

# DIGITAL BENCH- TOP UV PRINTING

WHAT WILL YOU PRINT?



Your essential guide to product personalisation  
with digital benchtop UV printing.

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THINK  
IT.  
PRINT  
IT.



50%

of consumers believe customised products make better gifts\*

## Explore the huge potential of UV printing

UV printing is one of the most flexible and exciting print processes ever created, and its uses are almost limitless. It is one of the most interesting technologies where personalisation and customisation works best. Giftware, gadgets, electronics, ceramics, fashion accessories, signage and homeware are just some of the commercial sectors touched by the UV magic wand, turning the plain into the personal and the ordinary into extraordinary, high-value products.

Digital UV printing simplifies personalisation, meeting increasing demand for limited runs of unique and decorated products. The Deloitte Consumer Review\*, compiled using YouGov research, found that over half the British adults polled expressed an interest in buying customised products or services – and would be willing to pay more for them. Half of the poll's respondents also believed that customised products make better gifts and more than 40% prefer to buy something unique.

The possibility of printing vibrant colour directly onto virtually any object or surface – adding special effects such as embossing, textures, white and 3D

effects – and the ability to personalise every item individually, means UV printing is an exciting and profitable area for sign makers, graphics producers, advertising agencies, designers, retailers and entrepreneurs to explore.

Even those who already offer screen and pad printing are enjoying a healthy return from the addition of UV's liberating simplicity, speed and cost-effectiveness. Simply unpack the box and your UV printer can start earning your business money within a couple of hours.

This Roland guide demonstrates how UV printing opens the door to a world of possibilities. Roland is passionate about providing you with three important things: sound information, honest advice and a wide range of UV printing machines to choose from. The question is not whether to invest in a UV printer, it's how much you should invest, and what printer model best suits your needs.

We all know that a dose of vitamin D from exposure to the sun's UV rays is essential for physical wellbeing. Exposure to UV printing can do the same for your business.

\*Deloitte Consumer Review [www.deloitte.com](http://www.deloitte.com)



# LET'S TALK ABOUT UV PRINTING

## The basics: What is UV printing?

Let's start with the technology. UV digital printing speeds up the print production process by instantly curing specially formulated UV inks using UV lamps. The ideal UV lamps are low-temperature LEDs, which are long-lasting and cost-effective, plus they do not need any warm-up time to cure inks, saving both time and energy.

These cool LEDs allow you to print onto a vast range of products and substrates, even heat-sensitive materials like shrink-wrap or the protective film on smartphone and tablet screens. The good news is that Roland VersaUV machines use low temperature LED lamps, are also ozone-free and emit only UV-A light, making them safer and more energy-efficient than those used on more conventional UV printers.

Because the ink is instantly cured during the printing process there's no need for drying. This means an object can be printed and immediately used for its intended purpose.

Roland's VersaUV printers also deliver precise ink placement thanks to advanced piezo print head technology. This means you can create the exact print quality, colour density and finish you want. Roland's specially formulated UV inks are designed for vibrancy and flexibility. They can conform around curves for applications onto the broadest range of items.

Roland offer a fantastic selection of compact benchtop UV flatbed printers in the VersaUV range capable of direct-printing onto a virtually limitless choice of three-dimensional, rigid or flexible materials. They offer an exciting opportunity to personalise a whole array of products up to 100mm high using solid white and gloss ink (matt and gloss) capabilities that work with the CMYK colour gamut to create stunning results.

### LOOKING FOR IDEAS?

How about  
personalised  
headphones?

Find hundreds more  
business-building UV  
printing ideas on p12



**NEW  
IDEAS.  
NEW  
MARKETS.  
NEW  
MATERIALS.**

Cricket balls,  
bottles, ceramic tiles,  
trophies, smartphone  
cases, diaries... plastic,  
PVC, wood, cardboard,  
acrylic, leather...



## New business.

With benchtop UV printers, you can capitalise on the growing trend for customised and personalised products. New markets and opportunities are yours for the taking as you can personalise virtually anything on demand including; corporate merchandise, signs, awards, giftware, industrial goods, bespoke domestic items, gadgets, garden and homeware, wedding gifts, sporting goods, product prototypes and more.

And you have astonishing flexibility when it comes to the material you can handle and the products onto which you can print.

Smart software means you can simply input a few basic commands to print directly onto a vast range of substrates including plastic, PVC, wood, cardboard, acrylic, leather and so much more.

