



Get Ahead

How to Build Your Print Business in a Changing World

What's Inside?

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3 Things Your Business Can't Ignore

With society and business changing and evolving at a rapid rate, here are some considerations for the future of your business.

6 Ways Print Tech Helps

Digital print technology has in the past changed the fates of hundreds of print businesses. Find out how the latest innovations can help you.

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03

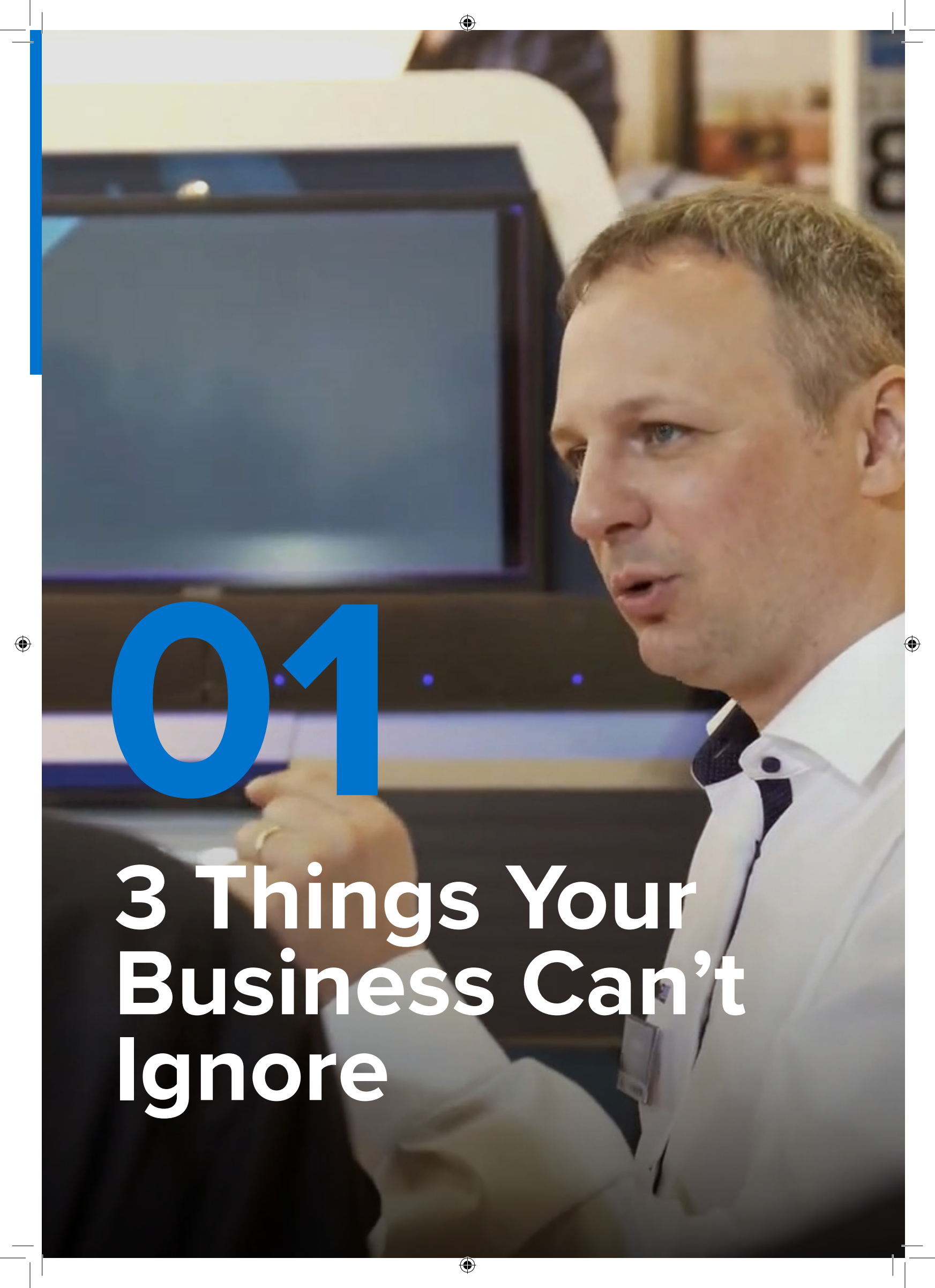
How TrueVIS Was Developed

Now in its third generation, the TrueVIS solution is even better equipped to deal with the challenges of today's print businesses.

