

Fuji Xerox points Epson to NorthStar



From left: Sunny Bhutoji, owner of NorthStar Design and Print with the Epson SureColor SC T5460M wide format printer

offset, digital and wide format. We bought the Epson to replace an old technology, and Epson was perfect to combine a colour scanner and printer into one unit saving space.

“We deal with some renowned construction companies and architects who demand high quality prints be it colour scanning or colour plans. I am glad we can meet their requirements now.

“The Epson is really good value for money, not just the price, but overall cost of ownership is an important consideration when you are investing in new equipment. Expanding depends on several factors, including the cost of running the machines. The competition is intense out there in the market, so we needed to consider all aspects of owning a machine.

“It has a small footprint, so we had no trouble fitting it into the shop. Inside the machine, the designers have simplified the technology so that anyone can operate this printer. It has its own software and you can also print directly off a USB.

“The ink cartridges are easy to change. It is a very user friendly printer.

“It prints on a wide range of media and a good size; we can print up to 300 GSM AO posters.

“The Epson also has an excellent colour gamut. Colour consistency is a really important aspect of what we do. We use it mainly for plan printing. While we had a downwards trend in some areas of printing, we still see a good demand for plan prints. Sunny believes when you are backed by quality equipment, work automatically comes in. Being a designer himself, he has a keen eye to check a file thoroughly before pushing print.

“Our clientele comprises of some big and small customers and we make sure we take good care of them; quality and service just like the new Epson.

“This is our only machine from Fuji Xerox New Zealand and the team there has been excellent to deal with, particularly Reuben Turner. He is great to deal with. Fuji Xerox New Zealand has been good to work with.

Bhutoji started NorthStar when the company he was

last working had closed down without much notice. He says, “I am a designer by trade, have been working for a printing company, so to set a print shop proved more logical. I really enjoy it when clients come in with their ideas, or need ideas that I can help with designing professionally that can be translated to print without any problems.

“I like to keep as much work as possible in house. That makes it easier to control the product and to take care of the details. Colour quality and print quality are important to me. We get some agency work as well, and my ability to bridge the gap between print and design works well for other designers with their desired results. It is important that our clients spend their money in the right place and in the right way. Communication is important and technology plays an important part for us.

“I find the biggest challenge in running a smaller print shop is that there are so many people using cheap equipment and working from home. They have less overheads and we have to find a way to compete successfully. One of our strategies is to offer quality. Having the new Epson means we can do just that.”

Fuji Xerox lists the advantages of the Epson SureColor SC T5460M printer:

- Clean design – compact and fits most environments.
- UltraChrome XD2 pigment inks – prints are smudge and water resistant, whereas standard dye inks may run.
- Integral scanner
- It delivers deep blacks and crisp, dense lines – ideal for technical graphics.
- Supports wireless printing – which enables users to print directly from smartphones or tablet devices.
- Seamless paper changes – you can change seamlessly between LFP roll and sheetfed as this printer supports A4 up to AO cutsheets as well as rolls.
- Peace of mind – the nozzle verification technology helps prevent misprints.
- Accuracy and precision – so you can print technical, architectural and engineering drawings in detail.

New Epson printer offers high quality at busy North Shore print shop

Last October, NorthStar Design and Print installed an Epson SureColor SC-T5460M wide format printer, supplied through Fuji Xerox New Zealand.

Sunny Bhutoji, owner at NorthStar Design & Print, says the new printer fits well into his business. He says, “We are a small business and we print