**The possibilities are virtually endless.**



# LOOKING FOR IDEAS?

WE HAVE 100S OF THEM

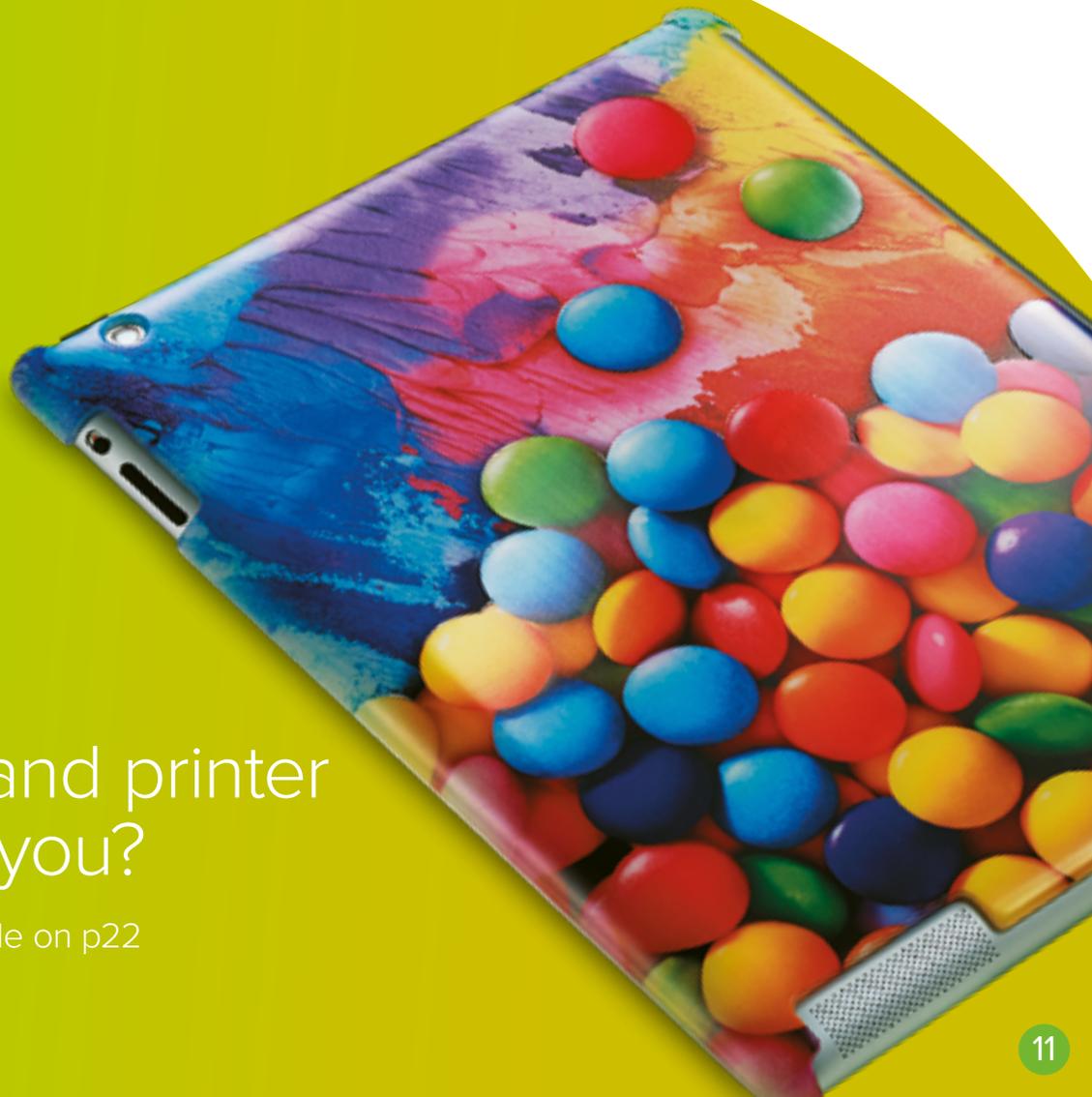
## Personalisation using a benchtop UV printer

### What will you print?

Research shows that people increasingly want their possessions to be unique, to stand out from the crowd. This is rapidly growing into a huge market, with equally huge possibilities for UV printing. You can both expand your offering to your existing customers and find new ones, thanks to the application opportunities benchtop UV printing can offer.

UV printing offers a fantastic business opportunity for creative entrepreneurs or can be a profitable application to your current graphics business next to existing eco-solvent, pad and screen printing technology. There is no complex learning curve – it's just a simple matter of creating the required designs and selecting the right print mode. And the most exciting element of the UV revolution is the sheer scope of its print capabilities.

Here are just a few examples of what can be done with a benchtop UV flatbed printer, but look around you and you'll find a tremendous range of ideas wherever you turn.



## Which Roland printer is right for you?

See our choosing guide on p22



## Travel products

We've all been there at the luggage reclaim watching hundreds of almost identical suitcases grinding around on the conveyor belt, looking for the little clues that tell us when ours has finally arrived. How much easier would it be if your case, luggage tag or strap had been personalised with a unique design that instantly grabs your attention? And there's so much more than cases to be printed:

- Suitcases and cabin luggage
- Luggage scales
- Luggage tags
- Travel sets
- Reading lamps
- Mugs and cups
- Thermal flasks
- Coin purses
- Travel alarm clocks
- Earplug cases
- Compact mirror cases
- Travel adapters
- Passport holders
- Travel wallet and document holders



## Electronic and computer goods

Low-heat LED curing systems make benchtop UV printing ideal for printing on sensitive electronic devices, including tablets and smartphones. High-opacity white ink produces bright, crisp white text and graphics, and can also be printed as an undercoat to enhance full-colour graphics on clear acrylics and darker plastics. One Roland customer prints onto hand-crafted wooden smartphone covers, or read the story of an electronics retailer personalising all kinds of gadgets at the end of this guide. Try these:

- USB sticks, cards and wristbands
- Mini audio speakers
- Headphones and cases
- Smart running and exercise wristbands
- Tablet pouches and cases
- Gadgets
- Consoles
- Power banks and chargers
- Computer accessories
- Laptop, tablet and smartphone screen protectors
- Phone, tablet and e-reader cases



## Promotional items

Don't limit yourself to CMYK. Print white, gloss and colour inks directly onto objects to personalise promotional items like golf balls, key rings, bottle openers and more. Variable data printing allows you to individualise each item with names, photos and other custom design elements like logos, text and full-colour images. Personalise all these and more for your customers:

- Torches
- Cigarette lighters
- E-cigarettes
- Key rings
- Key chains
- Bottle openers
- Games
- Buttons and badges
- Cufflinks
- Fridge magnets
- Golf balls
- Bottles and flasks
- Passes and badges
- Metal, plastic and cardboard boxes



## Giftware

Print directly onto gift items, from fashion accessories to photograph frames, wedding favours, tableware and even fabric and leather goods. Add interesting raised or varnished patterns and textures to your designs with layers of gloss ink. Read the case study at the end about a Roland customer creating photobooks and more. Try these for size:

- Leather goods (gloves, wallets, handbags, belts, etc.)
- Photo albums
- Photo frames
- Fashion accessories
- Watches
- Wedding gifts
- Canvas prints
- Books
- Make-up bags
- Clocks
- Shoe horns
- Fabric items such as umbrellas

## Stationery and desk goods

How much more valuable is a desk diary or fountain pen which has been personalised with the owner's name and job title? If there are 100 people in your customer's company you can provide 100 uniquely individualised products during the same print run, including:

- Pens
- Pencils
- Writing sets
- Highlighters
- Personalised stationery sets
- Diaries and notebooks
- Coasters
- Pen holders
- Folders
- Rulers
- Staplers
- Scissors
- Pencil cases
- Business card holders
- Mouse mats
- Fidget spinners

A print run of  
100 items – with  
100 personal  
messages



## Awards and trophies

Benchtop UV printing is the perfect technology for an award, trophy and commendation business, giving you the opportunity to print full-colour graphics on items for high-impact results. White ink allows you to print on clear acrylic awards as well as dark-coloured plaques, polished wood and metals. Gloss ink adds elegant embossing and varnishing effects for a more luxurious, high-quality effect.

- Plaques
- Trophies
- Medals
- Awards
- Novelty items

Complement your VersaUV LEF printer with a professional Roland EGX engraver to offer a winning personalisation solution in this popular market!



## Musical instruments

Musicians treasure their instruments and often love a look as individual as their playing style. There is already a colourful history of graphics on drum kits, guitar cases and the instruments themselves, so this is the perfect technology to help make every guitar, cymbal and even loudspeaker system unique. How about personalised drumsticks? One Roland customer does just that – read the case study at the back of this guide and turn up the volume with these:

- Plectrums
- Drumsticks
- Parts of musical instruments and amplifiers
- Boxes and cases
- Loudspeaker surrounds
- Effects pedals
- Headphones

You're not limited to flat CMYK...  
print white, gloss and colour inks  
directly around the curves and  
contours of 3D objects.



## Labels, packaging and manufactured goods

Enter the packaging and industrial markets by creating production-quality designs and detailing. Variable data printing allows for individual serial numbers to be printed on multiple items, while vibrant colour graphics make them stand out. UV technology's ability to work with PE, PET and BOPP make it perfect for printing on packaging and labels. Try printing self-adhesive labels – a proven steady revenue earner for graphics providers – in solid white on transparent media then overlay it with colour in a single process. Or enliven colour packaging with gloss ink or 3D and textured effects for greater impact on the shelves. Imagine the possibilities of these products:

- Cosmetics boxes
- Packaging and boxes
- Control panels
- Product parts
- Labels



## Interior décor

UV printing can add an individual touch to the home or the workplace. Print on coffee table tops, delicately crafted wood signs, canvas art, ceramic bathroom tiles and lots more. One Roland user went from selling high-end chicken coops to printing striking art canvases, bamboo decorations and more. Unleash your creativity on these:

- Furniture
- Fine art prints
- Ceramics
- Nameplates and house signs
- Door knobs
- Light switches
- Wooden craft items



## Sports, outdoor and games

UV printing can add an individual touch to the world of outdoor activities, sports and games. Whether it be personalised items for a school sports day, a corporate team-building day, an extra special touch to a family's annual camping trip or even personalised board games and pieces. One Roland customer uses their benchtop UV printer to personalise sets of dominoes - you'll be amazed at products you can create, such as:

- Golf balls
- Frisbees
- Fishing reels
- Hockey pucks
- Board games and pieces
- Dominoes
- Dart flights
- Sports and drinking bottles
- Boomerangs

At Roland, we are constantly surprised by our customers' ingenuity in uncovering new applications and markets.

**What will you print?**



# FROM GIFT SHOPS TO RESTAURANTS



## New markets open up

Your mind is full of ideas and you've opened your world to an almost unlimited range of print possibilities, but to whom do you offer these amazing services?

