

# ColorDynamics furthers growth in POP/POS investing in two Jeti Tauro systems

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ColorDynamics is increasing its production speeds to 250% higher with the addition of two Jeti Tauro H3300 UHS LED inkjet printers. The company's growth trajectory is pointed at capturing additional Point of Purchase/Point of Sale business with new, wide-format systems featuring expanded throughput and improved print quality.

ColorDynamics' substantial investment yields burst capacity for accommodating additional volume and last-minute project needs for its North America-based clients.



Brian Stone, vice president of sales for ColorDynamics

The company, headquartered in Allen, TX, is a full-service graphic communications provider harnessing greater efficiency with the wide-format **Jeti Tauro H3300 UHS LED Master Roll-to-Roll (MRTR) with backup camera** and **Jeti Tauro H3300 UHS LED Full Automation** systems. These heavy-duty hybrid workhorses are built for multiple-shift operations and 24/7 printing at speeds up to 905 m<sup>2</sup>/h (9741 ft<sup>2</sup>/hr).

*"We were at a judicious point in our business relating to the scope of work we could accomplish with our current equipment,"* says Brian Stone, vice president of sales for ColorDynamics.

*"We needed to produce faster with better consistency across our entire digital wide format production platform. We validated our vision and go-to-market strategy with a large-format print shop acquisition six years ago this January that got us in the wide-format game. Now our focus is on growing our Point of Purchase solutions business that represents a sizeable portion of our revenue stream. The Jeti Tauro systems accelerate our capabilities for unparalleled business growth."*

Each Jeti Tauro H3300 UHS LED system provides award-winning print quality, extreme productivity, cutting-edge automation, and low ink consumption. The high-volume Jeti Tauro H3300 UHS LED MRTR with backup camera handles rigid and roll material up to 3.3 m wide with automatic alignment, dynamic vacuum control for smooth media transport, and accurate dot positioning. ColorDynamics is more efficient with a larger roll capacity, and the backup camera delivers 10-fold the accuracy for double-sided printing without losing any speed, according to David Dey, ColorDynamics' vice president of manufacturing.

The Full Automation Jeti Tauro H3300 UHS LED engine is ideal for larger print runs and multiple board stacks, offering automatic loading and unloading of rigids. This highly productive inkjet printer has an accurate pick and place system accommodating up to four stacks of boards. Dynamic registration precisely positions substrates, and the smart vacuum control ensures precise media transport. Operators can print one board set while the next is prepared for continuous productivity.



Ky Porter, Print Operator (L), and David Dey, VP Manufacturing (R)

Each Jeti Tauro H3300 UHS LED inkjet printer produces smooth, detailed prints up to 3.3 m wide in four or six colors with offset-like characteristics. Print service providers spend less on consumables since Agfa's high-pigmented GREENGUARD Gold-certified Anuvia UV LED inks offer the lowest ink consumption on the market with 'Thin Ink Layer'

technology. The printing process is automated for more effortless operation with Agfa's Asanti workflow software.

*The Jeti Tauro H3300 UHS LED family of wide-format inkjet systems is available worldwide.*

## **About ColorDynamics**

ColorDynamics is a full-service graphic communications company providing custom printed and visual communication products to clients across North America. Based in Allen, TX, the company is recognized locally and nationally for its commitment to delivering the highest quality direct mail marketing, point of purchase, and commercial print products and services to its clients. ColorDynamics serves the retail, restaurant, consumer packaged goods, convenience stores, franchise business, education, and entertainment industries.

Print buyers and marketers wanting to make a visual impact and grow sales can contact ColorDynamics at (972) 390-6500 or email [sales@colordynamics.com](mailto:sales@colordynamics.com).

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## **About Agfa**

The Agfa-Gevaert Group is a leading company in imaging technology and IT solutions with over 150 years of experience. The Group holds four divisions: Radiology Solutions, HealthCare IT, Digital Print & Chemicals and Offset Solutions. They develop, manufacture and market analogue and digital systems for the healthcare sector, for specific industrial applications and for the printing industry. In 2021, the Group realized a turnover of 1,760 million Euro.

## **About Agfa's Digital Printing Solutions business unit**

Agfa's Digital Print & Chemicals division drives the adoption of inkjet printing across various industries. It empowers graphic printing and goods-producing industries to become more versatile and efficient through the innovative use of inkjet printing technology. It does so by analyzing their experiences, needs and challenges, and actively partnering with them and industry experts.

Agfa's digital printing offering consists of in-house developed and designed high-quality inkjet printers, inks, software, and services, either as an integrated perfectly matched solution or as customized components within a larger production process. The assortment is best in class in terms of quality, productivity, sustainability, and cost of ownership, with impeccable service across the globe.

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