



KONICA MINOLTA

FASTSIGNS®

UNLEASHING POSSIBILITIES

ACCURIOWIDE 160 OPENING DOORS TO NEW BUSINESS
OPPORTUNITIES FOR NORTH LITTLE ROCK SIGN SHOP

WHO

FASTSIGNS - North Little Rock Franchise

WHAT

Sign Shop

WHERE

North Little Rock, AR

SOLUTION

AccurioWide 160 and Colex Cutter

SITUATION

Based out of North Little Rock, this FASTSIGNS franchise location is a prominent sign shop serving much of Central Arkansas for the past six years. Previously utilizing an Epson SureColor S30670 Large Format Printer and a Seal Laminator, they reanalyzed their growth strategy and realized they needed to invest in a new Hybrid UV LED Printer in order to improve productivity levels and increase their product offering to customers.

FASTSIGNS-North Little Rock was struggling with slow, manual operations and significant waste, leading to a lot of long hours and unpredictable costs. They had to lay all self-adhesive graphics by hand and wait at least 24 hours before handing printed media, so as to not jeopardize the work quality. They realized how much waste they were accumulating as a result of their system of printing on self-adhesive vinyl. Every square inch of sign meant two square inches of waste. Though it is an industry standard, it is also a costly process in both time and money. In order to stay competitive, FASTSIGNS-North Little Rock needed to realize savings in labor time while streamlining production, and increase client offerings.

FASTSIGNS-North Little Rock needed to acquire new, innovative equipment to take their business to the next level and better utilize their time and money. After consulting with a Konica Minolta Account Executive and visiting a current Konica Minolta AccurioWide and Colex Cutter user, FASTSIGNS-North Little Rock determined the solution to be an AccurioWide 160 Hybrid UV LED Wide Format Printer and Colex Cutter from Konica Minolta.

“When we saw the AccurioWide – the specs were amazing, the price was amazing and the technology was amazing – it was the best option for us. The savings have been incalculable, I did not realize how slow we were going. To see three machines knocking out a week’s work in 4 hours – I could not begin to imagine all the time and materials we are saving.”

Brittany Nichols, Manager



SOLUTION

Once FASTSIGNS-North Little Rock was introduced to the capabilities of the AccurioWide 160, it was clear Konica Minolta was the perfect solution. With speeds up to 678 square feet per hour, resolution up to 720 x 1,440 DPI and power from the industry leading Konica Minolta 1024i print heads, the AccurioWide 160 was the obvious choice. The AccurioWide 160 offered FASTSIGNS-North Little Rock the ability to print direct to substrate while still offering a roll feed option. Coupled by four channels of color and two white channels, FASTSIGNS-North Little Rock was amazed by the increased output quality and color gamut the AccurioWide offered.

With their new AccurioWide 160, FASTSIGNS-North Little Rock has seen a significant reduction in printing labor costs and a noticeable decrease in waste. Less downtime for the machines led to increased productivity and stronger customer relationships. Since the installation, Manager, Brittany Nichols has seen a significant increase in

margin by cutting down their work time in half – while increasing the quality of the product to their customers. By decreasing production time, FASTSIGNS-North Little Rock now has more time to prospect for new customers and grow their business.

The AccurioWide 160 and Colex Cutter have opened up multiple opportunities for increased in-house projects. The finishing abilities of the machines have eliminated the need for outsourcing their routing jobs, allowing them to offer more creative solutions to clients. Not only has Konica Minolta provided FASTSIGNS-North Little Rock with optimized operations, they have helped increase potential profit and higher customer satisfaction through increased production.

“Now that I know how long a project takes and how much it will cost me, I can offer more creative solutions for my clients. Doing everything in house allows me to be totally creative and unleash new innovative ideas.”

Brittany Nichols, Manager