The TrueVIS Family

From ink technology to advanced print capabilities, you're sure to find your next print solution in the TrueVIS family.

04



01

**3 Things Your
Business Can't
Ignore**

3 Things Your Business Can't Ignore:

Flexibility is Key to Survival

The world is evolving more rapidly than ever before, and your customers' needs can change dramatically from one day to the next.

During the COVID-19 pandemic, much of the work on which print companies could confidently depend simply wasn't there anymore. This highlighted the need to adapt to changing circumstances which is vital even as we move beyond the pandemic.

With more flexible systems, agile businesses can easily shift their focus and take advantage of differing sets of opportunities. During the pandemic, they could produce social distancing signage, with some businesses winning large contracts on a national scale.

Today, businesses can easily adapt to changing customer demands because they know their technology can offer them this kind of flexibility. This flexibility also makes it easier to adapt the entire business model – for example, if the business makes a shift towards selling stickers online, this can easily be achieved using the existing equipment.



“...agile businesses can easily shift their focus and take advantage of differing sets of opportunities.”

3 Things Your Business Can't Ignore:

Efficiency Isn't Just Printing Speed

In changing times, the ability to thrive doesn't simply come from a printer's speed.

Print businesses succeed because they already have a great level of flexibility across their entire workflow. TrueVIS owners can customise their production on a granular level, making incremental gains at every stage.

Because the systems are so user-friendly, their entire staff can change their approach within minutes. The VersaWorks 6 RIP is ready to go as soon as it's installed, but users can configure it to suit their workflow with a few simple tweaks to the preset settings, saving time on training and keeping all orders on track. Moreover, recent developments in monitoring systems, like Roland DG Connect, give these companies a full-scope overview of their printing operations, letting them track ink usage and increase their margins by making appropriate adjustments.

Finally, they can keep on top of regular cleaning and maintenance which keep their devices operating at peak performance thus mitigating downtime. Not only does this maintain a strong momentum in production, it also ensures continued customer satisfaction and increases the chances of receiving positive reviews.



“TrueVIS owners can customise their production on a granular level, making incremental gains at every stage.”



3 Things Your Business Can't Ignore:

Diversity Drives Customer Satisfaction

Now more than ever, print business owners realise that customer needs will change under any circumstances.



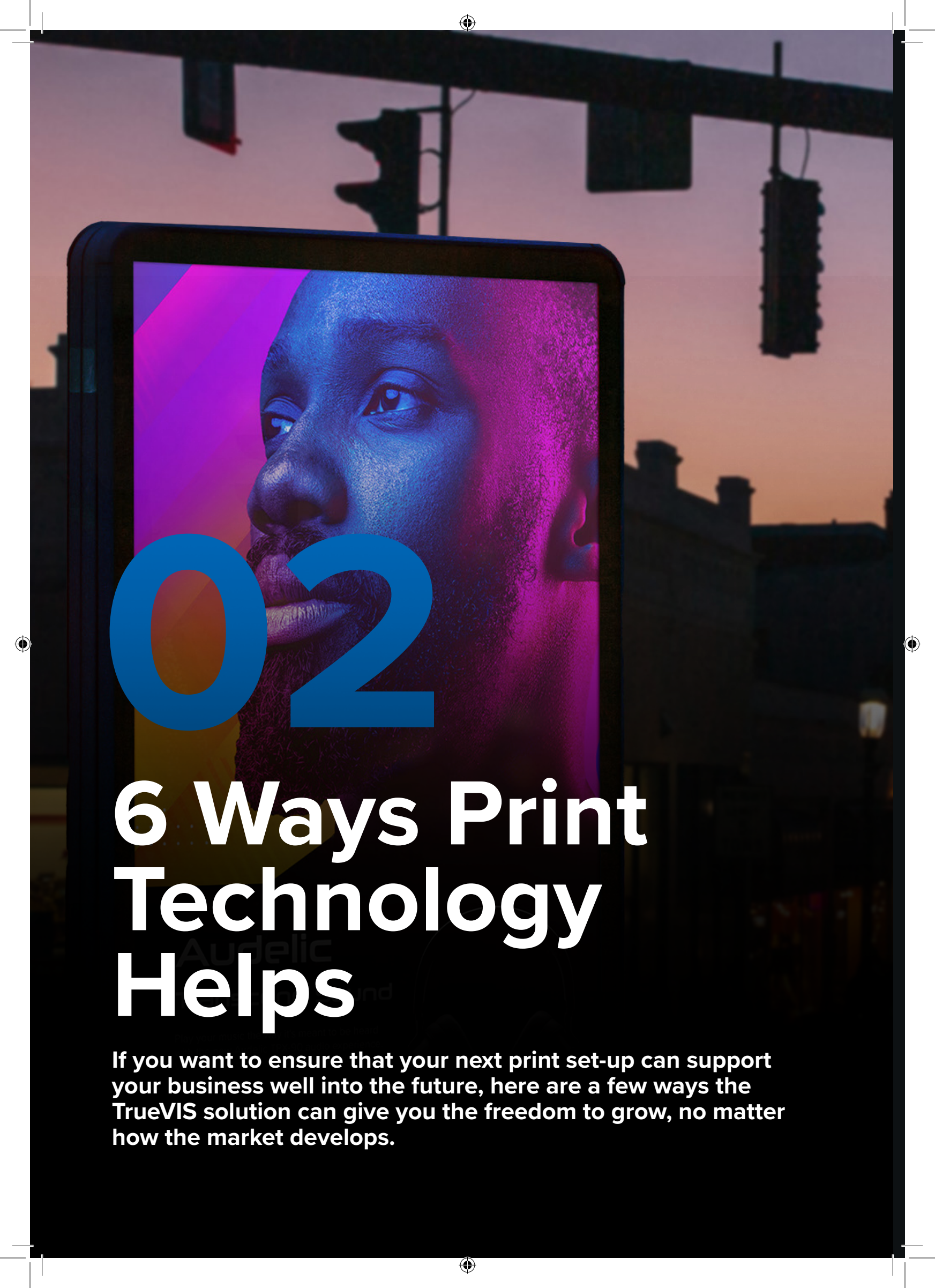
“Over 66% of print business owners prioritise product diversity”