Your potential marketplace is vast. Imagine counting these, and more, amongst your new customers:

- **Clubs, charities and associations**
- **Government bodies**
- **Colleges and universities**
- **Advertising and creative agencies**
- **Restaurants and cafés**
- **Bars and clubs**
- **Hotels, B&Bs and campsites**
- **Tourist attractions and venues**
- **Shopping centres and independent shops**

- **Electronics retailers**
- **Gift shops**
- **Sports and outdoor suppliers**
- **Packaging providers**
- **Photo labs**
- **Automotive resellers**
- **Homeware suppliers**
- **Promotional companies**
- **Start-ups, SMEs, corporates and literally companies of any shape or size.**

If you're already a print service provider, you can add benchtop UV printing to your existing technology portfolio. An investment in UV printing means you will always have something fresh to offer to your customers.

# PRINT HERE, THERE

AND EVERYWHERE





## Made for each other: compatible materials

UV technology is compatible with so many materials that it's easier to ask what it can't print on – so go and get creative and experiment!

Remember, the cool LED lamps cure the ink droplets immediately after they land on the material, and since no heat is used to cure the ink, printing on heat-sensitive materials isn't a problem either.

### Try these materials, both standard and unusual\*:

- Wood
- Ceramic
- Canvas
- Cardboard
- Board
- Leather (natural or synthetic)
- Textiles
- Driftwood
- Shrink wrap
- Polyethylene (PE)
- Polyethylene terephthalate (PET)
- Biaxially oriented polypropylene (BOPP)
- Self-adhesive vinyl (PVC)
- Mesh
- Stone
- Bamboo
- Acrylic
- Glass
- Plastic
- Metal

### And many more besides...

\* Adhesion may vary according to the exact composition of the material and its surface properties. We strongly recommend you test the substrate before production. Some surfaces may need to be primed before printing.



# HELLO. WE'RE ROLAN

MEET THE VERSAUV LEF RANGE

**VersaUV**



**LEF-12i**



**LEF2-200**



**LEF-300**



# D.

As you can see, one machine can truly open up a whole world of opportunities, to feed your creativity, explore new markets and make you money.

Roland offer three models in the VersaUV benchtop printing range; LEF-12i, LEF2-200 and LEF-300, so you can choose what suits your budget and business.

Each model enables you to print on items up to 100mm in height and offer a range of full colour, white and gloss inks. Gloss ink options offer spot gloss or matt finishes as well as stylish embossed and textured effects. White ink is available for adding touches of brilliance and to ensure bright colour quality on dark or clear substrates.

**Let's take a look at the range.**

# A UV PRINTER FOR EVERY ONE



## Find your Roland LEF

There is a range of Roland VersaUV LEF benchtop flatbed printers available, so there's sure to be a model ideal for you.

Each of the VersaUV LEF models has a laser alignment system for precision printing and a cover to protect users from its moving parts and their work from dust.

The intuitive controls, combined with the user-friendly Roland VersaWorks 6 software, enable users to start production within an hour or two of installation.

They all use a low-heat UV-LED lamp to instantly cure Roland's high performance ECO-UV ink.



JUST GETTING  
STARTED

THE BUSINESS  
BUILDER

BIG  
BUSINESS

**VersaUV**  
**LEF-12i**

**VersaUV**  
**LEF2-200**

**VersaUV**  
**LEF-300**

Ideal for	Short-run customisation of USB drives, smart phone covers, photo frames and other small objects.	Short-run customisation of small to medium sized items. Primer ink option available to enable printing onto a wider range of substrates and unique surfaces	Production-volume customisation of small to medium sized objects or single larger items. Primer ink option available to enable printing onto a wider range of substrates and unique surfaces.
Maximum print area	305 (w) x 280 (h) mm	508 (w) x 330 (h) mm	770 (w) x 330 (h) mm
Maximum print height	100 mm		
Maximum object weight	5 kg	5 kg	8 kg
Ink type	Roland ECO-UV		
On-board Primer option available	NO	YES	YES
Ink configuration options	CMYK + Gloss + White	CMYK + Gloss + White CMYK + Primer + White CMYK + White + White	CMYK + Gloss + Gloss + White CMYK + Primer + Gloss + White
Included RIP software	Roland VersaWorks 6		
Accessories	BOFA air filtration system (optional but recommended)		
Machine dimensions	999 (w) x 862 (d) x 549 (h) mm	1,202 (w) x 962 (d) x 549 (h) mm	1,560 (w) x 955 (d) x 576 (h) mm

According to a recent FESPA Print Census\*, when making a purchase print businesses are most commonly looking for faster print speeds (46%), followed by special features like white ink and UV gloss varnishes (31%), and textile printing capabilities (30%). All these benefits and more are offered by the Roland VersaUV range of printers.

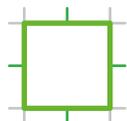
\* FESPA Print Census [www.fespa.com](http://www.fespa.com)

Just getting started:

# VersaUV LEF-12i



100 mm



305 x 280 mm



The Roland VersaUV LEF-12i is the affordable solution for businesses getting started in the fast-growing market of personalised print and bespoke goods. A benchtop machine with a footprint small enough to fit into any design or advertising studio, office, workshop or retail environment, the VersaUV LEF-12i is a compact device that prints directly onto an incredible range of popular consumer items.

