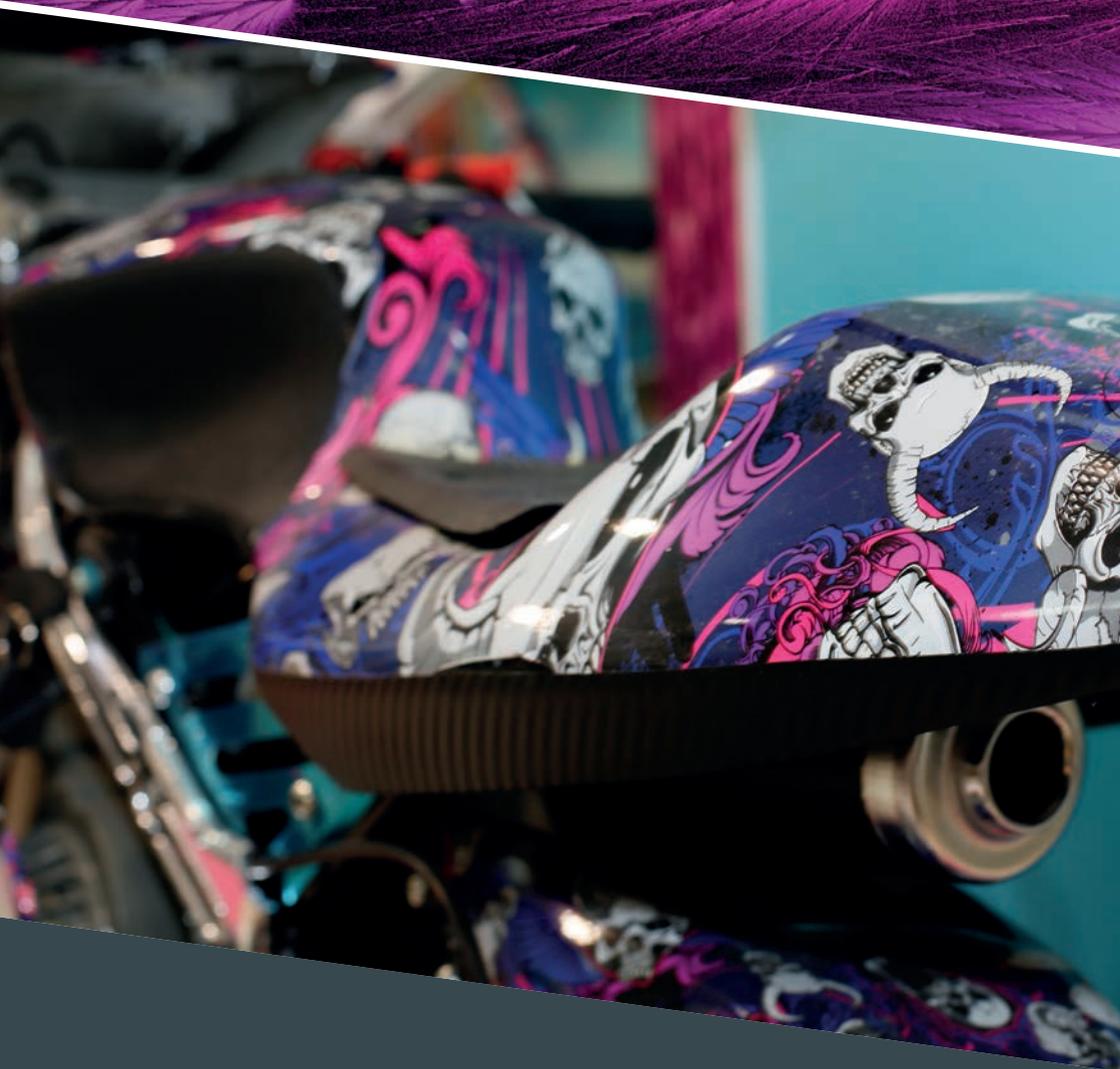


PHOTOGRAPHY



FINE ART





VEHICLE GRAPHICS

There's more to car customisation than just bumper stickers. The world of vehicle decoration gives you a chance to create a whole range of products with a printer/cutter. And it doesn't stop with cars - with the same equipment, you can make high-impact signage for vans, sticker sets for bikes or you could even customise a yacht. Here's a small selection of vehicle graphics examples:

STICKERS & DECALS

There's a world of profit-making opportunity in car decals and stickers. Printer/cutters make it easy to produce die-cut sticker logos, window decals and bumper stickers.

