

SPDI

SCREEN PROCESS
& DIGITAL IMAGING

April 2008

Some companies like to
**stand out from
the crowd**

Lauren Display, Vision Supplies and Chim 92 do just that!

CHIM 92®



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SP&DI officially recognised by the DSPA

STANDING OUT FROM THE CROWD... by Robin George

A Fresh Approach

Retail marketing specialists Creo have recently acquired leading print and point of sale manufacturers The Lauren Group. The move increases Creo's turnover significantly and creates a new force in the POP market by uniting the creative and project management excellence of Creo with the manufacturing facilities of Lauren, facilities which are second to none. Creo can now offer its clients flexible POP solutions that maximise budget, impact and brand awareness at the point of sale. Creo's unique core services include creative, project management and product fulfilment with many blue chip companies on their client list including Universal Pictures International, De Vere Hotels & Leisure and Bloomsbury Publishing to name a few.

Richard Saysell MD and co-founder of Creo comments, "Creo stands out from the crowd in an established marketplace as having a fresh approach. The heart of our business is focused on offering creativity, integrity and value with an overwhelming desire to enable our clients to hit their targets in the retail arena. Our formula allows our client base to reduce their budgets on in-store marketing while achieving more focused results. We offer such savings to them by bringing the manufacturing and fulfilment in-house and Lauren is a superb fit having the latest litho, screen and digital equipment. The team at Lauren have decades of experience and technical ability in delivering market leading campaigns for brands and retailers such as Disney, Gillette and Procter & Gamble. With this new company we intend to use our unique approach and combined drive to build a market leading business within 3 years," he concludes.

A Unique Solution to an Old Problem

Matt Foney, Production Director, who recently joined the Creo/Lauren team from Coutts Retail Communications, he comments "one of Creo's early priorities was to ensure Lauren could continue to deliver to its clients the most efficient print solutions available, significant investment is required to ensure the very latest production techniques are being used". Matt continues, "Creo's philosophy of continued investment is key to our business, we look to develop long term mutually rewarding relationships with our supplier base. One of the first areas we needed to address within the company was screen cleaning. Many companies claim to be acting in an environmentally responsible manner but our company can genuinely illustrate this is the case. We have just invested in the Chim 92 M3 screen cleaning machine and will eliminate the use of oil based solvents used for screen cleaning in the very near future and make massive reductions in the consumption of anti-stain products, our new equipment will discharge water at much lower COD levels than ever before from our screen cleaning department."

Matt's search, along with Laurens' Operations Director Eliot Martin, for new equipment took him to several European sites, he looked at a large number of different screen cleaning machines of the more "traditional" types which use oil based solvents and standard stencil removal products generally followed with manual anti-staining and degreasing. In line with his company's philosophy he was very interested in the fresh approach provided by Chim 92 and their UK and Eire distributor Vision Supplies Ltd.

Matt continues, "investing in capital machinery can be a daunting prospect, not many companies have unlimited funds and are able to write off poor investment decisions over a short period, we always take a considerable amount of time and effort evaluating machinery available in the marketplace before committing our hard earned cash. I was amazed by the results achieved from the Chim 92 equipment. Vision took us to see a machine which was several years old and near the end of the chemical life cycle; the results achieved from their machinery were truly outstanding producing clean stain free frames time after time. Their competitors generally took us to see new equipment full of fresh solvents which obviously made the machines look good initially but did nothing to show us how the equipment would operate in the longer term, Vision were totally open with us in their approach and gave us a number of contacts to talk to directly, simply offering us complete peace of mind! And making the final decision easy."

Radically Different

Chim 92's range of screen cleaning equipment and unique chemicals are distributed in the UK by Vision Supplies Ltd based in Yorkshire. Managing Director, Paul Waterton was responsible for presenting the equipment to Lauren and arranging several demonstrations, he comments, "our success with Chim 92 products is based on a dynamic approach to an old problem. Many companies have invested significant amounts of capital purchasing screen cleaning machinery that perform only as good as the chemistry supplied by a third party, often getting embroiled in arguments over the poor long term results of the equipment between the suppliers of the chemical products and the manufacturer of the machine, never





Lauren Display's impressive production facility



Svecia four colour line

fully satisfying the problems and making unacceptable compromises over the results they achieve. Our unique approach in supplying the chemicals, machinery and after sales service means we are wholly responsible for solving our customer's screen cleaning problems and we offer formal guarantees to ensure we meet with their expectations and demands. Our company offers a full money refund in the event that we cannot achieve agreed performance percentages of cleaned screens, in essence if our M3 (three module unit) doesn't achieve greater than 90% of all frames requiring no further treatment, before re-entering the production loop, we offer to return our customer's money in full. We can also guarantee the product consumption per frame and limit any ongoing price increases for clients who are willing to make longer term commitments to our company. Knowing the process, machinery and our chemical's products in detail allows us to offer service and warranty packages up to 7 years which I believe is the longest in the industry by far, most companies warranty screen cleaning machinery for less than 12 months. In addition our chemical containment process means that the only liquid discharged in any volume is water. Typically the COD discharge levels of our latest equipment are below 2,500mg of COD per litre and well within most screen printing company's consents to discharge" he concludes.

Vision are wholly committed to customer satisfaction and were the first company in the UK to offer performance guarantees on screen cleaning equipment at such high percentage levels, consumption guarantees and 7 year warranties were unheard of on this type of equipment until the partnership of Chim 92 and Vision. High speed processing, low-cost in use, and the virtual elimination of manual anti-staining all make the decision for the potential customer a much "safer" option to invest in their range of machines. The Chim 92 chemical products used in the machines are free of oil based solvents and free of VOC, all chemicals are recycled and filtered within the equipment.

Continued Success

More than thirty five Chim 92 machines have been installed in a relatively short time frame; Lauren Displays are the seventh company to receive a machine from Vision. Matt Foney continues, "I can't speak highly enough of the way the equipment was presented to us and I couldn't have been more reassured by the guarantees offered by Vision and Chim 92. No other company could supply the detailed information or guarantees we required to make a considered decision, it was Vision's attention to detail that instilled confidence in us. It's funny really because although we were aware of their company, this is the first major investment and commitment we have made to them, I am sure it won't be the last."

Paul Waterton continues, "we are absolutely delighted to be working with Lauren Displays Ltd a company who have been established for many years. Their plant list reads like a who's who and includes great names like Inca, Heidelberg and Svecia, we are delighted that our company is going to be working closely with them and look forward to our ongoing long term relationship."



For more information on the range of Chim 92 equipment and chemical products, contact Vision Supplies on 0113 2008270 or custserv@visionsupplies.co.uk.