Col.Art is the first in Emirate to invest in Anapurna H2500i

Advertising LLC, located in Dubai, have invested in a wide format Agfa Anapurna H2500i LED press.

Speaking about the investment, Rajesh K Kutty, managing partner, Col.Art, commented, “We were looking for a hybrid printer which we could print on rigid substrates as well as on roll-to-roll. In addition, whenever I saw some prints, printed on a flat media or substrate I used to wonder how the quality could sustain without the lamination. When I made a visit to SGI Dubai I saw a sample and was told that the sample was printed directly with UV process. This is one of the reasons I went for the machine. Again, the curing is UV based so the process is faster. Since, I am catering to retail industries; the customers have frequent requirements with changes. The machine allows me to eliminate the time spent on laminating and mounting. It can print on any substrate that is less than 5cm, so all these multi- function features were very attracting.”

He further added, “Instead of going for four smaller machines it’s better to go for a higher end machine from an excellent brand. Agfa has a great reputation for product innovation and quality in the industry. This made us to directly select the product. The parent company gave us a good deal for this machine and even the machine was in our budget. We wanted to invest on a reliable source when spending more than half a million. In addition, it is always understood that there is no good time for investment. The goals are shorter and I believe that in the next 4 years this machine will yield good returns. Earlier machines were having bulb curing but this machine is having LED curing which is an added advantage.”

Talking about the product, Rajesh Patki, AGFA Middle East FZCO, said, “We will be using Col.Art facility as our local demo center to showcase all the required samples and demos to perform the prospect around our region. Also as AGFA demo unit, we will display the samples produced by Agfa printers. Agfa Dubai office welcomes Col. Arts & team to Agfa family.” Kutty also mentioned by having this Agfa printer, they are very much gained and comforted by down time of printing on vinyl and mounting on rigid surface, where in here it is directly on the rigid surfaces.