CAR PINSTRIPING

Pinstriping lets you add a subtle flourish to a custom car or bike. Use a print-and-cut device to create anything from straight lines to intricate curves, solid colours to flames and gradients.

PROFESSIONAL MOTORSPORTS GRAPHICS

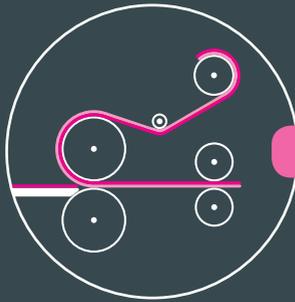
The motorsports industry is a gold mine for print service providers. Encompassing full vehicle wraps, sponsor stickers, bike and helmet customisation, there's a ton of opportunity in motorsport.



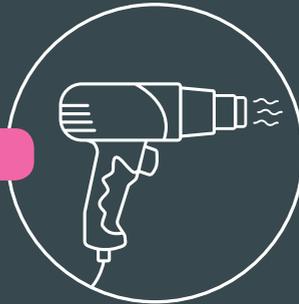
VEHICLE WRAPS

From motorcycles to cars, trains to planes and buses to boats – if it moves, you can wrap it and deliver a highly visible way of promoting a business.

Vehicle wrapping is a great diversification route and can be a profitable revenue stream. Although it's a specialised skill, the boost to your business is worth the extra effort, all you need is enough space to prepare and wrap a vehicle and the right kit:



LAMINATOR



HEAT GUN



APPLICATION TOOLS



“The SOLJET is absolutely brilliant. It’s a lot faster, the colours are richer, and the blacks are outstanding. We do a lot of carbon fibre at Funkeefish and the blacks need to be perfect.”



Mark Chamberlain of Essex-based graphics company, Funkeefish, has over 30 years’ experience in vehicle graphic design and he started out without the convenience of today’s printer/cutters. Along with his long-term friend Jon Dawson, Mark learned his craft by designing and cutting graphics by hand, but that’s just one of his many talents.



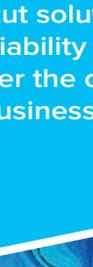
Mark invested in a SOLJET Pro 4 XR-640 printer/cutter and when he saw the quality of the print, he knew he’d made the right choice. With these added capabilities, Funkeefish was able to grow and produce some exciting, award-winning vehicle wraps and inspiring interiors like Avery Dennison’s training facility in Milton Keynes. This masterclass in imagination demonstrates Funkeefish’s skills in interior design as well as in vehicle wraps.

PRINT AND CUT
BY ROLAND DG



Roland DG's print-and-cut solutions are renowned throughout the industry for their reliability and exceptional quality. In the following pages, discover the complete range and decide which is best for your business.



VersaWorks

Efficient and feature-rich RIP package

TrueVIS

Roland DG's latest Print & Cut Technology

SOLJET

High-speed production without compromise

VersaSTUDIO

Desktop printer/cutter with exceptional print quality

VersaUV

UV print and cut with textured effects

WHY PEOPLE CHOOSE ROLAND DG



ROLAND DG CARE

All Roland DG print-and-cut devices come with a RolandCare original warranty, giving access to one of the most comprehensive service and maintenance packages in the industry, boasting a 98% first time fix rate, using 100% genuine Roland DG parts and guaranteed response times.

This support includes expert technical assistance, videos and free Roland software updates for the lifetime of the machine. RolandCare engineers are fully trained and come equipped with the very latest knowledge and tools to quickly resolve any issues.

“The truth is that no other manufacturer can rival the complete package we offer, and even outside our industry, there are very few companies who can make their customers feel part of a global family in the way that we do.”
Jerry Davies, Managing Director, Roland DG UK



Roland DG Academy

ROLAND DG ACADEMY

The Roland Academy is a unique training and support structure for individuals and businesses, offering workshops, courses, documentation and online help since 2006.

The Roland DG Academy offers a unique dedicated learning environment for course delegates. Equipped to the highest standards and professionally run, the Roland DG Academy is the ideal learning environment for progressive businesses. All Roland DG Academy tutors are experts in their fields, and the courses are designed by them to deliver measurable benefits and practical experience for all levels of delegates.



