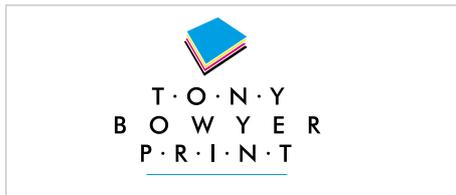




Part of a series of end-user case studies on Intec products

# COLORFLARE 'SAVES MONEY AND BRINGS IN EXCITING NEW BUSINESS' FOR ESTABLISHED COMMERCIAL PRINT FIRM.



Tony Bowyer Print recognised the Intec ColorFlare as the ideal machine to save them money and also add new premium revenue streams - perfect for taking their business into the next generation.



Lee Bowyer, applying lamination, then metallic silver foiled text, followed by holographic effects, to their new wedding stationery brochure

Tony Bowyer founded the print company in 1969, following a career with a prestigious London advertising agency. It remains a family-run company to this day, with Tony's daughter Nichole and son Lee (having more than 28 years' experience between them), now heading up the Bournemouth company.

#### Time for investment in plant.

When the time came to consider this years' investment in new equipment, the ColorFlare was not actually top of the list. Their natural reaction was to upgrade one of their digital presses to the latest version - but upon investigation, this didn't appear to offer many production benefits to justify the spend.

Their thoughts then turned to the firm's finishing needs. Lee had seen the ColorFlare in trade magazines and was impressed that it was quite possible that the savings made on keeping their lamination in-house could actually finance the machine! Good news, as much of their work is highly finished to deliver a premium and bespoke feel for customers. Indeed, lamination of corporate folders, brochures and business cards is one of the mainstays of their business. The end was therefore in sight for their ageing manual laminator, (whenever runs exceeded 20 sheets, they tended to go outside for their lamination - which then sadly, impacted upon profitability). It was decided, investment here would be a good move.

*"As the financial controller of the business, I have to ensure that we invest wisely and can keep expenditure under control - but the very fact that the machine would pay for itself simply by keeping the cost of our business card lamination in-house, made the decision a total 'no-brainer' for me!"*  
**TONY BOWYER** managing director

#### THE FINISHING OPPORTUNITY

- Ageing in-house laminator with low-volume capacity
- Using outsourced trade finishers impacts on profits

#### THE COLORFLARE SOLUTION

- Laminates up to SRA3 and wide format & banner work
- 'Burst separation' feature gives clean true cut sheets for reprinting & knocking up
- Metallic foiling & holographics
- Costs no more than average spend on outsourcing matt laminated business cards



The finished brochure - the perfect tool to aid customer discussions and for demonstrating and selling foiling, lamination and holographic finishing services

## COLORFLARE ACTUALLY 'PAYS FOR ITSELF'

### ColorFlare delivers the answer.

Lee arranged a demonstration at the Intec showroom, the whole family attended and were completely blown away by what they saw the machine could actually do for them - beyond mere lamination!

"ColorFlare makes lamination of SRA3, wide format and even banners an absolute breeze!" said Lee. "With matt, gloss and over-printable soft-touch finishes to work with, we can satisfy all our production needs. And a huge added benefit is the 'burst separation' feature - this gives a totally clean and 90° cut between every sheet - making knocking-up, reprinting and guillotining a lot easier, and more accurate

### Foiling and holographics included!

"It is so much more than a pure lamination device," said Nichole, head of the design studio. "We were all amazed at the quality of the metallic foiling - you really *do* have to see it to believe it. Seeing how simply the artwork can be modified to apply foiling to my designs and watching those shiny sheets pour out of the machine was awesome. As a graphic designer, I just fell in love with the prospect of having metallic foils, holographic film effects - and lamination finishes to work with."

### A simple purchasing decision

Managing director, Tony, said; "As the financial controller of the business, I have to ensure that we invest wisely and can keep expenditure under control - but the very fact that the machine would pay for itself simply by keeping the cost of our business card lamination in-house, made the decision a total 'no-brainer' for me!"

"The cost of the Intec ColorFlare CF1000LX, spread over a 3 year period is roughly equal to what we typically spend on sending out just 1 lamination job per week. So, already it will pay for itself and anything more than this and we're actually making money! Furthermore, the customer services and technical support Intec has offered since has been second-to-none."



Lee Bowyer, applying lamination, then metallic silver foiled text, followed by holographic effects, to their new wedding stationery brochure

### Improved workflow and convenience

By bringing the service in house, Tony Bowyer Print has taken complete control over so many facets of their finishing needs:

- Gone is the £46 set up charge each time they go out for lamination at the trade finishing house.
- Gone is the cost of the lamination itself per sheet. In addition to this they would need to book the lamination in, drive to drop it off - then drive back to collect it.
- Occasionally, yet another trip might be required, if the trade house created waste and required extra sheets.
- In addition to this the Intec CF1000LX gave them the opportunity to offer spot UV gloss on their digital prints, a wide range of metallic foils, PLUS many holographic effects.

### More strings to their bow

Tony Bowyer Print has always specialised in offering a very personal and bespoke service to their extremely loyal and exacting customers - and are continually aiming to keep pace with technological developments.

Adding the Intec ColorFlare gave them the opportunity to turn their work around faster, reduce costs *and also* be able to enhance their services through the addition of the metallic foiling and holographic effects.

### Premium finishes - means premium profits

As part of their bespoke services Tony Bowyer Print, specialises in low-volume wedding stationery and premium invitations for events - the addition of metallic foiling created significant new

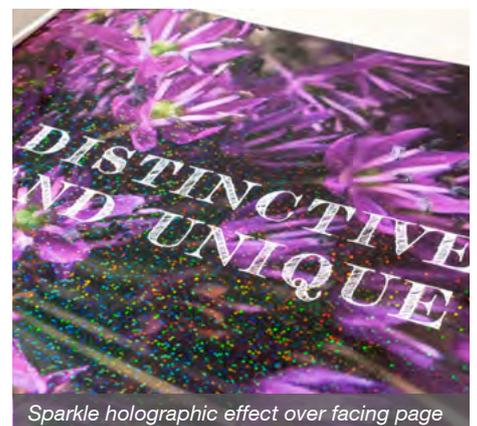


Nicole relishing the added design options

**"For less money than we'd budgeted to spend this year, we've now invested in a machine which will pay for itself by keeping all our lamination in-house - PLUS we can now do foiling and holographic effects!"**  
**TONY BOWYER** managing director



Clever use of spot gloss lamination



Sparkle holographic effect over facing page



One of the pages in the brochure dedicated to extolling the virtues of ColorFlare - in his case, metallic gold foil flaring

revenue streams and the ability to compete for additional high-quality work which commands a much higher profit potential.

Having already produced a number of stylish wedding invites on the ColorFlare for customers, they have now totally revamped their bespoke wedding stationery brochure to include all aspects offered by the ColorFlare.



*"Seeing how simply the artwork can be modified to apply foiling to my designs and watching those shiny sheets pour out of the machine was awesome. As a graphic designer, I just fell in love with the prospect of having metallic foils, holographic film effects - and lamination finishes to work with."*

**NICHOLE BIGGS** director  
Tony Bowyer Print



## CONTACT INTEC FOR A PERSONAL DEMO

**TYPICAL COLORFLARE PIECES**

[www.intecprinters.com/systems/colorflare](http://www.intecprinters.com/systems/colorflare)