

MAKING MONEY WITH YOUR ROLAND DG PRINT & CUT DEVICE

DISCOVER PROFITABLE
NEW MARKETS AND
INNOVATIVE
APPLICATIONS




Imagine.  Roland



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**WELCOME TO ROLAND DG'S
MARKET-LEADING INTEGRATED
PRINT & CUT TECHNOLOGY.**



With a Roland print & cut device you can produce a vast range of creative applications and access a host of profitable markets.

This guide includes a selection of the more typical jobs and reveals some unusual and innovative applications you might not have thought were possible.

You'll discover the exciting commercial opportunities offered by print & cut and some of the lucrative markets you could be targeting.

Roland customers also share their experiences of how print & cut has helped them build successful businesses by providing the versatility to offer unique products, the flexibility to adapt to customer needs and the reliability to deliver on time, time and again.

Whether you're considering a move into print & cut or you're looking to get even more from your device, we hope this guide will inspire you to try something new and unlock the true profit-making potential of integrated print & cut technology.

Remember, if you can imagine it, there's a good possibility you can print & cut it with a Roland.

WHY DO PEOPLE
CHOOSE ROLAND
PRINT & CUT?



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TARGET
NEW
MARKETS

The **versatility** of Roland's print & cut technology allows you to create a vast array of graphic applications that will appeal to many different markets. Print on over 50 media types, including garment flex and heat sensitive vinyls which can be incompatible with other ink technologies. Provide your existing customers with a more extensive range of products and services and diversify your business into profitable new applications.

BE
MORE
PRODUCTIVE

Roland print & cut machines automatically print, reposition and cut graphics all on the same device, reducing time and the risk of costly user errors. You can change jobs quickly too: swapping media rolls takes just 30 seconds and there's zero cooling time required between jobs. Roland's legendary **reliability**, **durability** and **quality** means you can leave your device to print unattended with confidence and get on with the next job. Roland print & cut devices are space efficient too – giving you two machines in the space of one.

INCREASE
YOUR
PROFITS

Investing in and running a printer/cutter rather than two separate devices is also cost-effective. With long-lasting printheads, Roland DG VersaWorks RIP included in the package, efficient ink consumption, no need for specialist electrical installation and only one device warranty required. Combine all of this with **minimal down-time** and the flexibility to enable high margins, and it's easy to see how Roland can help you to increase your profits and grow.

WHAT CAN I PRODUCE WITH MY ROLAND PRINT & CUT DEVICE?

Here are just some of the creative and profitable applications which are possible with a Roland integrated print & cut machine.





COMPANY SIGNS

WAYFINDING SIGNS

SAFETY SIGNS AND NOTICES

OUTDOOR BANNERS

ROLLER BANNERS AND POP-UPS

SOFT SIGNAGE

BRAILLE AND TACTILE PRINT

POSTERS

EXTERIOR INSTALLATIONS

INTERIOR DECORATION

FLOOR GRAPHICS

WRAPPING

VEHICLE GRAPHICS

GRAPHICS FOR BIKES, MOTORCYCLES AND MOTOCROSS

AIRCRAFT GRAPHICS

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REMOVABLE GRAPHICS

FINE ART PRINTS

PHOTOGRAPHIC PRINTS

HEAT TRANSFERS

WORK AND SCHOOL WEAR

LABELS AND STICKERS

DOMED LABELS

BADGES

STENCILS

PLAQUES AND NAME PLATES

POINT OF PURCHASE

WINDOW GRAPHICS

WINDOW TINTING AND BLACK-OUT FILMS

SHORT RUN / BESPOKE PACKAGING

GRAPHICS FOR MODEL BUILDERS

GADGET SKINS AND COVERS

ELECTRICAL APPLIANCES

MUSICAL INSTRUMENTS

COMPANY SIGNS

A whole array of retail, commercial and industrial signs can be print & cut to deliver images, shapes, logos and lettering to match a company's brand requirements.

Whatever the colour, shape or size, and for installation indoor or outside, if you can imagine it you can print & cut it.

WAYFINDING SIGNS

Wayfinding signs for stairs, walls, floors, windows, doors, lifts or on bespoke signage installations are a requirement of most businesses, including shopping malls, entertainment venues, transportations hubs and inside office buildings.



ROLLER BANNERS AND POP-UPS

Ideal for events, conferences and parties, full colour roller banners and pop-up displays are a popular option, whether for one-off promotional purposes or for ongoing repeat use.



SAFETY SIGNS AND NOTICES

Produce high quality safety signage, including industrial notices, identification signs and warning messages. Even in environments open to harsh weather conditions, subject to abrasion or exposed to high levels of sunlight, Roland technology can meet the durability challenge.

OUTDOOR BANNERS

Outdoor banners are used for advertising, events, exhibitions, outside public venues and many other places. Usually printed on a PVC-based media, more specialist banners can be printed onto mesh for exposed or windy locations, on block-out materials to prevent shine-through or on crease or tear-resistant media.





BRAILLE AND TACTILE PRINT

There are a limited number of specialist producers in this sector and many brands, companies and consumers are not aware of where to go to print this type of signage. With Roland's UV print & cut technology you can produce tactile signage and packaging prototypes, using clear inks to create the raised effects necessary for braille.

EXTERIOR INSTALLATIONS

Print & cut graphics can be used to customise a variety of common and unexpected exterior installations including birdhouses, tents, waste bins, letter boxes, post boxes, phone booths, benches and seating areas. If you can see, feel and touch it, you can design, print, cut and install onto it.



SOFT SIGNAGE

Although more typically associated with dye-sublimation and textile printing, fabrics are available that have been specially coated for use with eco-solvent inks. This type of media is typically lightweight and ideal to transport and install. Common applications include banners and flags for events, point of purchase promotional materials and wall coverings.

POSTERS

Posters are one of the most widely used visual marketing mediums to drive awareness and to promote advertising messages. In all shapes and sizes, the majority are printed using standard or photographic quality paper, but can also be produced using PVC-based materials, fine art quality paper or canvas.

