



UV PRINTING

**CLIENT**  
Redfern Marketing Services

**OPERATION**  
Trade Printer

**REQUIREMENT**  
Print on-demand

**PRODUCTS**  
Giftware and Promotions

**SOLUTION**  
Compress UV 600s



## ABOUT THE CLIENT

- > Redfern Marketing Services are a family run business established since 1983
- > Located in Walsall in the West Midlands
- > With a highly Skilled and dedicated team onsite

A trade printer well known for their expertise, Redfern offer overprinting on a multitude of products that are sold through the businesses gifts and promotional item industry.

Orders can be as small as a few units or as large as tens of thousands of items.



Since I took over the company it's been my constant mission to keep us at the forefront of our market which includes advancement in print technology. I met YES Group at the Printwear and Promotions Live event at the NEC, Birmingham. When I saw their Compress range, I was convinced this was the way forward. After an extensive demonstration, we selected the Compress UV 600s as it was obvious that this model was perfect for our business.

From the demonstration, I could see that this machine could achieve a print on to all kinds of surfaces, including those which are uneven and in a way that no other print method could, and on an extremely fast turnaround.

As well as being able to print many items at once, I saw how we could grow the business by being able to offer many more applications than we could previously, including 3D. It has paid off already and we have only had the Compress UV 600s five months!



**Ken Tansey**  
Managing Director

## CLIENTS CHALLENGE

Historically Redfern have offered screen and tampo printing for promotional objects. Whilst still appropriate for a variety of applications these methods are becoming outdated and quite limited with the inability to print onto some uneven plastic surfaces as well as, only being able to print one item at a time using spot colours.

## SOLUTION

Compress UV 600s extends from simple product decoration to complex additive manufacturing. Its flexibility means reduced waste, less inventory, accelerated workflow, full colour process printing to a multitude of substrates with variable data imprinting.

UV-600s has a maximum print area of 604 x 450mm, with an adjustable media height of up to 285mm, the largest media height of any printer in its class!

Packed with industry leading features, including:

- Dual third generation LED UV lamp arrays with liquid cooling system
- Uni and Bi-directional printing increasing output up to 8 times more than comparable brands
- No-to-low odour ink, WIMS (White Ink Management System) for automated ink re-circulation and filtration

## OPTIONAL ADD-ONS INCLUDE:

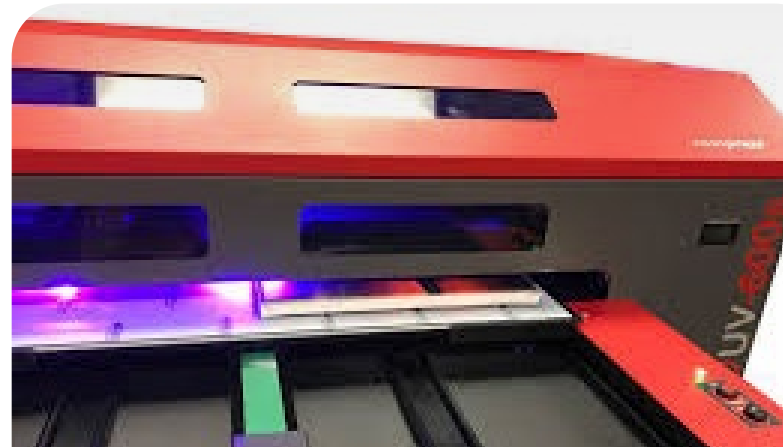
- Vacuum bed for film, paper, and light weight substrates
- Ink mist extraction
- Bottle jig's
- Bespoke templates as required

## BUSINESS IMPACT

Redfern Marketing Services are able to offer advanced printing on just about anything.

Their team are able to produce an amazing range of giftware and promotional items including 3D effects where required. Their only limitations is the customers imagination.

Having always striving to achieve the best possible print products and service. The Compress UV 600s has delivered on all points; It is flexible and adjustable and can print in one pass!



## RESULT

Redfern Marketing Services have increased their workflow. With complexed orders taken from artwork through approval to delivery, completed with minimal fuss !