



## COMPANY PROFILE



## **Strong Foundations**

Why is it that Digitech is better equipped than any other digital printer India-wide to cater specifically for your high volume promotional print jobs



## History

Established in 1998, Digitech first specialised in general corporate signage. From this position we were early to recognize the opportunity for digital imaging, and its specific application to large format printing for both internal and external applications.

## Industry Experience

Digitech is proud to have been fulfilling some of India's most successful companies with their large format digital printing needs for more than 12 years.

The likes of Lokmat, Sony, Legrand, Indiabulls, Havells, Stste Bank of India, Samsung, L & T

## Product Range

Digitech specialises in the volume production of large format digital printing. Our comprehensive product range, which continues to grow through research and development initiatives, includes:



## Quality Control

How do Digitech ensure that I am completely satisfied with the products and services I receive



When doing business, quality and reliability are paramount. Digitech is considered amongst our supplier peers to be THE industry standard for reliability in quality printing and print management systems. We achieve this with certain standards, examples of which follow:

### Project Teams

Digittech has recently introduced independent Project Teams, consisting of a pre-press operator, a print operator and a finishing assistant. Your personal Project Team will look after your job from start to finish, ensuring efficient workflow in order to produce the highest quality product. Teams continuously adhere to strict quality controls prior to sign offs.

### Preferred Supplier Arrangements

Preferred supplier arrangements ensure our clients are receiving the highest quality and best value materials and services the market has to offer.

### Guaranteed Deliverability

We realise your order has to be there on time, and our reputation is built upon that promise. We're so confident of our proven track record that we're the only large format printer in Nashik to guarantee it will be ready on time!

### Colour Management

Digittech has installed a fully integrated state-of-the-art colour management system, guaranteeing colour consistency across the broad range of materials that your campaign may require. We are also introducing a new off-line proofing system giving you fast, economical proofing.

### Quality Guarantee

If when you receive your prints you are not delighted, or they were not produced as required, simply call us. We'll immediately collect them and, at your absolute option, either reprint them at our cost and credit your account with a 10% rebate of their original value, OR, not reprint and credit your account (for future purchases) with a full 110% of the original value.

### Customer Satisfaction Surveys

At Digitech we are constantly looking for feedback on ways to improve our processes. Customers are surveyed regularly to ensure they are completely satisfied with our product and service offerings.

### Services

Digittech offers the following extra services:

**Laminating:** A number of finishes (including matte, gloss and non slip) are available for added durability, UV stability, chemical and graffiti resistance.

**Mounting:** To a variety of substrates for either internal or external use.

**Packaging & Distribution:** Handled in-house by our skilled team of finishing personnel. Our partner couriers ensure your job arrives in perfect condition every time.

**Installation:** Installation can be arranged India wide.

## Digital Benefits

How is it possible that Look Print can offer me screen prices as low as 40% less from market cost, with digital benefits such as shorter turnarounds, part shipments, low setup costs, sampling, variable artworks and real 720dpi printing?

Due to our stringent Research and Development practices, and our exclusive supplier relationships, Digitech can now offer medium to large digital print runs at prices comparative to screen printing, with all the added benefits of digital. These benefits include:

### **Raw Materials**

As our raw materials are directly imported from finest manufacturers of china, cost are cut around 40% as there is no middle dealer.

### **Shorter Turnarounds**

With unprecedented high printer speeds, and without the laborious screen setups involved in screen printing, we can now complete your jobs sooner rather than later.

### **Part Shipments**

Allows you the option to have your job delivered in batches to suit your needs.

### **Low Set Up Costs**

As digital printing does not require screens, the setup costs are cut from several thousand to around 60% per artwork (minimum production charges apply to maintain efficiency).

### **Sampling**

Would you like to know what your print looks like before you place an order for thousands of copies With digital printing you can. Simply send us a file and at a low cost we can print your artwork onto the product of your choice.

### **Variable Artwork**

Allow more flexibility in your advertising campaigns by having variable artworks in your print run. You can now change your promotional artwork to target different markets according to your needs.

### **Photo Quality**

Available at real 720dpi, with 6 colour inks for optimum colour accuracy across a comprehensive range of products.

### **Lowest Cost Guarantee**

As Explained Above All the hrd work done by Digitech eventually leads to achieve us lowest cost than any other company

## Partnerships

Why do Digitech go to such great measures to build long term, mutually beneficial relationships with their clients ?





At Digitech we know that to remain number one you need to continually offer bigger, better and more value than the competition. How do we do this?

### **Research and Development**

Our R&D team continuously travels the world sourcing the latest in inks, media, technology and printers to bring you the highest quality, innovative products and services at competitive market prices.

### **Buying Power**

Existing volumes of work from our large high end corporate clientele enable us to purchase raw materials and technology, both locally and internationally, at the most beneficial prices for our client base. These great prices are then passed directly onto our clients.

### **Studio Direct**

In 2007 Digitech implemented a direct studio service for select clients. With Studio Direct a qualified pre-press operator will travel to the client, so that all approvals and artwork changes can be made from the comfort of your own office.

### **Concept Consultants**

At Digitech we realise that when you come to us you are not simply buying print - you are buying a communications solution to build sales. That is why we have made available to you a team of Concept Consultants, with backgrounds in Marketing, Visual Merchandising and Design, to consult on your projects. Our consultants will work closely with you to assess your specific campaign needs and advise you on the most appropriate products and innovative solutions in order to achieve the results you require.

### **International Associations**

We are part of an elite membership of non-competitive industry professionals who openly share suppliers, products, knowledge, tricks and traps, and assist each other to fulfil the production needs of our clients, simultaneously across India and Worldwide. Digitech can offer our clients the combined experience and purchasing power of the best in the world.

# Printer Specifications



Printer	#	Inks	Applications	Max Print Width (mm)	DPI
Xerox 3535	3	LED Toner	Colour A4/A3	305	Photoquality
HP 5500	1	LED Toner	Internal Promos Posters POS	305	1200
Brother 220	2	Thermal	Internal Promos Posters POS	210	1200
Epson T13	1	Thermal	T shirt, Mugs, Caos	297 x 210 (sheet only)	Photoquality
Mimaki JV3	1	Solvent	SAV Decals Canvas Banner Vinyl	1600	1400
Konica Minolta 350	1	LED Toner	Stickers, Posters	330	720
Epson 1390	1	Thermal	Ceramics Foam	310	720
Mimaki JV6	1	Solvent	Flex, Vinyl Backlits	3000	720



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