INTERIOR DECORATION

With a Roland print & cut machine you'll be able to offer a wide selection of exciting interior design applications to customers, designers, decorators, builders and architects. From decoration of furniture, doors, walls, floors and ceilings, including decals, artist canvases and customised stencils. You'll also be able to create coverings for accessories and collectibles, such as hard covers for albums, decorations for screens and room dividers. The opportunities in both home, office and commercial interiors are infinite.

FLOOR GRAPHICS

Floor graphics can be installed in a variety of locations including museums, shopping centres, nightclubs, cafés, airports and exhibition halls, as well as industrial, production and storage environments.

Offering an opportunity for advertising and information messages, the durability of Roland's print & cut technology means graphics can withstand the abrasion of high walkover volumes, UV sunlight exposure and other harsh environments.

GRAPHICS FOR BIKES, MOTORCYCLES AND MOTOCROSS

Bikes can be partially or totally wrapped, or customised with graphics for a specific campaign, race or event. Helmets and other equipment can also be decorated with personalised designs using print & cut graphics. Other promotional items for these events, such as banners, posters and signs can of course also be printed using a Roland.

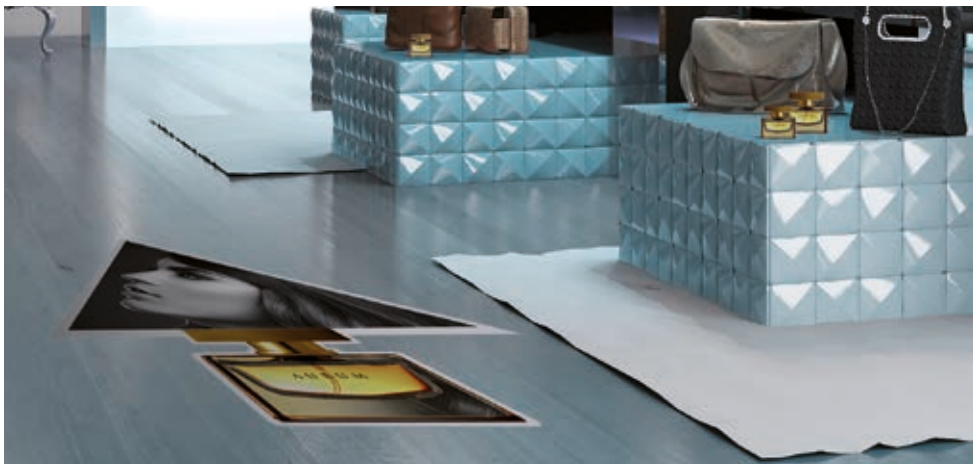
WRAPPING

Wrapping usually refers to the total or partial covering or customising of vehicles, such as bicycles, motorcycles, motocross, cars, vans, trucks, buses, racing cars and even planes, with adhesive films. This type of application can also be adapted for use on walls, panels, stone, wood, furniture, electrical appliances, sinks, laptops and much more.

VEHICLE GRAPHICS

Vehicle graphics including lettering, logos and symbols, artistic designs, drawings and photographs can be printed, cut and applied to cars, buses, vans, minibuses, campers, commercial vehicles, trucks and trains.

Specialist substrates can also be applied to boats and other marine craft, such as vinyl stickers for use on hulls or reflective graphics for emergency lifeboats or jet skis. There is also a range of materials that can be used to decorate sails for corporate sponsorship or advertising at sailing events.



AIRCRAFT GRAPHICS

The aircraft and aeronautical sectors are exciting and lucrative markets for print & cut graphics, whether you are creating adhesive logos and livery numbers, bands, stripes and symbols, logos, advertising slogans and customised graphics, or even wrapping a plane or helicopter for a special promotion or event.



BACKLIT DISPLAYS

Backlit displays can be an impressive form of visual communication, ensuring maximum visibility for your customer's message.

Housed in a lightbox or light panel, and printed on a film or lightweight banner.

Often used in high-end retail displays, at exhibitions or in environments where lighting is poor.

REMOVABLE GRAPHICS

Removable graphics are used most commonly for indoor displays and on surfaces, walls and vehicles for short-duration marketing campaigns. Thanks to the properties of the substrate, they can be removed without the glue leaving any trace.

Examples include promotional graphics on shop or car windows, or for short-term event advertising.

FINE ART PRINTS

Fine art printing represents one of the new frontiers in digital printing, combining technology with true creativity.

With a Roland printer you can deliver fine art reproductions on canvas, photographic or fine art paper, or even affix printed films directly onto a wall. Alternatively you can print onto materials that transfer the pigment onto different surfaces, such as wood, marble or stone, to enable interesting artistic outputs. Another application that is gaining popularity is acrylic art or sculpture, with printed vinyl being applied to the rear side of acrylic to create stunning works of art.

PHOTOGRAPHIC PRINTS

Reproduction of photographic images is a common application, and can be printed onto gloss, semi-gloss and matt papers as well as banners, canvas or adhesive materials that can be then applied to a whole range of items.



HEAT TRANSFERS

Print & cut transfers can be used to customise clothing and accessories such as hats, t-shirts, sportswear, safety garments, promotional items, bags and much more. A vast range of heat transfer materials are available, including flock, elasticated, metallised and relief transfer media. Aside from your Roland print & cut device, all you need is a heat press to transfer the graphic to the garment or item permanently.



WORK AND SCHOOL WEAR

The corporate and school apparel market continues to grow apace, requiring high quality brand logos, graphics and lettering to be applied to a range of garments. Whether it be jackets, hats, t-shirts, shirts or even shoes and bags, with a Roland print & cut device you can customise an extensive range of corporate, school and safety clothing.

LABELS AND STICKERS

Whether it's labels and stickers for branding, promoting, identifying, warning, reminding, instructing or protecting, you can produce single items or large production runs, on demand, when your customers need them.

