

KONICA MINOLTA HELPS PRINTER EXPAND WIDE FORMAT BUSINESS

GAM DRIVES GROWTH WITH ADDITIONAL APPLICATIONS AND ABILITY TO PRINT ON WIDER RANGE OF SUBSTRATES

SITUATION

For nearly 50 years, GAM Graphics and Marketing (GAM) has been producing a very wide variety of products for their clients including business cards, letterhead, envelopes, brochures, indoor and outdoor signs, vehicle lettering and wraps, direct mail, perfect bound books and more. The family run business serves Virginia, Maryland and Washington DC, but ships throughout the entire U.S. GAM's clients include various businesses such as property management companies, HOA's, banks, credit unions, builders, manufacturers, restaurants, government agencies and non-profits.

A Konica Minolta client for more than three years, GAM's digital print operation regularly relies on the AccurioPress C14000, AccurioPress C6100 and AccurioPress 6136 digital press. When the printer needed to upgrade its wide format printer due to customer demand for faster turnaround times, they considered their current wide format vendor, looking at speed, quality, UV Inks and output size compared to Konica Minolta. Important requirements included the ability to print 4' by 8' panels with greater productivity and in landscape orientation.

GAM has been an all-digital print shop since about 2013 and has been doing wide-format for about 20 years in-house. During a tour of Konica Minolta's Client Engagement Center (CEC) in 2022, the printer experienced all of

Konica Minolta's offerings and was impressed with the AccurioWide 200 they saw and the samples that were shown. Due to their satisfaction with the overall quality and performance of its existing Konica Minolta products, GAM was confident the new, AccurioWide 250 would help them increase speed and efficiency. The fact that it could do textured prints was very impressive and definitely a factor in procuring the AccurioWide 250 to replace the hybrid machine they had at the time.

"Our relationship with Konica Minolta has grown stronger every year. They continue to bring products to market that impact our bottom line and allow us to be more creative and expand our business with our current and future customer," Nathaniel Grant, President, GAM Graphics and Marketing.

continued

WHO

GAM Graphics and Marketing

WHAT

Full-service design, print, sign and mailing shop offering high-quality, cutting-edge design, print and fulfillment services.

WHERE

Sterling, Virginia

SIZE

11 employees



SOLUTION

As it continues to invest in the wide-format market, Konica Minolta offers its clients a path for more productivity as they expand their wide-format business. The AccurioWide 250 is a very productive, efficient wide-format printer that enables customers to grow their business in new market segments through the adoption of the latest printing technologies.

The versatile printer offers superior image quality and high productivity for both outdoor and indoor job applications, increasing opportunities for customers to grow their business. The device is equipped with UV LED lamps that allow users to print on a wider range of media, while simultaneously saving energy, time and cost.

GAM also installed Asanti Workflow software, a powerful production workflow solution designed specifically for Konica Minolta's AccurioWide printers. Asanti is scalable, fully automated and allows control over the entire printing process, from pre-press to production to finishing. Another device used is the Colex Applicator Table, which allows operators to mount and laminate digital prints and apply application tape to any flat surface with media thickness up to 5". Finally, the AccurioWide 250 and Colex Applicator Table are complemented by GAM's previously installed Colex Sharpcut Digital Flatbed Cutter. These solutions come together to create a complete turnkey solution that automates the print service provider's workflow and reduces costs associated with the finishing process of large format goods.



RESULTS

Since installing the AccurioWide 250, GAM has seen their production turn times increase by at least 85%, and are also keeping more jobs in house. They are running full-bleed, 4' by 8' panels in less than five minutes. The company has experienced cost savings in ink, labor and shipping that has added up to thousands of dollars per month.

They produce a lot of coroplast signs and can run a 4' by 8' board in less than three minutes, and are also printing on aluminum, PVC, DiBond, LusterBoard, Window Perf and Vinyl. GAM uses the hybrid printing capabilities regularly switching between rigid and roll media print jobs with ease. With the ability to print up to 4' by 8' wide, they are able to print on wider material than on their Roll to Roll.

GAM found the AccurioWide 250 to be one of the easiest machines to learn to operate. With just two days of training, employees who had never worked in the Wide Format department were running the machine. GAM prides itself on being a one-stop shop with the fastest turnaround, and having the AccurioWide 250 is helping maintain that while increasing the quality at the same time – and has allowed them to reduce costs. They even had a client they do prints for who now runs the machine themselves with very little help from the main operator, resulting in savings of about 40% on supplies and labor time. The company reports that the ability to produce and deliver product the same day has help solidify its client relationships.

“I haven't been this excited about a new product in many years. The ability to combine speed, quality and productivity is a home run for our sign business, and the AccurioWide 250 does all three extremely well!”

— NATHANIEL GRANT, PRESIDENT,
GAM GRAPHICS AND MARKETING



RESULTS

- **85% increase in production turn times**
- **40% savings on supplies and labor time**
- **Thousands of dollars per month saved in ink, labor and shipping**
- **More jobs produced in house rather than outsourced**
- **Ability to produce and deliver product the same day**



LEARN MORE ABOUT THE ACCURIOWIDE 250 [HERE](#)