

As Seen In...

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packagePRINTING

For printers and converters of labels, flexible packaging and folding cartons



ONPRESS

by Tom Polischuk

Wide, Wide World

Wide-format inkjet opens up the doors to opportunity.



Walter Dow, CEO of Screenprint/Dow, with one of the company's five wide-format UV inkjet printers

Many package printers are looking for ways to expand their businesses and provide increased products and services for their customers. In today's business climate, it's more important than ever to become an indispensable provider of value-added products and services to solidify the customer base.

Fairly recently, a number of package printers have turned to wide-format inkjet printing as a way to add more value for their customers. One such company is Wilmington, Mass.-based Screenprint/Dow (www.screenprintdow.com).

Screenprint/Dow is a 40-year-old company founded by CEO Walter Dow in 1969.

It manufactures product identification products, graphic overlays, and membrane switch technology using a variety of printing technologies, including sheetfed screen and UV offset.

According to Dow, Screenprint/Dow expanded into wide-format inkjet printing in 2006 to provide increased versatility to sup-

ply its customers' needs. "Many of our customers were looking at more process color printing and had larger size requirements for their graphics," he says.

The company used its new wide-format inkjet technology to provide display headers for end-aisle displays. "In addition, Screenprint/Dow provides graphics for retail shelves called Shelf Art™, and floor graphics that are used in the retail stores to stimulate sales or direct consumers to a specific featured product or 'branded zone,'" says Dow. Other wide-format products include signage, window graphics, shelf talkers, and counter graphics.

Synergy

Several years after he started Screenprint/Dow, Dow founded Dow Industries (www.dowindustries.com). While the former focuses on sheetfed screen and UV offset to support graphics printing and the membrane switch industry, Dow Industries incorporates flexo, combination flexo/rotary screen, and digital printing to supply pressure-sensitive prime labels for a variety of consumer markets. According to Dow, the wide-format inkjet printing capability has further enhanced

the complementary nature of the two businesses.

"We have been successful in selling both of our companies' capabilities into similar market areas and maximizing the synergies that exist between the two," he explains. "We have secured new business by offering higher definition printing that is achieved by using wide-format inkjet printing."

When Screenprint/Dow entered the wide-format inkjet arena, it did so after careful consideration of what the company wanted to accomplish. "We selected UV inkjet technology based on its versatility and a need to have at least 4-color in-line printing," recalls Dow.

In the past three years, the company jumped into wide-format UV inkjet printing with both feet. First, it acquired two Mimaki (www.mimakiusa.com) 7-color presses. In 2007 and 2008, it added two 80" wide efi (www.efi.com) Vutek QS2000 hybrid presses that can print both roll-to-roll and sheetfed material. Finally, it purchased a 60" x 120" Inca (www.incadigital.com) Spyder Q press.

Dow says that the company uses the Inca press for high-volume printing with variable

data/image capabilities. "We also offer lenticular graphics on this press, which allows for photographic quality for lenticular optimization in both 3D and animation versions," he says.

While the investment in the presses was a major component of Screenprint/Dow's commitment to this business segment, more was needed to complete the picture. "To support our wide-format UV inkjet presses we have various converting equipment that can kiss cut, knife cut, route, laser cut, and score material 60" x 120" and up to 1.0" thick," notes Dow.

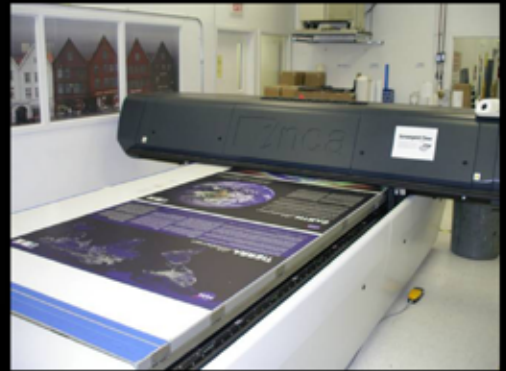
Screenprint/Dow made a significant investment in wide-format inkjet printing because it sees a bright future for what this technology can provide. "We see wide-format UV inkjet technology as the future of printing, with strong growth opportunities," says Dow.

With screen, UV offset, and wide-format inkjet printing, along with the capabilities of its sister company, Dow Industries, Screenprint/Dow appears to be well positioned to serve a wide variety of its customers' needs. ■

From a five inch window graphic to a thirty foot mural, Screenprint/Dow has you covered.



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