To make your stickers and labels stand out, you can print a vibrant metallic spot colour or add a clear ink varnish for extra durability or doming effect. Plus, with Roland's variable data capabilities in our VersaWorks RIP software, you can quickly, easily and cost-effectively personalise each label or sticker within a print run.



DOMED LABELS

Adhesive labels and stickers may also be domed to create spectacular effects. This process involves coating them with a clear ink, that both protects graphics and creates a 3D effect, enabling you to customise a wide range of gadgets such as key rings and USB sticks.

BADGES

Badges or ID cards are often requested by companies and event organisers.

Roland print & cut devices can easily produce them to any desired shape, and the variable data functionality included in the VersaWorks RIP means you can deliver sequential numbers, names or even graphics to a consistent design template.



WINDOW GRAPHICS

Wherever there is a window there is an opportunity for a window graphic.

Typically installed in shop windows, offices, vehicles or in public locations such as airports, hospitals or schools, and in entertainment venues such as cinemas or restaurants.

They are used for promotional purposes or to create an aesthetically pleasing design. An increasingly popular application is the use of one-way materials which enable people outside to see the graphic, but those inside to see straight through. One-way media is commonly used on buses or in entertainment venues.

STENCILS

The cutting function on a Roland print & cut device can be used to cut-out rigid PVC, adhesive vinyl and rubber, creating stencils in every shape and form you can imagine. These can be used for a range of customised applications, such as sandblasting and acid etching onto materials such as stone or glass.

PLAQUES AND NAME PLATES

Produce professional name plates and plaques for outdoor or indoor use.

Applying print and cut vinyl to the underside of acrylic can create attractive and durable office or house name plates quickly and easily.

POINT OF PURCHASE

Point of purchase installations can include walls behind shop counters, signage above the racks, “wobblers”, on-counter advertisements, roll-up banners, floor or window graphics, hanging signs, backlit signs or bespoke stand-alone installations. Whether in retail outlets, shopping malls, exhibitions or pop-up stores, point of purchase graphics are generally replaced on a frequent basis as companies update their promotional and advertising messages.





GRAPHICS FOR MODEL BUILDERS

Personalise radio-controlled cars, motorcycles, planes and helicopters, or even the control hand-sets, with print & cut technology. This popular hobby is full of enthusiasts who want to customise their creations with their own designs.

WINDOW TINTING AND BLACK-OUT FILMS

Using the cut function on a Roland print & cut device it is possible to cut black-out films for darkening vehicle windows, to increase privacy or reduce sun glare.

SHORT RUN / BESPOKE PACKAGING

If you are looking to create bespoke or luxury packaging in short production runs, our UV print & cut technology prints on to a wide range of rigid and flexible substrates. Create unsurpassed special effects, including luxury tactile finishes, using a combination of clear and white inks. Exceed your customers' expectations and maximise your returns with innovative and eye-catching packaging solutions.



GADGET SKINS AND COVERS

Customise a whole range of gadgets such as mobile, tablet or laptop covers, gaming devices, keyboards, head phones and remote controls by printing and cutting labels to the desired shape and laminating them as required.



ELECTRICAL APPLIANCES

Customising electrical appliances, including a total or partial wrap, or adding adhesive graphics is a niche but lucrative market.

Opportunities include decorating fridges, electronic musical instruments, juke boxes, games machines, amplifiers, televisions....the list is endless.

MUSICAL INSTRUMENTS

Personalise musical instruments, equipment, headphones and DJ's decks with band names, photos and promotional messages.

Thanks to conformable adhesive films, you can literally transform any musical object you wish – such as pianos, drum kits, guitars or personalise drum sticks and plectrums.



WHAT ARE THE MARKETS FOR PRINT & CUT APPLICATIONS?

With the variety of applications you can create with a Roland print & cut device there are a whole host of profitable markets you can sell into. Here are some to consider.





EVENTS, CONFERENCES AND CONVENTIONS

FAIRS, FETES AND CEREMONIES

HOLIDAYS AND LEISURE

CLUBS AND SOCIETIES

SPORTS CLUBS

SAILING CLUBS

FACTORIES AND INDUSTRIAL ENVIRONMENTS

ART AND PHOTOGRAPHIC EXHIBITIONS

MUSEUMS AND HISTORICAL ATTRACTIONS

SHOPS

TRADE FAIRS

TRANSPORTATION COMPANIES

VEHICLE BODY SHOPS

BARS AND RESTAURANTS

PAINTERS AND DECORATORS

ARCHITECTS

WINDOW DRESSERS

SHOPPING CENTRES

FRANCHISES

COMPANY FLEETS

HOTELS AND RESORTS

HOUSEHOLD GOODS AND GIFTS

CONSTRUCTION

CONTRACTING COMPANIES

INTERIOR DESIGNERS

MARKETING AGENCIES

LOCAL COUNCILS AND AUTHORITIES

THEME PARKS

FURNITURE DECORATORS AND RESTORERS

FLOORING AND PAVING COMPANIES

CASTLES, CATHEDRALS AND PLACES OF WORSHIP

CAR AND MOTORCYCLE DEALERSHIPS

RACES AND COMPETITIONS

STATIONS, PORTS AND AIRPORTS

MUSIC SHOPS

SCHOOLS AND UNIVERSITIES

MICROBREWERIES AND WINEMAKERS

FARM HOLIDAYS

HEALTH FARMS AND SPAS

EVENTS, CONFERENCES AND CONVENTIONS

Corporate, political and charity conferences, events and conventions provide opportunities for a wide variety of customised marketing collateral including posters, roll-up banners and corporate or promotional gifts.