Flexibility is essential to deal with the diverse range of products customers might request. True growth comes from the willingness to experiment with new processes and discover new revenue streams.

Businesses which traditionally rely on trade for signage orders have branched into producing decorative personalised signs for the B2C market.

Even non-print businesses have invested in digital print equipment to bring these capabilities in-house and have extended their offer to include personalised packaging among other new products.

All this is possible because these print professionals are confident that their production set-up is more than capable to handle whatever their customers can dream up.



02

6 Ways Print Technology Helps

If you want to ensure that your next print set-up can support your business well into the future, here are a few ways the TrueVIS solution can give you the freedom to grow, no matter how the market develops.

6 Ways Print Tech Helps:

More Options: Ink Tech for Any Job



All successful print business owners know that different ink technologies have different capabilities and strengths. Although it's possible to create a successful business using only one type of ink, fewer businesses rely on a single ink technology to accomplish their goals and it's common to see a mix of eco-solvent, UV or resin wide-format print devices in the same workshop.

The challenge comes with operating a range of different systems on a day-to-day business. TrueVIS overcomes this by offering all these ink technologies, built on the same platform. This means that the production workflow needn't change as the user switches between ink technologies as everything is powered within the same ecosystem.



6 Ways Print Tech Helps:

Built for You: Custom Systems for Unique Businesses

Each business is unique – they all have their own distinct customer base with their own requirements. Because of this, print companies need the ability to satisfy their diverse requirements, whether they are looking for high speed printing or highly accurate colour reproduction.

When you buy a new TrueVIS device, you get the chance to build your own custom solution. You can choose your ink technology and specify an ink configuration which best suits your production needs. You can also pick the right size to fit your premises and choose from a range of additional accessories, designed for specific applications.

Keep it Simple: User-friendly Features

When you buy a new TrueVIS device, change management can be one of the biggest concerns for business owners. Transitioning to a new way of working can be risky, especially if the system is complicated and requires an extended onboarding period. It's for this reason that many owners choose the comfort of the familiar and limit their capacity for growth.

The TrueVIS solution was developed with this in mind, and every element is designed

to be as user-friendly as possible. From the hardware to the software to the inks, everything is developed to work in harmony and produce consistent results with a high level of quality.

Now in its third generation, new TrueVIS devices also feature a range of usability enhancements including touch screen control, automatic calibration and quick media loading, among many other features.





