



## COLORDYNE MEDIA CONTACT

Katelyn Bohr  
Marketing Manager  
Colordyne Technologies  
(262) 784-1932 x203  
katelyn@colordynetech.com

## FOR IMMEDIATE RELEASE

### **G2 I.D. SOURCE REALIZES THE TOTAL PRODUCTION VALUE OF ADDING DIGITAL PRINT CAPABILITIES WITH THE COLORDYNE 3600 SERIES AQ - RETROFIT**

**BROOKFIELD, WI – November 9, 2017** – Forward-thinking technology and converting company, G2 I.D. Source, installs the 3600 Series AQ - Retrofit from Colordyne Technologies as its final step in developing a complete range of high-tech, customer-focused services.

The Florida-based company operates as a full-service print provider for a broad range of markets in its three-building campus. Consisting of multiple departments, with everything from graphic design to label and package creation, the company provides solutions for each step of print production process. Its wide range of capabilities include barcode, thermal and full-color label printing, packaging and A.I.D.C. hardware sales, custom graphics creation, branding, trade show display printing, website design and merchant / POS services.

“We are a solutions provider and a customer service driven business,” said David Frederick, owner, G2 I.D. Source. “Most manufacturers need faster turnaround times, often due to the nature of the products, and are demanding higher quality labels. This is the future of label production and the retrofit allows us to meet these demands.”



G2 I.D. Source prides itself on offering top technology and high-quality service to its clients. Prior to the retrofit acquisition, G2 I.D. Source owned two benchtop digital printers, including the 1600 Series C from Colordyne. With only the benchtop digital capabilities, it had to turn down most short run business



consisting of 3,000 labels or less. Between art and plate costs, it was not profitable for the company to print short-run quantities. The company valued the quality of the 1600 Series C benchtop printer and the hands-on support it was experiencing, so it turned to Colordyne for additional support for its increasing demands for short runs.

“There’s a lot of nice options on the market for a million plus, and then needing to expand our facility, but we found this option [the 3600 Series AQ - Retrofit] more economical,” said Terry Cochran, VP, G2 I.D. Source. “And just as important, we feel Colordyne has partnered with us and they want us to be successful. Their responsiveness and high level of customer service makes this happen.”

The Colordyne 3600 Series AQ - Retrofit requires no additional space on G2 I.D. Source’s work floor as it is mounted on top of an existing flexo press – without the loss of existing press functionality. Additionally, no new air, power, exhaust or dryers needed to be installed for the retrofit, and G2 I.D. Source can utilize all the flexo press’ current finishing and decorating options in one single pass. The 3600 Series AQ - Retrofit meets G2 I.D. Source’s demand for consistently high-quality production and fast turn-around times with its print resolution up to 1600 by 1375 dpi at speeds up to 500 feet-per-minute.

Since the installation of the Colordyne 3600 Series AQ - Retrofit, G2 I.D. Source added 20 new digital accounts to its business in four months. In addition to these new accounts, it has also successfully transferred two flexo accounts to the digital press.

“We took two good flexo accounts to the Colordyne machine and they have been home runs,” said Frederick. “This is because the retrofit is state-of-the-art, offering better quality and reducing costs from wasted inventory.”

“As we reach maximum capacity the speed of the retrofit will become even more important,” said Frederick. “We will be able to chain jobs to match die cutting equipment and experience the full profitability of the retrofit. We can’t do this with a machine running 50 feet-per-minute, we needed a machine like the retrofit running 275 feet-per-minute or faster.”

G2 I.D. Source measured the total production costs to realize that even with higher ink costs, it would quickly see a return on its investment with the 3600 Series AQ - Retrofit.

“G2 I.D. Source has embraced the biggest benefits offered by the Colordyne 3600 Series AQ - Retrofit – reducing labor costs and increasing the volume of labels produced per day,” said Taylor Buckthorpe, director of sales and marketing, Colordyne Technologies. “This forward-thinking model is allowing G2 to see a quick return on its digital investment and, more importantly, improve the quality of service it provides to its customers.”

###

### **About Colordyne Technologies**

Headquartered in Brookfield, WI, Colordyne Technologies is a leading manufacturer of efficient, high resolution digital print solutions. Colordyne is committed to providing label and tag color on-demand inkjet printers for a wide range of applications and industries at breakthrough speeds and cost



effectiveness. Colordyne's wide range of digital color platforms – from benchtop industrial color printers to complete, in-line finishing production presses – demonstrate Colordyne's specialization in scalability of the industry's most versatile products. Visit [www.colordynetech.com](http://www.colordynetech.com) for additional information.