FAIRS, FETES AND CEREMONIES

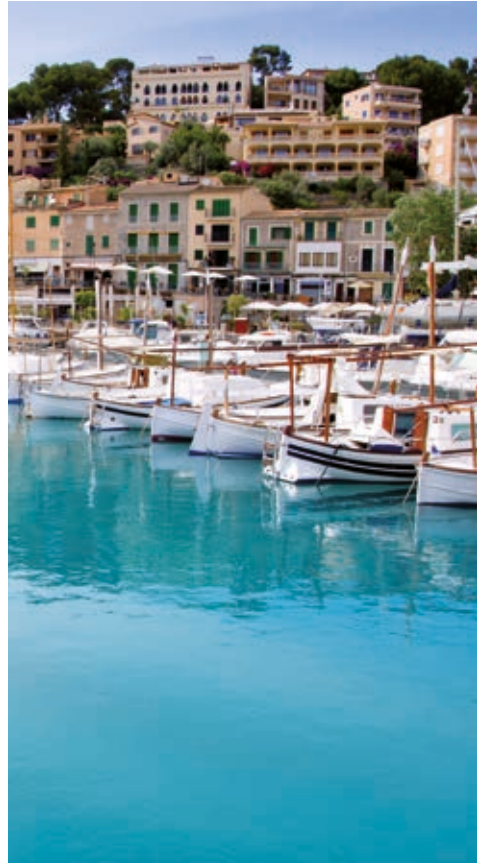
Fairs, fetes, ceremonies, festivals, historical re-enactments and carnivals all look for their own unique identity. From t-shirts to posters and banners, stickers and vehicle wraps, flags, promotional items and other signage, every event represents a genuine business opportunity.



CLUBS AND SOCIETIES

Clubs and societies need promotional graphics to grow their membership, to market their events and to provide information to their members.

This could include posters, banners, promotional items and signage. Added to this, many clubs will need trophies and awards for competitions or events.



HOLIDAYS AND LEISURE

Holiday resorts and leisure facilities all need to promote themselves in a crowded marketplace and this offers huge opportunities to a graphics producer. Just think of a few of the standard applications, such as promotional flags, door signs and in-room graphics, wayfinding signage and graphics on sports and leisure equipment, staff shirts, notice boards for events, picnic and camping areas, menus, floor and table graphics, health and safety signage – the list is truly endless.



FACTORIES AND INDUSTRIAL ENVIRONMENTS

Factories and industrial environments require wayfinding and health and safety signage for the display of key information. They also need graphics to be installed on walls, floors and panels to enhance the appearance of commercial areas and offices. Manufacturing businesses may need control panels, serial number labels or customised clothing.

ART AND PHOTOGRAPHIC EXHIBITIONS

Art and photographic exhibitions often require an installation to house the objects, paintings or photographs being exhibited, as well as posters to advertise the exhibition itself.

Plus a range of promotional items that complement the overall theme of the exhibition, such as hats, t-shirts and other accessories.

Art and photographic exhibitions may also feature print copies of the original work signed by the artist, and these too can be produced on fine art paper or canvas.

SPORTS CLUBS

From sports teams' shirts and kits, to banners for the stadiums or arenas, wraps for vans, vinyl floor markings, sponsorship graphics and the prizes and plaques on offer for each tournament, this market presents significant potential to develop new profit opportunities.

SAILING CLUBS

From customised boat graphics and sails to club house graphics, posters, banners and berth markers.

In addition, customised clothing for team members such as shirts, waterproofs or even hats.

And, given the sheer number of initiatives and regattas sailing clubs regularly organise, you can add trophies and plaques to your potential portfolio of products.



MUSEUMS AND HISTORICAL ATTRACTIONS

Attractive and informative graphics play an essential part in how museums communicate and engage with their visitors and promote initiatives and events. Consider all of the various themes or temporary exhibitions and shows that need to be customised with signs, notices, posters, floor graphics, illustrative panels and so on. Even souvenirs for the gift shop may need to be printed and personalised to support specific events.

TRADE FAIRS

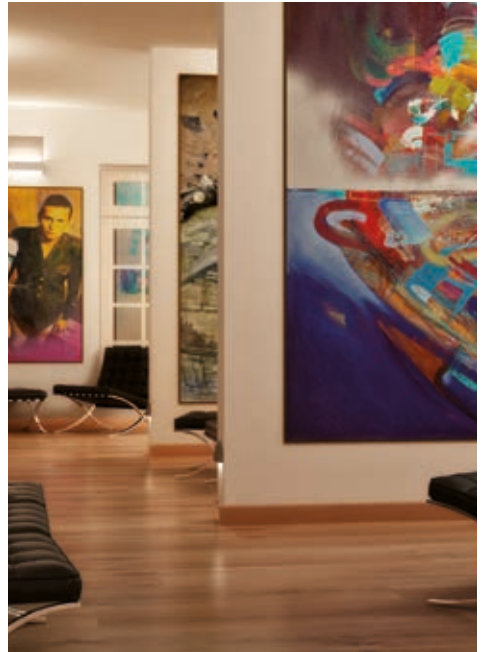
Trade fairs have always provided profitable opportunities for graphic applications, ranging from the exhibition organisers themselves to the hundreds, sometimes thousands, of companies who exhibit at these fairs. Banners, posters, adhesive graphics, vinyl lettering, exhibition stand panels, backlit displays, flags, directional signage, floor graphics and promotional merchandise are all potentially required.

TRANSPORTATION COMPANIES

Vinyl wrapping, window tinting, signage, labels and information boards are all requirements for coach, bus and train companies. Transportation hubs also have a demand for wayfinding signage, posters, banners and corporate apparel for staff.

SHOPS

Shops need to constantly and consistently communicate with customers – whether that be to highlight new features, launch new products or run special promotions. Nearly all elements of a retail shop can be customised – from the exterior shop front and windows, to walls, floors, POS displays, pay stations, banners and staff uniforms.



VEHICLE BODY SHOPS

Vehicle modification and styling involves the partial or total modification of a car's exterior and sometimes interior to deliver a highly personalised vehicle. This can include vehicle decals, wrapping, tinted windows, black-out window films, internal graphics, logos and adhesive banners.



BARS AND RESTAURANTS

In hospitality environments such as bars, restaurants and cafés many graphic applications are needed, including menus, table wraps, decorated bars, wall, window and floor graphics and customised electrical appliances, as well as promotional posters or banners. Plus, staff will require branded clothing and identification badges.