6 Ways Print Tech Helps:

Faster Production: Absolute Productivity

Speed is vital to enhancing margins, meeting customer expectations and maintaining a good reputation – but print speed is only one factor determining the overall efficiency. Roland DG's TrueVIS solution delivers a range of features which provide incremental gains across the entire print workflow.

VersaWorks RIP software is included in the TrueVIS solution and offers a range of features which allow users to customise their workflows, create templates for common operations and even perform image edits within the RIP. To give users complete flexibility, TrueVIS devices are also compatible with a wide range of other software solutions. Also, Roland DG inks are formulated to deliver optimum drying and outgassing times, meaning prints can be finished and shipped in a shorter timeframe.

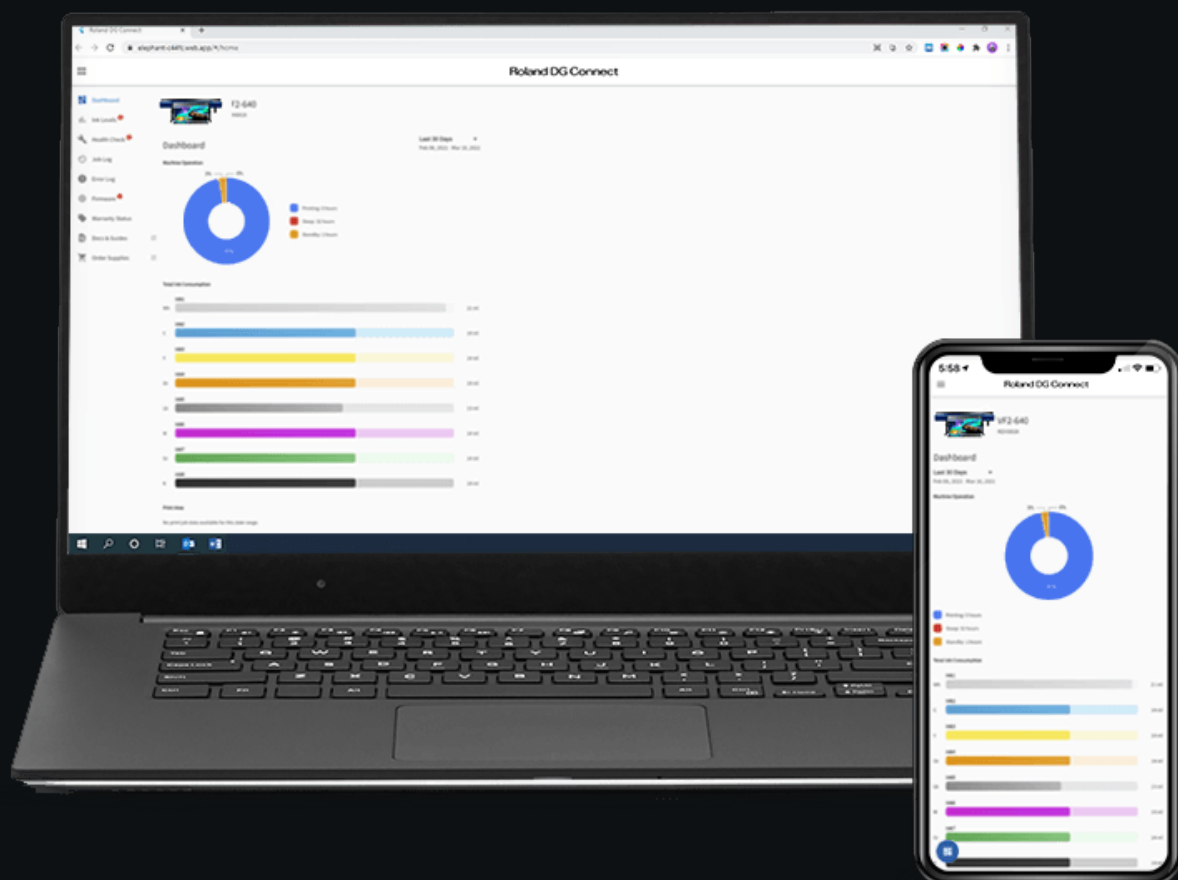


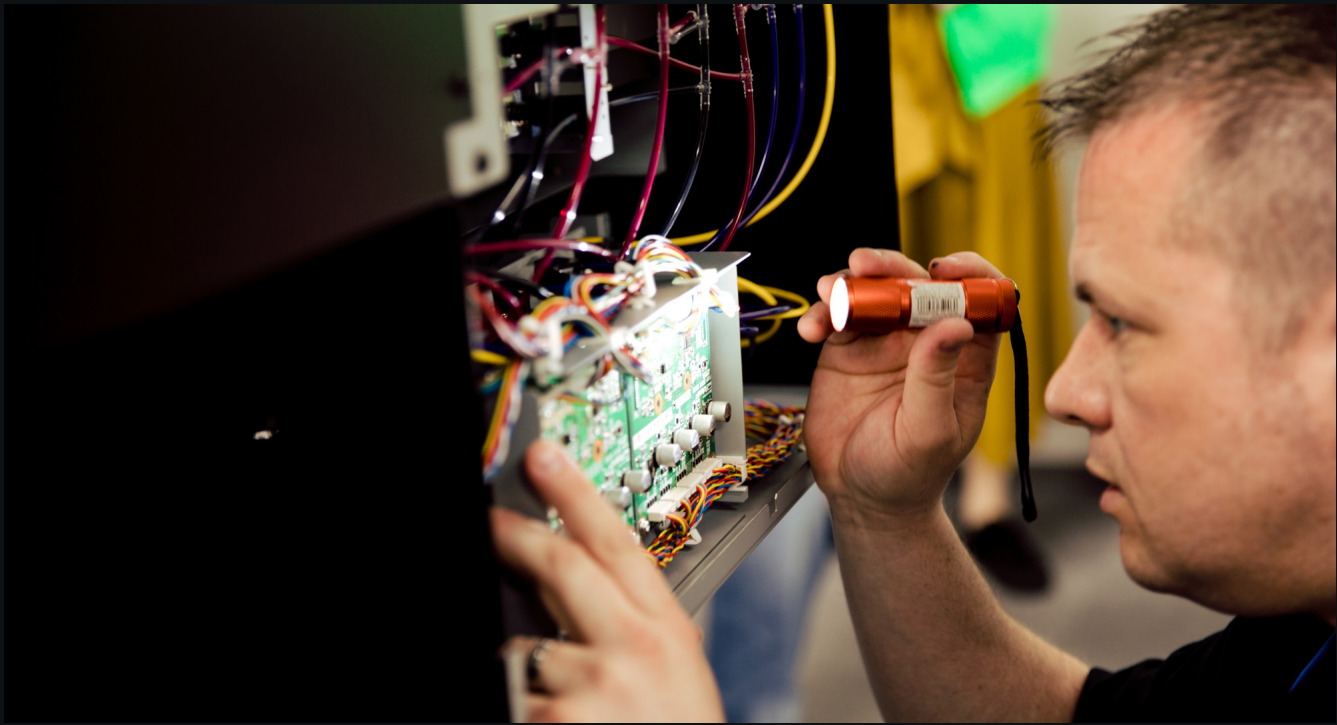
6 Ways Print Tech Helps:

Improved Margins: Less Cost, More Profit

Growing a profitable business is less about securing lucrative contracts and more about building economy at every scale. Understanding and managing cost of ownership can be a time-consuming and complex task which is often overlooked in favour of simply completing jobs on time.

The TrueVIS solution simplifies profit management in several ways. Roland DG Connect, included with all TrueVIS products, tracks usage of consumables letting users cost their jobs appropriately and stay profitable. The systems are also developed with standby modes to consume minimal energy when the devices are not in use, with prompt responses when required.