Developed exclusively for Roland devices, VersaWorks 6 RIP software is intuitive and easy-to-use, making it perfect for PSPs at all levels of experience. Included with the purchase of any Roland print and cut device, VersaWorks 6 is regularly updated to increase efficiency, quality and ease of use, and guarantee optimum performance and output.



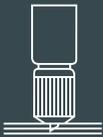
OPTIMUM EFFICIENCY

Native File Processing

The core engine allows fast previewing and native processing of PostScript, PDF and EPS files, including complex files with drop-shadows and transparencies.

Full Network Support

Full Network Support allows an unlimited number of users and support up to four compatible Roland devices.



ADVANCED CUTTING

Quadralign Registration System

In conjunction with the ability to add multiple crop marks, Roland's Quadralign four-point optical registration system lets users remove prints, laminate and reload them for precision cutting. Quadralign automatically realigns the cutting path and compensates for skew and distortion.

Cut and Print

For challenging media, VersaWorks 6 includes a cut-first option.

Perforated Cut feature

The Perfcut swatch makes it possible to perform a perforated cut around the image boundaries, minimizing finishing time and giving a premium effect to your stickers and decals.



COLOUR MANAGEMENT

True Rich Color

This advanced colour management preset has been perfected to let users obtain a wide gamut with smooth skin tone and gray balance. This ensures excellent colour quality and stunning graphics in every print.

Roland Color System Library

Including more than 1,000 standard colours and 512 metallic colours, the Roland Color System Library accurately reproduces spot colours from colour charts and swatch books.

Built-in Pantone spot colour library.

This library helps streamline the conversion process from Pantone to CMYK colours and ensures accurate Pantone colour matching.

Spot colour replacement

The spot colour replacement tool lets you specify Roland colours in the RIP without having to make changes in the source file.

Multiprocess Color Function

For even richer prints and super-accurate reproduction of brand colours, the Multiprocess Color Function allows Orange ink to be used in all file types as a process colour or spot if specific colour matching is required.

TrueVIS

Roland's popular print-and-cut range, TrueVIS, is the number-one choice for businesses of all sizes. With great print quality, reliability, speed and incredible versatility, the TrueVIS series could be the best investment you make for your business.



DURABLE

The **Avery Dennison™ ICS™ Performance Guarantee** ensures durability in outdoor graphics for 4 years and up to 7 years for indoor durability.

FAST

These devices print up to 60% faster than comparable models, and the latest generation offers same-day installation capabilities, letting you achieve fast turnaround times.

RELIABLE QUALITY

Brilliant yet natural colour, accurate print and cut, and efficient hardware ensure quality output, and the **3M™ MCS™ Warranty** gives assurance of the quality and reliability.

CLEAN

The ink bay features reusable cartridges that support clean use with less waste. **GREENGUARD Gold:** Assures safe indoor graphic applications.



COST EFFECTIVE

With an impressive price/performance ratio and competitively priced ink, TrueVIS lets you pay back your investment quickly.

VERSATILE

The downforce and accuracy of the cut carriage and blade holder let you work with more media and discover more profit opportunities.

SIMPLE

Quick and easy to setup and intuitive to operate, TrueVIS delivers an impressive return on investment from day one.

EFFICIENT

The fine-tuned design, job sequences, software functions, operation panel and maintenance procedures improve productivity.



FLEXFIRE PRINT HEADS

Precision droplet technology delivers a wide print coverage and high speed production with no compromise on quality.



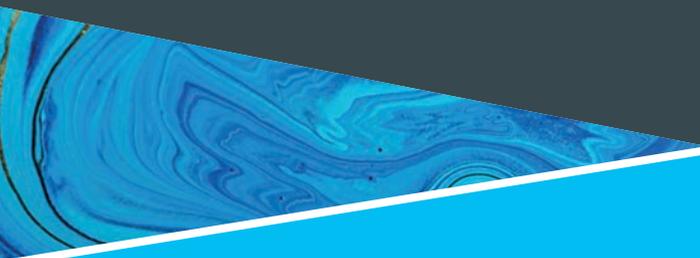
ADVANCED PINCH ROLLERS

Automatic pinch roller control raises the middle pinch rollers before cutting, avoiding any areas that have recently been printed.



CARRIAGE AND BLADE

The carriage and blade offer ample downforce and superb accuracy, providing great media compatibility and fast cutting speeds.