PAINTERS AND DECORATORS

Wall graphics, wall papers, stencils, floor coverings, digitally printed paintings and photographic reproductions all dramatically increase the standard range of services a painter and decorator offers. It can help them to work more quickly, especially when it comes to producing products like repetitive motifs, stencils and even fine art reproductions.

Don't forget that they are also in close contact with suppliers further up the chain such as architects and interior decorators, so are in a prime position to promote digital printers as a cost effective and exciting decorating option.

Start by speaking to the painters and decorators in your local area.

ARCHITECTS

Architects are in an important position when it comes to digital printing.

They have the knowledge and skill to dramatically transform the exterior and interior of a building. As such, it is important they understand the full potential of digital printing, either directly or through the suppliers they work with, such as painters and decorators.

Meet with the architects in your local area and take photographs or samples of a range of applications including wall decals, stencils, wall vinyls, customised electrical appliances, special window films or customised fabrics.

WINDOW DRESSERS

Window dressers or visual merchandisers professionally decorate shop windows and interiors. Windows are a shop's business card to the public and they need to be as creative and professional as possible to pull customers into the store. There are a range of suitable applications for window dressing and shop interiors including adhesive graphics for windows, one way graphics, adhesive notices, signs, film transfers, decals, stickers and posters.



COMPANY FLEETS

Customising vehicle fleets can be a very profitable business opportunity, if you can secure a contract for an entire fleet. Work available could include partial or total wrapping, print & cut vinyl lettering, black-out window films, one way graphics and adhesive logos. This category includes taxis, buses and corporate vehicles such as delivery and service vans or company cars that require a specific or consistent message.

HOTELS AND RESORTS

Hotels and resorts can be transformed by the use of exterior and interior graphics. Classic applications include wall graphics and stencils, posters, themed canvases and vinyl flooring as well as wayfinding and welcome signs and of course staff uniforms.

SHOPPING CENTRES

Floor graphics, signs, customisation of specific areas, shop window graphics and promotional banners are all common applications in use every day at your local shopping centres. Outside, you'll see wayfinding signage, promotional flags, banners and general signage. When considering digital printing applications for retail, the list is almost endless.

FRANCHISES

Some franchises organise everything in-house and then send the promotional or marketing materials to the individual shops, whilst others permit the shops to operate autonomously. In both cases, digital printing companies can offer a range of solutions and graphic applications such as window and wall graphics, POP displays, advertising banners and exterior signage.



HOUSEHOLD GOODS AND GIFTS

Shops that sell household goods, crafts and gifts can be an exciting market for digital printers to offer an extraordinary level of customisation on a wide range of products.

Lamps, lamp shades, glass, mirrors, wall motifs, cushions, wall papers, novelty goods, corporate gifts, wedding favours, canvases, and so much more can all be personalised.

CONSTRUCTION

Banners for building sites, rendering of project plans, clothing for site staff, personalised high-visibility jackets, vehicle graphics and information signs are all potential profit opportunities.

Don't forget, builders or timber yards also provide an excellent chance for you to catch up with key industry influencers such as architects and designers.



CONTRACTING COMPANIES

Contracting companies are providers of furniture, catering, interior and exterior design, refurbishment and other products and services to hotels, parks, residences, resorts, gardens and retail parks. Here too, the potential is limitless. A network of contractors could provide you with a rich source of opportunities for collaboration.

INTERIOR DESIGNERS

For this market, digital printing offers a world of applications including personalised wall papers, posters, canvases and graphics for walls, doors, electrical appliances and furniture as well as the customisation of soft furnishings such as curtains, cushions and fabrics.

MARKETING AGENCIES

Agencies offer printers a rich potential source of business; from banners, posters, stickers and other marketing collateral for campaigns or pitch proposals. Agencies thrive on creativity and want this from their suppliers as well, so the more products you can introduce to them and the more you can work with them on a strategic basis to advise on new substrates, applications and innovations, the stronger the relationship will be and the more they will come to rely on you as a key creative partner.

THEME PARKS

Theme parks are the perfect target for digital print products. From wayfinding signage, posters and banners, to floor graphics in restaurant areas, customisation of areas with specific themes and the rides themselves. Merchandising provides another opportunity with a range of customised objects and clothing.



LOCAL COUNCILS AND AUTHORITIES

Local authorities require a wide range of exterior and interior graphics products for buildings and facilities such as offices, libraries, leisure centres, parks, footpaths and cycle paths. These include wayfinding and general signage, banners, posters, wall, floor and window graphics and promotional items.



FURNITURE DECORATORS AND RESTORERS

Digital printing is very well suited to furniture decoration and restoration. The materials available on the market today can be used to decorate furniture and walls with special films or adhesives with particular textures to create unique decorations.

FLOORING AND PAVING COMPANIES

Customised flooring can be easily created with digital printing on various substrates to decorate and tile, or to create marble and parquet effects. Floor graphics add interesting and striking dimension and can be customised based on the client's specific requests.



CASTLES, CATHEDRALS AND PLACES OF WORSHIP

Within places of worship, graphic applications required include frescoes, wall graphics, canvases and posters. From a merchandising perspective, customised items such as souvenirs, t-shirts and many other promotional products are also needed. Digital printing can also be used at a practical level to produce information boards, directional signs and guided routes.

CAR AND MOTORCYCLE DEALERSHIPS

Dealerships need showroom window graphics, promotional posters, floor graphics, external and interior advertising banners and flags, staff uniforms, promotional giveaways and much more. Furthermore, when a vehicle is sold, it can be customised with vehicle graphics or wraps on request.

RACES AND COMPETITIONS

Races and competitions are some of the more typical markets for digital printing; from marathons and car rallies to radio controlled car races or mini-motos, kart tracks, tennis tournaments, swimming regattas, racecourses and local cycling stage races. Numerous products are relevant to this market - banners, flags, signs, print and cut logos, to name but a few.