With a print area of 305 x 280 mm, the VersaUV LEF-12i can print onto virtually any substrate up to 100 mm in height and 5 kg in weight.

“The LEF has been a game-changer for us”

Alexandra Gramatikas, Altr, USA





Business is growing:

# VersaUV

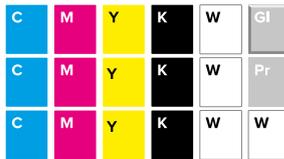
## LEF2-200



100 mm



508 x 330 mm



Our medium-weight benchtop system, the VersaUV LEF2-200 fits into any studio, workshop or retail environment to offer a versatile solution for printing directly onto virtually any item, with incredible detail and stunning colour. With a print area of 508 x 330 mm, the VersaUV LEF2-200 can print on almost any material up to 100 mm in height and 5 kg in weight.

Unlike the smaller LEF-12i, the LEF2-200 features an on-board primer ink option making it easy to customise plastic, acrylic and other smooth surfaces.

“We have been able to offer our customers a personalisation service that they value. The possibilities are unlimited”

Jan Soler, BaArt, Spain





**BEST  
SELLER**

Big business:

# VersaUV LEF-300



100 mm



770 x 330 mm



Perhaps the optimum printer in its class – and our best seller – is the robust Roland VersaUV LEF-300. It has been built to meet high-volume demands and long production runs thanks to its large capacity print area of 770 x 330 mm and vacuum table which holds materials securely in place. With four print heads and two UV-LED lamps, the VersaUV LEF-300 enables fast bi-directional direct printing on items up to 100 mm in height and 8 kg in weight.

Its ink system has eight delivery channels: four deliver CMYK inks, while its white and gloss inks are delivered through two channels each for faster printing, increased white density and thicker gloss layers. It also has an on-board primer ink option to expand your repertoire.

“We have remained successful because we are constantly thinking of new and innovative designs and have been able to produce some really exciting stuff”

**Ben Grist**, Oakdene Designs, UK





# THINK INK, THINK INNOVATION

## ECO-UV



### Innovative inks

An extraordinary technology needs an equally extraordinary ink. Roland's specially formulated ECO-UV inks are designed for vibrancy and flexibility. It can conform around curves for application onto the broadest range of items.

Roland's VersaUV LEF series printers combined with ECO-UV inks deliver premium quality and brilliant results on a seriously impressive range of substrates. ECO-UV is available in CMYK + white + gloss in 220cc and 500cc cartridges (white is currently only available in the 220cc size).

With the Roland VersaUV LEF2-200 and LEF-300 machines, primer is also available for printing on more difficult surfaces.



## White ink

ECO-UV white ink can be a great design feature but it has another, useful power when used with a UV printer. Laying down a base coat of white ink allows clear or dark coloured materials to be printed over the top with great results, producing vibrant colours on even the darkest substrates. ECO-UV white ink is provided in 220cc cartridges, and has been formulated to ensure both uniform coverage and perfect opacity.

White ink's print opacity is determined by the way it reacts with the substrate, and the selected print mode. If a single coat of white is not enough to create the required effect on a specific material, the printer's included VersaWorks 6 RIP software can run multiple coats for the desired finish.



Multiple layers of gloss ink can create stunning embossed effects

## Print effects and 3D textures

A UV digital printer can do so much more than print vibrant, eye-catching graphics. Gloss inks create sophisticated gloss and matt finishes, bringing an extra touch of magic to the print surface. Multiple layers of gloss ink can also be applied to create simulated embossing, Braille effects and 3D textures. Some users have even been able to print outstanding 3D structures. The inherent possibilities are so vast that the limits of UV printing have yet to be reached, and enthusiastic users are constantly finding new applications for the gloss inks.

The Roland Texture System Library supplied with the Roland VersaWorks 6 RIP software, which is included with Roland VersaUV LEF printers, has 72 ready-to-use texture patterns, all of which can be printed using gloss ink. Tactile etch-effects and raised cross-hatching can be printed straight on the media, as can embossed lines, squares, flowers and spheres, graphical, natural and textile effects and much more. You can also design and print your own patterns, and literally feel them come to life.



## Primer

Some surfaces are too smooth for even UV inks to adhere, but that's no obstacle. The Roland VersaUV LEF2-200 and LEF-300 printers feature an on-board primer ink option, which means you can quickly and easily prepare and then print onto plastic, acrylic and other substrates that might otherwise resist the process completely, or lack scratch-resistance or durability.

By selecting primer in the Roland VersaWorks 6 RIP software, you can prepare the surface before printing the full-colour graphic in a single process, which makes adding graphics to challenging materials both cleaner, faster and much more efficient. You can, of course, also pre-prime surfaces manually.

*Print quality or ink adhesion may vary according to the substrate used and we strongly recommend you test the substrate for compatibility to ensure optimal printing results.*

# ROLAND VERSAUV LEF IN ACTION

## Join us in the world of UV printing

Roland's family of VersaUV LEF benchtop printers can power a new start-up or inject life and excitement into an existing business, enabling you to take advantage of the fast-growing market of personalised print and bespoke goods.

