

TRUE COLOR MANAGEMENT REQUIRES DEVICE CALIBRATION, ICC PROFILE

Color management on your wide-format device is only as good as its calibration and ICC profile. Every Fluid Color UV printer ships with custom Media Presets built exclusively for your machine using either Caldera or Onyx RIPs. So why do many operations not achieve the color they desire on their wide-format digital printers?

The ICC profiles contained in the Media Presets many digital printers are using today do not accurately describe how their printer actually prints. When the ICC profile accurately describes how your printer prints, color management works. When it does not, it fails. Error in. Error out.

The problem many digital wide-format printing operations face is they are running jobs with generic or canned Media Presets. That's because many wide-format printing companies and their operators actually do not have the time to create custom Media Presets with custom ICC Profiles for their machines or the knowledge or training to do so. They also may not have a Spectrophotometer or the software needed to create custom Media Presets for their machines. On top of that, very few device manufacturers make the effort to provide any Media Preset options other than canned Media Presets.

FLUID COLOR IS DIFFERENT.

Every Fluid Color UV wide-format printer is first calibrated to a state of optimum print performance and then characterized to create a custom ICC profile for your machine by Fluid Color experts for use with the RIP solution confirmed by the customer

Media Presets are created for three different print modes that cover up to 95 percent of production needs: Higher quality/higher resolution, production/medium resolution, and low resolution for highest speed outputs.

Before a new Fluid Color flatbed, roll-to-roll, or hybrid wide-format printer leaves our Kentucky warehouse and Customer Experience Center on its way to a customer, Media Presets are created for installation on the RIP during machine installation, permitting immediate achievement of effective and accurate color.

Your Fluid Color UV printer is fully optimized for producing color that will not only satisfy your operators (because they won't feel as inclined to tweak or tinker with the calibrations), but also thrill your customers with its color and quality. It will print consistently, at lower ink and media consumptions than you might expect for an affordable wide-format solution.

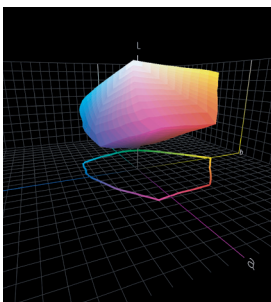
Due to the nature of UV curable printing, in which the print is cured as soon as the ink is dropped, there is very little interaction between the ink and the media. As such, the need for multiple Media Presets built exclusively for many media types is of marginal value. That's why the three Media Presets we create for Fluid Color's HandTop wide-format printers – high, medium, and low – accommodates most job applications that an operation undertakes.

Fluid Color printers are of an elegantly simple design, engineered to print reliably, day in and day out, with minimal downtime. And if service is ever needed, it is easy to perform quickly and inexpensively. Plus, Fluid Color technicians are readily available across the country to respond promptly and professionally on site or on the phone.

The machines are intentionally not overly complicated, but rather engineered for companies who need dependable, high-quality printing at an affordable cost, with only modest routine maintenance that would be performed on any wide-format UV machine.

Fluid Color's RF series flatbed and RH Series hybrid UV printers are now available in new Turbo models that feature

exciting Ricoh Gen6 printhead technology with speed, accuracy, and quality that give sign and graphics shops a leg up on their competition with their stellar performance. Plus, Fluid Color is paving the way in UV inkjet roll-to-roll technology with its Z126R Turbo single/double roll printing system also manufactured by HandTop.



GEN 6

fluidcolor.com



Capturing nature's colors
in UV wide format with the
widest color gamut
in its class.

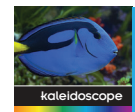
Fluid Color has been making a splash with our exciting, world-class digital inkjet UV technology. Featuring high-productivity, solid, dependable **HandTop USA** wide format printers in Flatbed, Roll-to-Roll and Hybrid models, Fluid Color is your dependable U.S. source for sales, ink, service and support. Our exclusive Kaleidoscope UV inks deliver unparalleled high-density color and superior media adhesion in CMYK+O+V+LC+LM+White and Varnish options for print that stimulates the senses!



See us at
ISA Sign Expo 2020
Booth #5729
Orlando • April 2-4

We proudly offer:

HandTop USA Wide Format UV Inkjet printers



Kaleidoscope UV Inks CMYK+O+V+LC+LM+White & Varnish options



Sales, Installation/ Training, Service, Parts, Inks and Full Warranty



Makers of Industry-Leading,
Wide Format UV Inkjet Printer Solutions

RF / ZF FLATBED SERIES



RH/ZH HYBRID SERIES



ZR ROLL-TO-ROLL SERIES



Featuring:

- Ricoh Gen5, Gen6 and Kyocera print heads
- Precision printing up to 12 heads & 3600dpi
- Flatbeds up to 5'x10', Hybrids to 126" and RtR to 196"
- Models with speeds from 216 ft²/min to 2067 ft²/min
- Handtop USA is part of a world-wide manufacturing company with sales and service throughout the U.S.



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