For larger races or sports events, digital printing can be used to produce hospitality décor, vehicle branding and team clothing or even trophies, plates and medals.





STATIONS, PORTS AND AIRPORTS

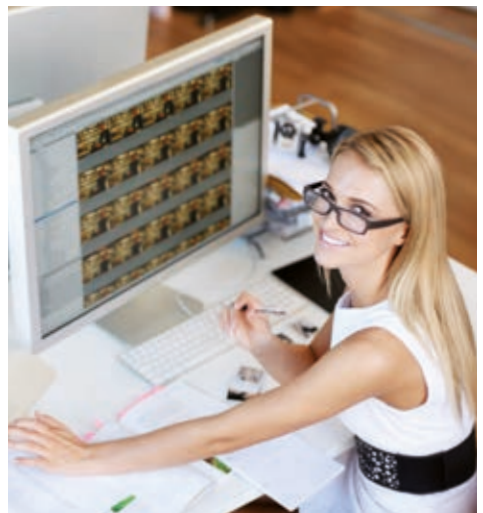
Train, tube, bus and tram stations as well as service stations, ports and airports use a variety of exterior and interior visual communications products. These include wayfinding and passenger information signs, hanging banners, posters, floor graphics, displays for special offers, interior decoration and even more guerilla marketing applications such as customised escalators, baggage conveyor belts and car parks.

MUSIC SHOPS

Shops selling musical instruments may be a niche market, but there is still room for customising instruments and equipment such as headphones, microphones, speakers, amplifiers and DJ mixing desks. Luthiers can also be potential clients, as they often use hand drawings or air brushing. You can offer these craftsmen adhesive graphics that can be applied onto wood.

SCHOOLS AND UNIVERSITIES

Increasingly schools and universities are updating their image and are marketing more aggressively to potential students. This provides opportunities such as banners, signs and posters in addition to the more usual applications such as wayfinding signs and window, floor and wall graphics. School theatre productions and assemblies can also be taken to the next level with digital print applications and design & technology lessons offer the chance to teach students about digital printing.



MICROBREWERIES AND WINEMAKERS

Microbreweries and winemakers require customised wine and beer labelling for specific markets or packaging for themed giveaways. Also consider point of sale, banners and posters, as well as floor and wall graphics for the shop or for the factory during tasting events.

FARM HOLIDAYS

You might be surprised by the number of farms offering holiday accommodation or visitor attractions in your local area.

Why not offer these businesses customised communication solutions?


Consider signs, banners, notice and staff apparel - the farm will benefit from the greater professionalism and appeal it will have to its paying customers.



HEALTH FARMS AND SPAS

The number of health farms and spas is constantly growing.

Their proliferation is exactly why they need to differentiate themselves clearly and find a strong brand image that they can communicate clearly to their clients. As with hotels and resorts, there are countless digital printing products that are used by these businesses.



WHAT TYPE OF MATERIALS CAN I USE WITH MY ROLAND PRINT & CUT MACHINE?

Here are just some of the substrates that are compatible with Roland machines and inks. There is a vast range of media for every graphic project you can think of, and possibly some you haven't even considered yet.

CUTTABLE VINYL

TRANSPARENT VINYL

MONOMERIC VINYL

POLYMERIC VINYL

CAST VINYL

GLITTER VINYL

MESH

PHOTOLUMINESCENT VINYL

METALLISED FILMS

GLOSS PHOTOGRAPHIC PAPER

MATT PHOTOGRAPHIC PAPER

FINE ART PAPER

BLUE BACK

LIGHTWEIGHT BANNER

GLOSSY BANNER

BLOCK-OUT

GLOSS WHITE FILM

CARBON

TRANSPARENT FILM

MATT BACKLIT

GLOSS BACKLIT

MASKING FILMS

MATT CANVAS

GLOSS CANVAS

PS FRESCO™ TRANSFERABLE
FILMS FOR WALLS

WALLPAPER

FILMS FOR LABELS

HOLOGRAPHIC FILMS

POLYPROPYLENE

MAGNETIC FILMS

FLUORESCENT AND DECORATIVE FILMS

REFLECTIVE FILMS

ECO LEATHER

DI-NOC™

CUTTABLE HEAT TRANSFER MATERIAL

PRINT AND CUT HEAT TRANSFER MATERIAL

TATTOO WALL™

ELASTIC HEAT TRANSFER MATERIALS

3D HEAT TRANSFER MATERIALS

REFLECTIVE HEAT TRANSFER MATERIALS

FLOCKED HEAT TRANSFER MATERIALS

GLITTER HEAT TRANSFER MATERIALS

SANDBLAST

RIGID PVC

WHITE BACK PAPER

TRANSFER PAPER FOR HIDES AND SKINS

PACKAGING PAPER

VELOUR PAPER

CORK

MARINE GRADE VINYL

SELF-ADHESIVE FLOOR VINYL
AND LAMINATE

WINDOW TINTING FILM

THERE'S
SO MUCH MORE
IN THE BOX
THAN JUST
A PRINTER.

When you buy a Roland you are investing in world-class technology which is supported by a unique range of services and resources to help give you and your business the competitive edge.



Roland DG Care



As the manufacturer, nobody knows a Roland like we do. Our engineers are trained by the people who designed and built your Roland, and come equipped with the very latest knowledge and tools to get your machine up and running, fast. RolandCare is one of the most value-packed services in the industry. Our engineers use 100% genuine Roland parts, provide guaranteed response times and are committed to helping you get the best from your device.