By adding UV printing to your portfolio, you are making a sound investment in the future of your business, and the returns are almost instant. Your return

on investment will depend on how you use your clever new machine to open new markets and explore new techniques, but you are sure to recover your initial outlay and move into profit quickly.

Read on to see the value you can add to products and how a handful of entrepreneurs around the world are using their VersaUV LEF printers.



# FROM BLANK TO BANK

Turn the plain into the personal and enjoy a profitable return. Take a look at these popular items\*

## NOTEPAD



Paid £2



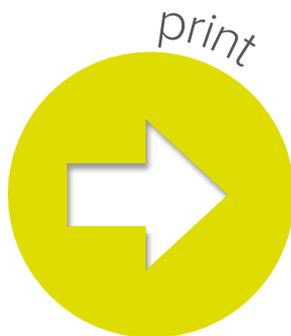
+£11

Sold £13

## GOLF BALL SET



Paid £5



+£27

Sold £32

\* Prices based on internet research conducted July 2018 and are intended for illustrative purposes only. Actual prices may vary.

"I would totally recommend the LEF to others. We've run our business on it. It's helped us to grow and probably **DOUBLED OUR SALES** in the last six months."

Michelle Harties, Bespoke Packaging

"We **INCREASED OUR PROFITS BY 300%** in six months. It's opened us up to a whole new world."

Korie Laskowski, Pretty in Polka Dots

## VASE



paid £6

print



+£22

sold £28

## PHOTO BLOCK



paid £7

print



+£25

sold £32

# Case study: BAART SPAIN

BAART



## Personalised music equipment, interior décor items, packaging and games

Brothers Quico and Jan Soler have reinvented their family business through investment in digital UV printing, overcoming the 2008 financial crisis with personalised drum equipment.

Based in the small Spanish town of Sant Pere de Torelló, the original family turnery business made wooden items such as stair rails, sofa feet, knobs and chair legs. Thanks to musician friends, when the recession hit, the brothers saw a way to diversify into hand-crafted, high-quality drumsticks and currently produce about 5,000 pairs a year.

To expand their business volume in 2015 BaArt decided to offer more value by customising sticks with the name of the artist or band, or any design their customers request. This was made possible with a Roland VersaUV LEF-200, which can print directly onto objects – such as musical instruments and items like drumsticks – up to 100mm thick.

In 2016 BaArt upgraded to the VersaUV LEF-300 with a larger printing area and higher level of productivity in order to produce personalised wooden totems, door knobs and cabinets with drawings, creative packaging for make-up, and even printed wooded dominoes.

**“From the outset, Roland DG has brought us great benefits and new business possibilities, thanks to the VersaUV LEF-300. We have been able to offer our customers a personalisation service that they value. With the LEF the possibilities are unlimited.”**

Jan Soler – BaArt

[www.baquetesartesanes.com](http://www.baquetesartesanes.com)

Case study:

# OAKDENE DESIGNS UK



## Personalised bamboo decorations, street signs, illuminating and transparent photos

Ben Grist, founder of Oakdene Designs, first came across Roland DG printers while at college and knew from that moment he wanted to own one.

An entrepreneur at heart, at the age of 17 Ben started his first business, manufacturing high-end chicken coops. He soon invested in an affordable Roland GX-24 vinyl cutter, allowing him to produce custom-made stickers for the coops, and soon used the equipment to diversify into wall stickers and prints.

The business was run out of a small studio at the end of Ben's road in Brockham, Surrey and took investment slowly, upgrading over time to a larger and more powerful Roland eco-solvent integrated printer/cutter, enabling Oakdene Designs to expand its range to include bespoke canvases, decorative signs, adhesive wallpaper murals, wall sticker sets and personalised printed photos.

In 2016 the small team of eight full-time staff members were selling high-volume specially made-to-order decorative products on the web in the UK and worldwide and, determined to remain competitive and maintain the level of growth the business has achieved, Oakdene Designs invested in a Roland VersaUV LEF-300 UV printer.

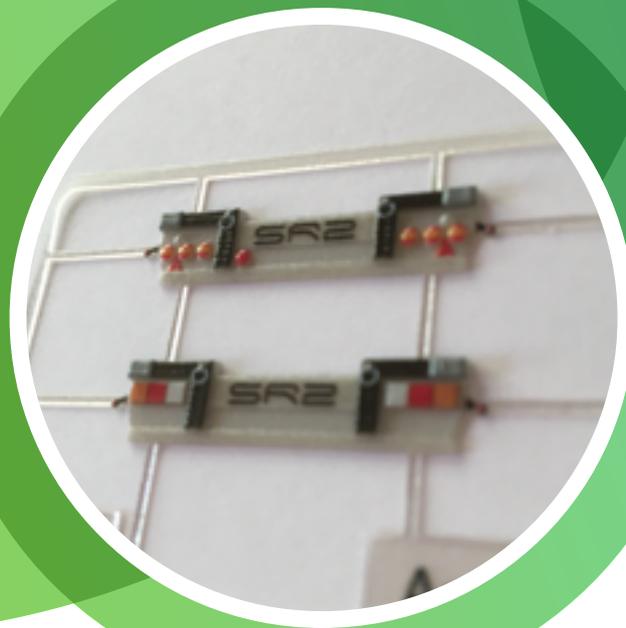
The UV printer is able to print directly onto a wide range of substrates, allowing Oakdene Designs to create a larger range of unique decorative items to include bamboo decorations, illuminating photos, street signs and transparent photos. Built to meet high-volume demands, the UV printer provides a consistent high-quality finish even during long production runs.

