



Established on the NSW south coast, Bright Star Kids is a family-owned business that designs and produces top-quality name labels and school supply products for children.

Their designs, affordability and great customer service are some of the reasons why families keep coming back year after year.

### The Challenge

Recently, after significant flood damage, the company had a requirement for a leading-edge dye-sublimation printing solution and for that, they turned to Epson.

Bright Star Kids co-founder Nigel Cooper explained,

*“Shortly after a freak rainstorm, our production facility was knee-deep in water and all of our machines were write-offs.”*

“Having heard about the new Epson SureColor F6460H dye-sublimation printer we decided to look into it, and the more we looked into it, the more we realised it was the perfect printer to replace all of our water-damaged dye-sublimation machines.”



Prior to the flood, Bright Star Kids had already purchased an Epson SureColor F9460 to replace their older, less efficient dye-sublimation printers. That gave the company a taste of what Epson had to offer in terms of quality sublimation printing, speed and efficiency.

Although the freak rainstorm initially appeared to be a disastrous event, this quickly turned into a major positive for the company as they were then able to find a printer even more capable of handling their significant and increasing volume of work whilst not compromising on quality.



Epson Surecolor F6460H dye sublimation printers in action at Bright Star Kids

## Devices

- Epson SureColor F6460H

## Applications

- Printing top-quality name labels and school supply products for children including metal drink bottles



Epson SureColor 6460H output



Epson SureColor Ultrachrome DS inks

## The Solution, The Benefits

Cooper said, "The addition of the Light Cyan and Light Magenta inks sets the F6460H apart. It was always easy to get a great result with deep vibrant colours however, when you throw light coloured printing into the mix, most printers struggle to hit the quality needed to produce a product that sits above the rest. The more compact size of the F6460H also allowed us the opportunity to purchase multiple machines to fulfil our workflow. Another defining factor for choosing this printer over everything else is the ease of use."

## The Return on Investment

Cooper continued, "The printers have been used constantly since the day of purchase without a single problem. Their unrivalled ability to print and press light colours onto any sublimatable material you could think of is astonishing. Every other sublimation printer we have used has not been able to get the results we see from this printer in terms of pure quality and how solid the colours press. I am yet to see any other printer produce a higher quality end product than this one."



Epson SureColor 6460H printer

*“The Epson SureColor F6460H is simply a class above all of the other dye-sublimation printers. One thing you can rely on is that this printer will definitely get the job done for you.”*

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