Primary Color Uses the ColorPainter™ M-64s to Meet its High Demand for Quality

Primary Color is a global visual solutions company that has been producing world-class marketing solutions since 1984. Widely recognized for its simplified marketing execution and in-house production, Primary Color has helped showcase some of the world's top brands. Using the ColorPainter M-64s, Primary Color is able to produce signage for a variety of industries including major retail and food and beverage brands.

Not only does the ColorPainter M-64s provide the quality prints that high-profile clientele expect from Primary Color, it delivers with speed and reliability. "We first saw the ColorPainter at the SGIA show and what immediately caught our attention was the print quality," says Jay Sato, Chief Technical Officer for Primary Color. For a shop that runs 24 hours a day, seven days a week, it's critical that the equipment is built to run. Competing machines, built with a plethora of consumable parts, lose reliability with every print job and can become costly for a shop with the production demand of Primary Color.

CHOOSING THE COLORPAINTER ADVANTAGE

Reliability and durability are essential when a company is responsible for the quantity of output that Primary Color is responsible for. "We're a 24/7 shop and the M-64s fits right into our environment," says Dan Bergstrom, the color technology and quality expert at Primary Color.

The ColorPainter M-64s is equipped with an industrial piezo print head with 508 nozzles capable of printing up to 716 sfph in high production environments.

DENSITY IN BACKLIT

Color density plays a critical role in producing a quality backlit print. Primary Color instantly noticed the rich, dense color coming from the ColorPainter M-64s. "The backlit product was an industry-wide problem. The equipment and materials that were available to us before just weren't opaque enough...they just weren't black enough," explained Dan Bergstrom.

The ColorPainter M-64s features high viscosity, high-density eco-solvent inks that provide the color density to make backlit prints pop.

QUALITY AT FAST SPEEDS

Primary Color is an industry leader that prides itself on the ability to produce quality prints at speeds necessary to exceed customer expectations. "We feel we have a reputation to guard for quality and service, therefore, we invest in the machinery and skills to make sure we keep that reputation alive," commented Jay Sato, the Chief Technology Officer at Primary Color.

The need for rich, vibrant color that showcases fine details in dark areas is universal when it comes to backlit prints. This can be a game changer when it comes to customer satisfaction. With the ColorPainter, shops can now maintain quality work they can stand by, while producing at a speed that's convenient for everyone.

"

We first saw the ColorPainter™ at the SGIA show and what immediately caught our attention was the print quality."

Jay Sato, Chief Technical Officer
Primary Color

Visit OKI Data's YouTube Channel to watch the video.

1-800-OKI-DATA | www.oki.com/us

OKI®