**“The addition of the LEF-300 gave us the ability to print onto a larger variety of materials including wood, fabric, leather and acrylic, all without a primer. We have been able to produce some really exciting stuff.”**

**Ben Grist** – Oakdene Designs

[www.oakdenedesigns.com](http://www.oakdenedesigns.com)

# Case study: MAX MODEL ITALY



## Personalised miniature model vehicles

It's the small details that make Max Model a big success. Based in the beautiful surroundings of Florence, Italy, the business makes model vehicles featuring very small-scale decals.

The work is so minute - and the level of precise detail required so great - that Max Model's owners Massimo Marchi and Letizia Mattei have to use a magnifying glass to ensure their prints are perfect.

Max Model take orders from individuals all over the world and is developing a supply chain with retailers. Massimo and Letizia create each model from pattern to prototype, adding incredibly detailed decals as the final, essential touch.

The business began using a Roland eco-solvent printer/cutter with white and metallic ink options, but found an investment in a Roland VersaUV LEF printer could add an extra asset to the models. Its UV gloss inks can be printed in layers directly onto objects, building up tactile textures and incredible multifaceted designs.

**“The versatility and reliability combined with absolute precision is what's help enable us to become a leader in the modelling industry - especially in small-format 3D.”**

**Massimo Marchi – Max Model**

[www.max-model.it/en](http://www.max-model.it/en)

# Case study: ALTR USA

ALTR.



## Personalised button covers, lapel badges and cufflinks

Alexandra Gramatikas's business started with a winning idea. While attending the University of Central Florida's MBA programme, Alex entered her business plan for custom-printed button badge covers in the university's entrepreneur competition, and took first place.

This scored her a space in the university's incubator and soon after Alex moved Altr's production in-house with the purchase of a Roland VersaUV LEF series benchtop printer. "We saw the LEF perform at SGIA Expo – it was doing the same thing as printers that cost a lot more money," she explains.

**“The LEF has been a game-changer for us. We completely revamped our business model. Now we can do one box or hundreds, and, in most cases, send out our orders the same day.”**

Alexandra Gramatikas – Made to Altr

Altr's corporate clients often request button covers or lapel pins printed with their logos, while individual customers can send in their own artwork. Alex uses a jig to place 297 small covers, or 115 large ones, in the VersaUV LEF at one time.

"The quality is amazing. Our small button covers only measure about 15 mm, we've even printed the Mona Lisa on them – the detail is phenomenal," says Alex.

[www.madetoaltr.com](http://www.madetoaltr.com)

Case study:

# MEDIA MARKT SPAIN

The Media Markt logo, featuring the brand name in a red, stylized font with a small red flower-like icon between the words.

## Personalised electronic devices including smartphones, consoles and coffee machines

Electronics retailer Media Markt has invested €47 million in a digital transformation plan, which includes remodelling its 80 stores in Spain with new features to entice customers with a unique shopping experience where they can not only buy, but also can touch, test and enjoy the products for sale.

Part of this investment programme includes equipping stores with Roland's revolutionary VersaUV LEF printers in order to personalise all types of electronic devices – smartphones, tablets, consoles and even coffee machines.

The Roland VersaUV LED curing system converts everyday objects into unique, personalised objects quickly. The next-generation UV technology guarantees a clean, energy-efficient and eco-friendly working environment, while allowing full-colour, high-quality printing on items up to 100mm thick at higher speeds than conventional equipment – ideal attributes for a retailer without a specialist print room and with customers demanding quick turnaround.

Products are available at a truly attractive price for customers and very high profit margins for operators. For Media Markt, investment in Roland UV print systems has enabled the introduction of personalised items like key rings, wooden and decorative items and photographic products – that is, goods not typically sold by the retailer. The service encourages customers to spend more time in-store and sets out Media Markt as a unique competitor against online retailers and other electronics shops.

[www.mediemarket.es](http://www.mediemarket.es)

Case study:

# ARKTIS GERMANY

The logo for Arktis.de, featuring the text "arktis.de" in white lowercase letters on a blue rectangular background.

## Personalised phones and tablets

Arktis, a major Apple Reseller in Rosendahl, Germany, goes beyond simply selling phones and tablets by also personalising them, with an ingenious Roland VersaUV LEF printer.

Around 70% of the personalised designs are photographs uploaded to the Arktis web shop by customers, who don't need any technical know-how to use the service. As well as individual shoppers, corporate clients might buy a series of printed cases for their staff at Christmas or to mark the opening of a new department. Arktis can also produce larger runs of the same cases on demand, for instance for sports clubs, music bands or businesses.

The remaining 30% is made up of the creative ideas of the design and print team, who must also ensure each design fits properly on the device and

leaves the charger connection, camera lenses and volume controls accessible.