6 Ways Print Tech Helps:

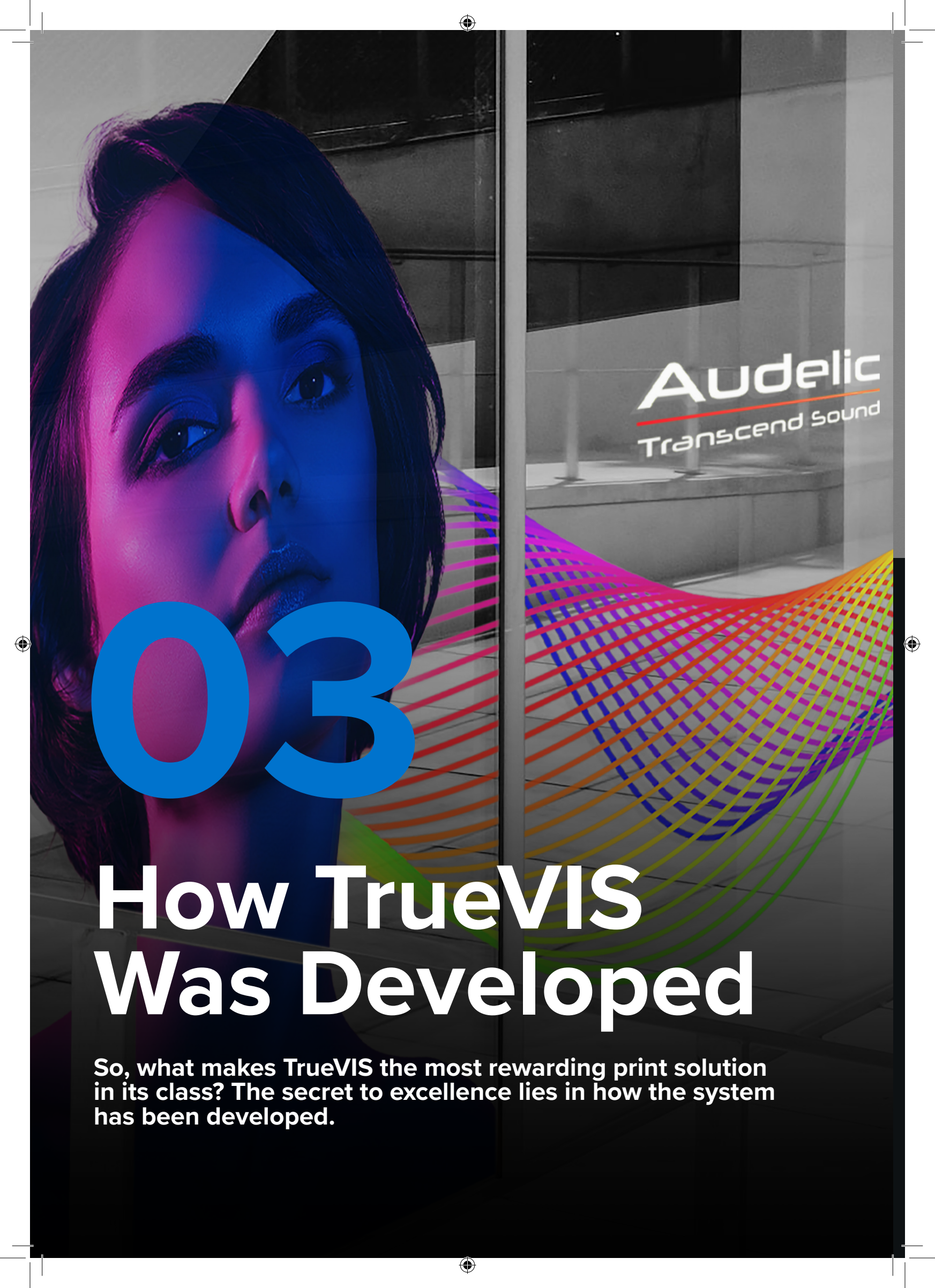
Decreased Downtime: Low Risk, High Reliability

As a print service provider, your printer is the heart of your business. Even a single day's downtime can have a serious immediate impact on profits and a long-term impact on the reputation of the business. Even the most robust devices are prone to wear and tear or accidental damage, so it pays to protect this vital part of the business.

TrueVIS devices are built to last, first-and-foremost, but they are also designed to mitigate the chance of downtime. Periodic reminders keep you on top of cleaning

and maintenance schedules, while onboard diagnostics constantly monitor the device's performance and alert the user in a timely manner if something isn't working as expected.

Finally, Roland DG Care has a strong reputation as one of the most comprehensive post-sales service solutions in the print industry, offering prompt remote and in-person responses and high first-time repair rates.



03

How TrueVIS Was Developed

So, what makes TrueVIS the most rewarding print solution in its class? The secret to excellence lies in how the system has been developed.



How TrueVIS Was developed:

Almost 40 Years of Heritage

Roland DG invented digital XY plotting in the 1980's and went on to invent Print and Cut in the 1990's after intensive market research identified a need for more efficient graphics production. This focus on innovation and systematic analysis is part of our DNA and remains a strong part of Roland DG today.