 **Roland**

ROLAND DG MOBILE PANEL

This app sends status updates and lets you remotely manage production, and perform test printing, cleaning and troubleshooting.



**Roland
OnSupport**

ROLAND ONSUPPORT

Roland OnSupport lets you remotely track printer status, and receive email notifications of job status and ink levels.

CONTOUR CUTTING

Advanced contour cutting features include data sorting, overcut capabilities, perforated cut and high accuracy over multiple cuts.



CROP MARK OPTIONS

The advanced crop mark options deliver perfect performance when cutting laminated prints or for long production runs.



THE MEDIA TAKE-UP SYSTEM

An optional TU4 take-up system handles everything from thin films to heavy canvas materials, offering accurate unattended printing and great distance tracking.



TRUEVIS SG2 SERIES

Whether you're just starting out, or wanting to expand production, the SG2 series offers quality, reliable performance and versatility for a low initial investment.

Three printer/cutters give you what you need to expand the range of products you can offer and quickly build your business.



Available in three sizes:

- SG2-300: 30" (760 mm)
- SG2-540: 54" (1370 mm)
- SG2-640: 64" (1630 mm)



“The TrueVIS SG-540 is my only machine and it’s all I need – its versatility is amazing, My Roland hasn’t just supported my business, it’s been the making of it!”

Alex Liggett started out in a spare bedroom making stickers for a race car project. Now, he balances his time between a nine-year-old daughter, a two-year-old Labrador and his own successful print business – The Vinyl Guys.

After seeing the possibilities of print and cut at a trade show, Alex wanted to invest in his own kit and he was determined to research the market to find the right solution.

His new printer/cutter let him offer even more to his customers and The Vinyl Guys really started to take off. Besides exploring the commercial opportunities, Alex also loved the creative freedom it offered him, letting him offer exciting custom work, learn new processes and still meet tight deadlines.

With a new, exciting job always on the horizon, and every successful application posted across The Vinyl Guy’s social media channels for all to see, it’s easy to see how much the addition of an in-house printer has benefited Alex’s business.

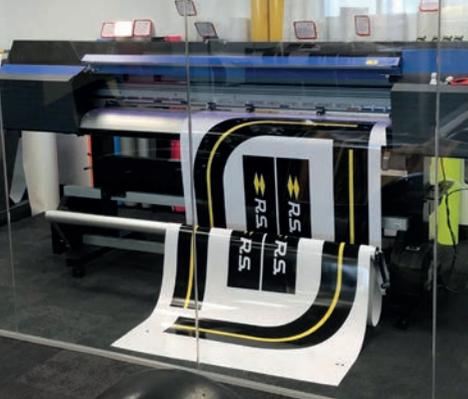
TRUEVIS VG2 SERIES

The TrueVIS VG2 series has been lauded throughout the entire industry as a game-changer for PSPs.

Backed by decades of engineering excellence, the VG2 delivers quality, efficiency and diversity, letting PSPs focus on developing creative and profitable print solutions.



Available in two sizes:
VG2-540: 54" (1370 mm)
VG2-640: 64" (1630 mm)



RENAULT
F1 TEAM

Roland

OFFICIAL SUPPLIER

“The new orange swatch has about a hundred colours in there – yellows and oranges. It really makes our life easy when it comes to matching colours exactly for our corporate sponsors and for our own branding on cars, garages, hospitality areas and other structures we deploy at races.”

Renault F1® Team has an established heritage in Formula One, a sport that reaches global audiences of more than 400 million viewers. The pressure is on to set the pace both as a business and on the track.

For many years, Renault F1® Team has relied on Roland DG’s printer/cutter technology to produce durable stickers for their racing cars.

With sponsorship deals amounting to millions, accuracy is crucial and colours must be replicable across every race event, across the whole season.

Renault F1® Team also need their printing processes to be fast enough to meet the incredibly time-sensitive demands - something the VG2’s improved drying times helps achieve.

TR2 INK

“The new TR2 inks, including orange, support the widest array of applications and ensure the most long-lasting results: TR2 inks retain their colour even after three years of outdoor use. We have received an ICS guarantee from Avery Dennison, and 3M has issued MCS certifications for our colour configurations.”

