

Press release

Print and cut with the new Summa DC3

Art Systems marked the launch of the new Summa DC3 print and cut system by taking some key resellers to Summa's headquarters in Belgium.

There they saw the first print and cut system from Summa put through its paces including a technical demonstration, essential to fully understanding the product.

There were also presentations on the market as a whole and the DC3's positioning, giving them the ideal tools to address the UK signage arena.

Using Summa ColorControl to easily integrate printing and cutting processes, the DC3 outputs customer ready prints directly onto vinyl and can contour cut with no further user intervention – for up to 41 square metres. Ideal for signs, banners and vehicle wraps, it prints panels up to 91cm wide for both indoor and outdoor applications.

The six-station auto ribbon changer allows the unattended combination of process, spot colour and metallic foil printing using the thermal transfer printing process. This is one of the most environmentally friendly printing methods, with no smells or chemical waste.

Art Systems Sign Product Manager Tony Prior said: "As a value added distributor we want to make sure our resellers have the fullest possible understanding of products so they can provide their customers with the highest level of service. The main feedback from our resellers was that the machine was unbelievably easy to use."

Patrick Guéry, Sales Manager of Summa added: "We were very happy to recognise amongst the participants both existing Summa DuraChrome resellers and newcomers to the large format thermal transfer printing technology.

"Based on their market knowledge and their enthusiasm for our new DC3 we are fully confident that we have the right partners in the UK to ensure the commercial success of this new printer-cutter, which, thanks to its many years of experience with the large format thermal transfer technology, Summa has managed to develop in just over two years."



A high res image is available by calling 0115 957 5339

About Art Systems

From its roots in 1987 Art Systems, the Nottingham-based specialist systems distributor and service provider, has seen significant growth in the past six years. The company serves the CAD/GIS, graphics and signage markets (through specialist value added resellers) with large format scanning and ink jet printing solutions from market leading manufacturers such as HP, Mutoh, Onyx and Contex.

For further information

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