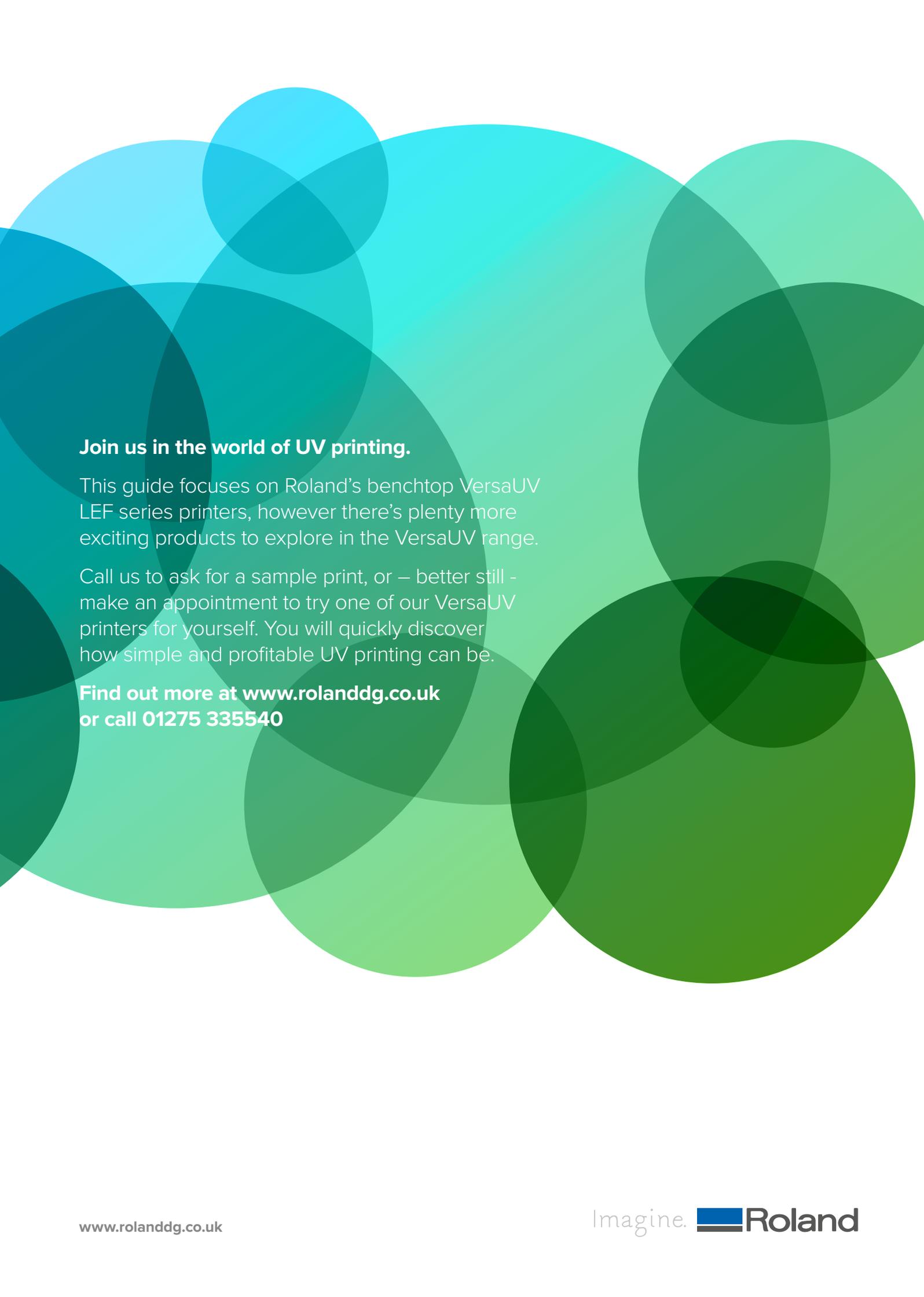
"Quality is the main issue as far as the customer is concerned," emphasises Bernd, from the Arktis design team. "The print on the case also protects the device (e.g. mobile) from scratching or other damage and consequently has to be of a superior quality. Furthermore, the high-quality UV colours don't fade; on the contrary, they last a long time. The printed cases are both washable and scratch-proof."

Rainer Wolf, Arktis Managing Director, says the business was in profit after six months. "Now, almost twelve months later, I am very happy that the idea and its implementation were a resounding success. This year 50% of the products we supply to customers as a reseller originated from this machine."

**"Roland's ECO-UV ink offers high-density printing in a wide variety of colours. The ink dries instantly and its flexibility prevents it from breaking up when the material is bent or stretched, and since no heat is used to dry the ink, printing on heat-sensitive materials is no problem."**

**Bernd – Arktis design team**

[www.arktis.de](http://www.arktis.de)



**Join us in the world of UV printing.**

This guide focuses on Roland's benchtop VersaUV LEF series printers, however there's plenty more exciting products to explore in the VersaUV range.

Call us to ask for a sample print, or – better still – make an appointment to try one of our VersaUV printers for yourself. You will quickly discover how simple and profitable UV printing can be.

**Find out more at [www.rolanddg.co.uk](http://www.rolanddg.co.uk)  
or call 01275 335540**