Roland DG Academy



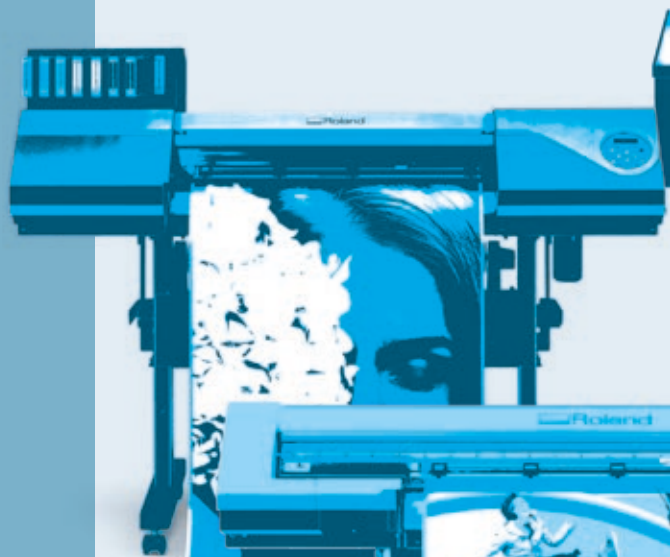
When you invest in a Roland, you have the chance to attend a course at the Roland DG Academy; a unique training and support structure for individuals and businesses offering workshops, courses, documentation and online help. You can learn how to get the most from your device. You'll also meet like-minded colleagues from across the industry. Academy courses deliver measurable benefits and practical experience for all levels of expertise.

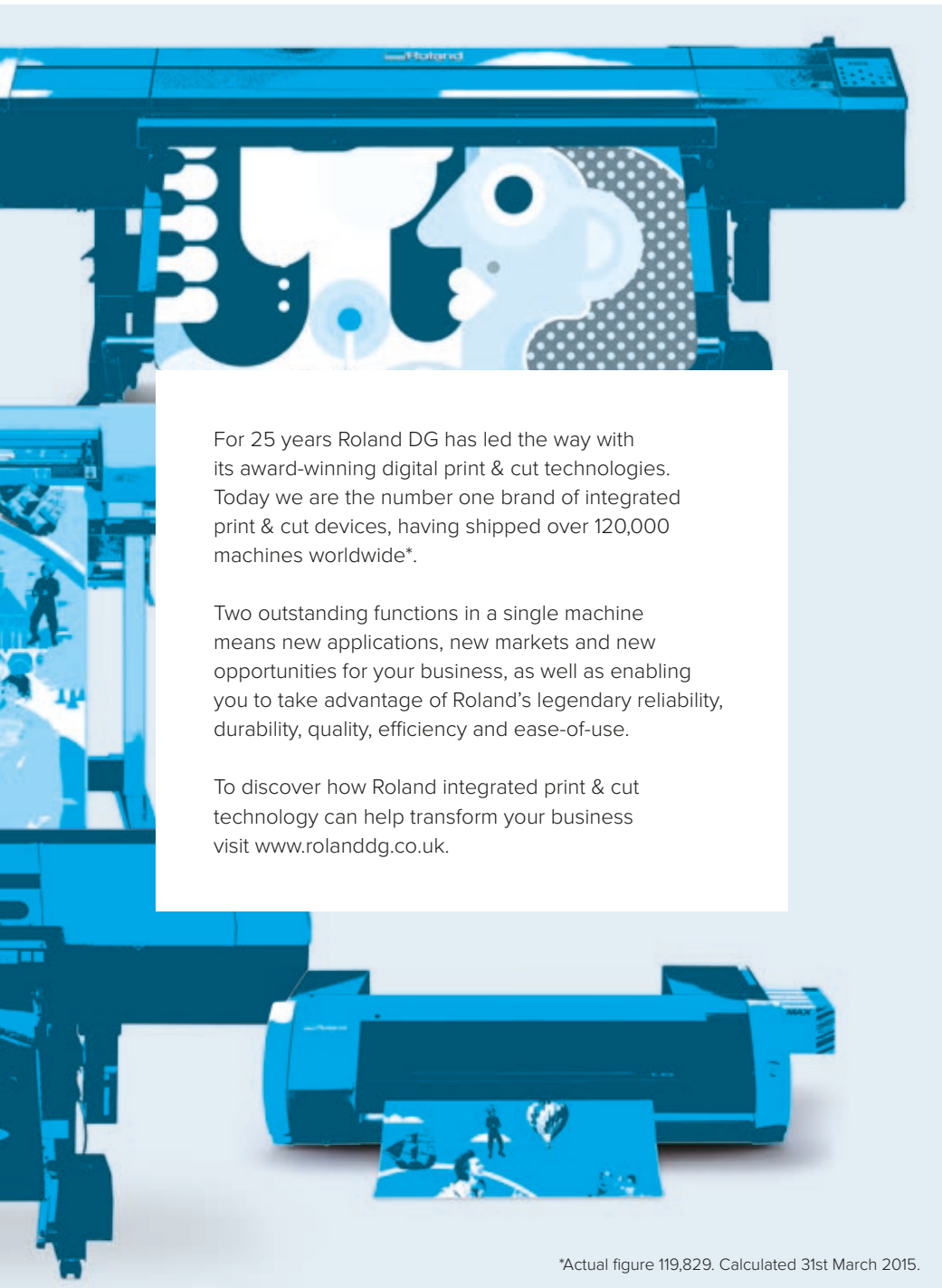
Roland DG Creative Center



At Roland DG we believe in creativity and the power to transform imagination into reality. Bringing together an extensive and distinctive collection of creative samples from top Roland artists and craftsmen from around the world, our Creative Centers aim to inspire new business opportunities and develop your ideas.

ROLAND DG
INTEGRATED
PRINT & CUT
TECHNOLOGY.





For 25 years Roland DG has led the way with its award-winning digital print & cut technologies. Today we are the number one brand of integrated print & cut devices, having shipped over 120,000 machines worldwide*.

Two outstanding functions in a single machine means new applications, new markets and new opportunities for your business, as well as enabling you to take advantage of Roland's legendary reliability, durability, quality, efficiency and ease-of-use.

To discover how Roland integrated print & cut technology can help transform your business visit www.rolanddg.co.uk.

TrueVIS
VG-640 VG-540

THE FUTURE OF PRINT & CUT HAS ARRIVED.