- Karel Sannen, Marketing Manager,
Roland DG Benelux NV





Roland's TR2 ink is the result of years of intense development, marking the pinnacle of eco solvent ink evolution. Featuring excellent stretch performance and media compatibility, Roland's TR2 ink ensures lower costs, without sacrificing quality.



FAST OUTGASSING

TR2 ink boasts a 6-hour outgassing time letting you print, laminate and install graphics on the same day. The faster application times this solution allows makes this device ideal for efficiently creating skilled, specialist applications, like vehicle wrapping.



ORANGE INK

With the addition of TR2 Orange ink, the VG2 series delivers vivid and accurate colour reproduction, perfect for satisfying brand-conscious clients.

CERTIFICATION

These certifications give you a competitive advantage, letting you offer your customers extra peace of mind.

UL GREENGUARD™ Gold Certification

The world's most rigorous and comprehensive standard for low emissions of volatile organic compounds (VOCs) into indoor air.

Avery Dennison ICS Warranty

Warrants that products will be free from defects, when used and stored according to Avery Dennison's instructions and with qualified OEM inks and other graphic processing materials and equipment.

Overview of 3M™ MCS™ Warranty

Industry-leading durability warranty for vehicle graphics, outdoor signage, wall graphics, and window graphics.

Avery Dennison 6-Hour Outgassing Statement.

This statement confirms that prints can be laminated 6 hours after printing*.

*Applies to TrueVIS VG2 and SG2 devices + TR2 ink

SOLJET^{PRO4} XR-640

The 64" SOLJET Pro 4 XR-640 is a fast, powerful printer/cutter which delivers quality, precision and performance. Able to print up to 49.1m² per hour, the XR-640 lets you maximise profitability in a production environment.

The addition of specialty inks including white, metallic and light black make this a truly versatile solution for producing high-quality print-and-cut applications. Besides its speed and versatility, the machine also has a low cost of ownership thanks to its ink management features and the advanced features of VersaWorks 6.



HIGH SPEED WITHOUT BANDING

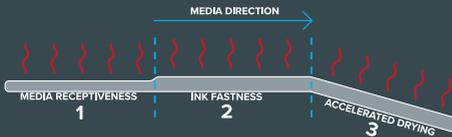
Featuring two 8-channel piezo inkjet heads with 180 nozzles per channel for print speeds of up to 49 m²/hr. The print heads are arranged in an inline formation and configured in a mirrored pattern, virtually eliminating chromatic banding in bi-directional printing.

PHOTOREALISTIC PRINTING

With Roland Intelligent Pass Control technology and variable dot control producing droplets of up to seven different sizes, the XR-640 achieves smooth gradations, exceptional solid colours and superior photographic reproduction, up to 720 x 1440 dpi.



- Wide colour gamut
- Crisp output with smooth gradations
- Over 500 metallic or pearlescent hues
- GREENGUARD Gold Certified



INTEGRATED TRI-HEATER SYSTEM

This system features three components: a pre-heater that improves media receptiveness, a print heater to accelerate ink fastness and brightness, and a dryer to accelerate the drying process and improve productivity and scratch resistance.

TAKE-UP SYSTEM

The XR-640 prints quickly with its high-speed mode for immediate collection by the take-up system, ready for finishing and installation.

DU2-640 EXTENDED HEAT AND DRYER SYSTEM

An optional DU2-640 heater/blower unit lets you print saturated images at full speed while using the take-up system. For increased media feeding accuracy during print/cut operations, the DU2-640 also lets you take advantage of all pinch rollers.



VersaSTUDIO BN-20

The Roland BN-20 is designed to meet the growing need for short-run, high-margin customised print and cut work. Since its launch, Roland's smallest printer/cutter has earned a reputation for unmatched reliability, performance and quality in its class. This compact printer/cutter can output full colour and contour cut graphics on a broad spectrum of coated and uncoated media.



EXCEPTIONAL CUTTING

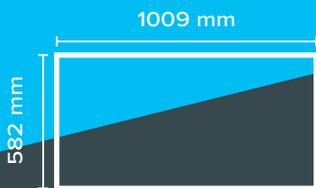
Combined with 300g downward force cutting capability, the integrated contour cutting of the BN-20 is consistent and achieves exceptional accuracy with simple up/down electronic controls.

The ingenious cutting carriage technology also prevents bounce against the media if the force is set too high for the substrate.