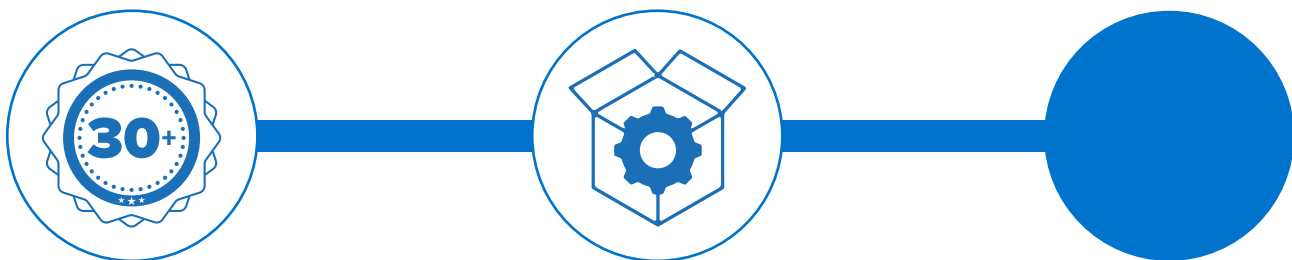




How TrueVIS Was developed:

Continuous Improvement

Following the release of our first print-and-cut device, our development teams remained diligent and continued to test and optimise every process. It is still our philosophy that every element of our solutions can be improved, and this ethos has made TrueVIS the most reliable and versatile system available.





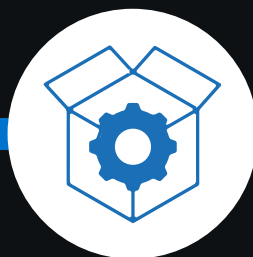
How TrueVIS Was developed:

Customer Feedback

The evolution of TrueVIS has been led, in large part, by customer feedback and behaviour. Since the launch of the first TrueVIS device, every generation has been developed according to the reception of the users themselves, based on customer surveys and individual requests.

This threefold development strategy has been responsible for our success so far and we're

committed to constantly pushing boundaries and, with the help of our customers, identifying trends before they emerge. Because a significant percentage of improvements are software-based, even current users can enjoy increased benefits without the need to invest in a new device. This means that the printer you buy today will be more efficient and offer more functionality in a year's time.





04

The TrueVIS Family

Now in its third generation, TrueVIS has grown to include eco-solvent, UV and resin ink technologies, as well as a host of productivity improvements.

Eco-Solvent

TrueVIS VG3 & SG3 Series

TrueVIS wide-format eco-solvent printing solutions have transformed thousands of businesses worldwide. In its latest generation, these devices offer even better colour reproduction, quick outgassing times and reliable, repeatable results on a wide range of media.

- Intuitive and user-friendly operation
- Premium print and excellent colour options
- Flexible and customisable workflows
- Future-proof and reliable support
- Fast drying and outgassing for same-day finishing and installation



UV

TrueVIS LG & MG Series

Combining the flexibility of print and cut, the benefits of UV-LED printing and TrueVIS heritage, the LG and MG series add a new dimension to graphics printing.

- High-definition output
- Speciality printing for textures and effects
- Broad media compatibility
- High density white ink
- Instant drying print for quick turnaround and finishing



Resin

TrueVIS AP-640

Build and expand your sign and graphics business with new applications, low running costs, and the quick drying benefits of the world's first great resin printer.

- High quality prints with high colour saturation
- Instant drying print for quick turnaround and finishing
- Built on the user-friendly and reliable TrueVIS platform
- Odourless and clean finish ideal for all environments



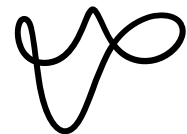
All You Need

Get your business fit for the future with TrueVIS, a comprehensive print ecosystem designed to meet any business need.

Our hardware, software and inks are developed in perfect synergy, and come with the promise of continued productivity, no matter what, thanks to our industry-beating Roland DG Care warranties.



TrueVIS Printer



VersaWorks RIP



TrueVIS Ink



Roland DG
Care Warrnty

Next Steps

If you want to upscale production, develop new products or simply invest in a robust new print solution for your business, TrueVIS has what you need.

Visit **rolanddg.eu** and identify your ideal solution using our **product selection wizard**. By answering just three simple questions, you can quickly discover the system to best address your needs.

If you have additional questions or unique challenges, **contact our team of print experts** who have experience with professionals across a wide gamut of industries.

No matter what the future holds, we are confident that TrueVIS is the ideal partner to help your business succeed.