With the new TrueVIS VG-640 and VG-540, the future of print & cut has arrived. Designed with your end results in mind. Dynamic decals. Striking signs. Vibrant vehicle graphics. Because we know you need to be able to produce it all - on demand.

New Cutter
Increased
down force
and accuracy.



New TrueVIS INK
Vibrant, fast-drying inks
in 500cc pouches
with reusable holders.



New LED Lighting
Illuminated print
carriage and
maintenance area.

**New Powerful
VersaWorks
Dual RIP Software**
Supports PostScript
and PDF natively
for improved file
reproduction.



4 New Printheads

Precision droplets in 3 sizes and a wide print pass deliver high-quality output and efficient ink usage.

New Roland DG Mobile Panel

Full remote control panel functionality from your existing smartphone or tablet.

Advanced Contour Cutting Features

Include data sorting and perforated cut.

3 Ink Configurations

Dual CMYK, 7 colour (CMYKLcLmLk),
8 colour (CMYKLcLmLkWh).

**USER
STORIES.**

**LUFTHANSA
TECHNIK AG**
Hamburg, Germany



Lufthansa Technik AG is one of the world's largest players in the field of aircraft maintenance, repair and inspection. In addition to technical services, Lufthansa Technik also provides aircraft painting services and makes stickers and templates that are applied to the exteriors and interiors of aircraft for cabin signage, painting templates and advertising.

Manuela Behrmann from Aircraft Painting Services at Lufthansa Technik in Hamburg explains: "We use the Roland LEC-540 many hours every day to make labels that we use in aircraft. When you realise that there are about 1,000 to 1,500 labels in and on one aircraft, you understand that we need to be able to make labels quickly and efficiently. We primarily use the LEC-540 to print on polycarbonate foil. We print on the back of the foil and apply an adhesive layer over the print. Then the stickers are applied to chairs, toilet doors, etc."

"We're thrilled about our LEC-540. It is a high quality and user-friendly printer. The white ink allows us to increase the colour intensity. VersaWorks, the software from Roland that comes with it, is easy to use and has all the functions that we need," say the employees of the Graphics Shop.

The Graphics Shop at Lufthansa Technik is an expertise centre for graphical and technical lettering and large format prints for aircraft. Every material is subjected to a wide variety of tests to ensure that they satisfy the regulations of the aviation industry. For example, all the foils are extremely colour fast.

"In many cases, it is easier, better and more flexible to use a foil instead of painting. There are few limitations in terms of design or colour scheme," says Manuela Behrmann.



USER STORIES.

THINK IMAGE
Bristol, UK
www.thinkimage.co.uk



Think Image delivers high quality custom made graphics, branding and creative solutions. The business specialises in vehicle graphics, exterior and interior signs, digitally printed wall coverings, display banners, merchandise and workwear apparel.

Tony Lane, Creative Director at Think Image explains how Roland DG integrated print & cut technology has benefited the business. “We have been a Roland DG customer for the past 8 years and the ongoing support they offer and the reliability of their products has always been second to none.”

“We’ve invested in a SOLJET PRO 4 XR-640 integrated print & cut device which has really taken our business to the next level. Every day our XR-640 produces a vast range of output - from vehicle graphics and wall graphics through to stickers and wallpapers - and everything in between.”

In addition to the versatility of output and applications, Tony explains that one of the important benefits is the device’s reliability. “The great thing about it is that it’s even working for me when I’ve clocked off - I can set the machine to print overnight and when I come in to work in the morning the job is finished and ready to go. From the moment we switched it on, the XR-640 has delivered the consistency and quality that I, and my clients, demand.”

“The set-up is easy, the maintenance minimal and the diversity of what you can achieve is simply staggering: we couldn’t exist without it.”



**USER
STORIES.**

GRAFFIDEA
Madone, Italy
www.graffidea.it



Renato Galbiati, owner of visual communications and interior decorations company, Graffidea, believes the secret to his company's success lies in the reliability and ease of use of his Roland VersaCMM integrated print & cut device. "It's a great machine. I can work with different materials and the quality of the final results is absolutely perfect. I leave the printer running overnight and when I come in the next morning the job is done."

For Renato another important reason for choosing the VersaCMM is its versatility. "Every application I make is unique. I really like to experiment in order to offer my customers innovative new solutions and with the VersaCMM I can match their needs with high quality products".

As with any successful business, Graffidea is always looking for new commercial opportunities and Renato combines print & cut technology with UV printing to add eye-catching textured, gloss and matt effects to traditional wide format print. To achieve this, Renato has added the Roland VersaUV LEF-20 to his portfolio of Roland machines. "By mixing different technologies I can deliver new applications," Renato says. "For example, I customised my laptop case using metallic and white inks on my VersaCMM and added gloss details using the VersaUV LEF-20. The result is incredible and when a new customer notices my laptop they want the same effect on their case."



USER
STORIES.

GROW UP SRL
Vicenza, Italy
www.growuplab.it



When someone asks Leonardo Zanotto what his company, Grow Up, does he responds “Grow Up delivers not only a product, but the best solution for our customers’ needs.”

Leonardo is proud to be a Roland user because “even though I’ve had my machine for a long time, it never leaves me in the lurch. I bought my Roland print & cut VersaCAMM in 2007 and since then we’ve grown together, side by side. The machine’s ease of use and reliability are incredible. No one can guarantee the same standard as Roland. I would make the same choice today”.

Leonardo explains that thanks to the competitive advantage offered by the versatility of his print & cut device he can satisfy his customers’ demands. “I can make whatever they want. Window tinting, stickers for guerrilla marketing, outdoor and indoor banners, customised garments, floor graphics, full-colour POS displays, the list is endless”.

Leonardo says he had several reasons for buying a Roland. “Having a printer and a cutting plotter in one machine with a user-friendly RIP such as VersaWorks and a good price/quality ratio were key factors for me. Other Roland users advised me about the printing quality and reliability of Roland devices. Now I do exactly the same with other digital printing rookies”.





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www.rolanddg.co.uk

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