VERSATILE AND RELIABLE INK

ECO-SOL MAX inks keep running costs low, are virtually odourless and dry quickly. Available in CMYK, metallic silver and white ink, they offer high density, a wide colour gamut, rugged scratch resistance, a low cost per square foot and broad media support.

An automated Ink Circulation System reduces waste, for lower running costs while ensuring exceptional image quality.



SMALL FOOTPRINT

With a compact footprint, this 20" wide eco-solvent printer/cutter fits into the smallest environments. It is ideally suited to short runs or one-off production, taking the pressure off larger production devices.

LOW COST OF OWNERSHIP

The BN-20 offers low maintenance and high reliability. Users can easily manage output and costs by monitoring replacement of consumable parts like wipers and contour cutting blades.



SIMPLE MEDIA HANDLING

The BN-20 is capable of supporting a wide range of coated and uncoated roll media from 152 mm up to 508 mm in width and weighing up to 5.8 kg. A simplified media feed system makes it easy to align the media for proper placement and tracking, making it ideal for those with little experience in print and cut.

GREAT PRINT QUALITY

The BN-20's gold-plated piezo inkjet print head reduces static, letting the machine deliver exceptional quality prints up to 1440 dpi with smooth gradations, rich density and deep image saturation. It also features a patent-pending wiper system to reduce print head wear.

UV PRINTING

UV LED printers can print onto paper, PVC, plastic, acrylic, metal, wood, canvas, board, leather, textile, slate, driftwood, bamboo and more. By using a primer, you can print on an even broader range of materials including glass and finely glazed ceramics.

The flexibility of UV LED printing is due to:

- the instant curing of the ink
- the lack of impact on delicate substrates
- the low temperatures.

The most exciting thing about UV LED printing is its flexibility and the creative potential it offers. The growing demand for personalised products and promotional objects makes this a great time to tap into these huge markets with UV printing.

ECO-UV INKS

ECO-UV inks are optimised for the VersaUV curing system for perfect curing at all print speeds. Instant drying and flexible, ECO-UV ink delivers high density and a wide colour gamut, and requires no degassing. Available in CMYK, high-opacity white and clear, and compatible with both coated and uncoated media, these inks deliver outstanding performance for a huge variety of applications.

For indoor graphics, ECO-UV inks offer superior scratch and chemical resistance. Outdoors, ECO-UV inks last up to six months without coating (both

formulations), and up to two years when Clear Coat is applied as a finish (ECO-UV only).

ECO-UVS STRETCH INKS

Available in CMYK and White, the highly flexible ECO-UVS ink stretches up to 220 percent with no signs of peeling or cracking, making it ideal for printing on shrink sleeves and shrink wraps, wrapping PET bottles, and for vacuum forming applications.



PACKAGING



LARGE FORMAT GRAPHICS



LABELING



SPECIALTY GRAPHICS



MEMBRANE PANELS



PROOF PRODUCTION



Roland Texture System Library

PRINTING TEXTURES AND EFFECTS

Use Eco-UV clear ink to create a wide range of special effects, from matt or gloss finishes to stunning spot treatments. By laying down multiple layers of clear,

and automatically repositioning the UV lamps, you can simulate embossing and create textured effects from water droplets to faux leather to tactile signage.

VersaUV LEC2-300

The VersaUV LEC2-300 delivers flawless graphics and text quality at resolutions up to 1440 dpi. Print short-run stickers, labels and packaging prototypes with vibrant ECO-UV inks including CMYK, white and clear for special effects ranging from custom textures to simulated embossing. These UV printer/cutters automatically score and contour cut virtually any shape for unmatched versatility.



UV PRINTING AND CUTTING

The LEC2-300 streamlines the production process by automatically contour cutting printed graphics, saving valuable time and effort.

The LEC2-300 can contour cut through the top layer of lined media or create a perforated cut on non-lined media such as card stock. By switching the cutting tool, you can also crease the media for easy, accurate folding.



PRODUCTION PRINT SPEEDS

The LEC2-300 features UV LED lamps for faster production. With a precision 8-channel print head, the LEC2-300 delivers a maximum print speed of 11.1 sqm/hr. in High Speed mode. Each print mode is fine-tuned for the head configuration to deliver optimised performance and superior print quality.



MATERIALS

Low temperature UV LED lamps let you handle an array of substrates, including foils, BOPP, PE, PET film, clear and metallic stock. You can also print directly onto leathers, fabrics and other materials, as well as semi-rigid sheets such as card stocks up to 1 mm thick.



ADVANCED TAKE-UP SYSTEM

The LEC2-300 includes an automated media take-up system to facilitate precision unattended printing and cutting. This unit includes an advanced tension-controlled take-up system for optimum media feed and tracking.



ETHERNET CONNECTIVITY

Busy print workshops need to maximize the layout of their workstations and printing equipment. High-speed Ethernet network connectivity is built into the LEC2-300, so it can quickly process image data.

BENEFITS OF SEPARATE DEVICES

At Roland, we know every business is unique, which is why we offer solutions to suit all workflows. With a multi-machine workflow, you can easily customise your production levels to your businesses' requirements. A print then cut workflow means you can always keep up with customer orders.

If your work requires lamination, print then cut might be the better solution. If you're already dividing your work between your device and a laminator, adding one more machine to the process isn't a big undertaking, and it also keeps your printer free for the next job.



Of course, you can still use a printer/cutter for lamination jobs, but you'll only get effective results if your device has adequate crop mark detection.



GLOSSARY

DOWNFORCE

This setting adjusts how much force the device applies to the blade determining how it will cut the media.

TAKE-UP SYSTEM

This roller system collects the media as it is printed and/or cut, protecting the print and keeping the media taut.

COLOUR MANAGEMENT PRESET

These presets configure the colour settings to provide the most accurate colour match for a particular application.

TRUE RICH COLOR

This new colour management preset from Roland significantly extends the available gamut allowing a greater range of colours.

INTEGRATED HEATER SYSTEM

These systems help warm the media for better ink adhesion and accelerate drying once the media is printed.

CREASE:

By replacing the blade with a creasing tool, a printer/cutter can also add creases to packaging prototypes, for example.

CONTOUR-CUTTING

This process cuts around the outline of a printed image following the contours of the design.

CONTOUR KISS-CUT

With kiss cutting, the blade is set to cut only the media without cutting through the backing material.

PERFORATED CUT

A perforated cut, or 'perf cut', simulates die-cutting by cutting through both the media and the backing material.

CMYK

This stands for cyan, magenta, yellow and black (key), the fundamental colours of all print operations.

WHITE INK

White ink provides a backing which lets other colours stand out when printing onto transparent or dark substrates.

CLEAR INK

Clear or gloss ink is used in UV printing to add textures and simulated embossing within the print job.

VARNISHING EFFECTS

These clear ink effects range from matte varnish to gloss.

EMBOSSING EFFECTS

By building layers of clear ink, a wide range of embossing effects and bevels can be achieved.

OFFSET

The offset describes the distance between the centre of the blade and the point, and should be adjusted using the test cut feature when a blade is changed.

GRAVURE

This alternative to digital printing transfers the print to the media via a system of rollers and is typically used for long-run, high-speed printing.

FLEXOGRAPHY

Similar to gravure printing, this method presses the ink to the substrate from a printing plate mounted on a cylinder.

LAMINATION

For applications like vehicle wraps, the printed vinyl is typically laminated prior to application to protect the print.

GAMUT

This describes the range of colours achievable by a print solution.

INK ADHESION

This describes how well the ink adheres to the substrate and can be improved by using the appropriate media profile or pretreating the media.

PSP (PRINT SERVICE PROVIDER)

This term conveniently describes the wide range of industries and businesses which create products using printers.

RASTER IMAGE PROCESSOR (RIP)

This piece of software is essential for interpreting graphics so that a digital printer can reproduce them accurately.

OUTGASSING

Once ink has been printed to media, it will release residual vapour for a period of time determined by the quality/quantity of the ink.

NOZZLE MASKING

In the event of a blocked nozzle users can specify which section of the printhead to use, allowing production to continue until the printhead can be repaired or replaced.

VARIABLE DATA PRINTING: When long runs of distinct items are printed, variable data printing provides a convenient method of specifying different data for each item. This is useful for creating serial number stickers or name tags, for example.

ICC PROFILE: IN DIGITAL PRINTING, the ICC (International Colour Consortium) profiles ensure that the best output can be achieved for each specific media type.

ACKNOWLEDGEMENTS



stickershop.co.uk



funkeefish.com



thevinylguys.co.uk



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