

NoeCha ONE in a class of its own with colour quality

VictoryPrint delivers high quality industrial sign products

By **Ton Rombout**



MD Bo Larsson in front of the NoeCha ONE.

Bo Larsson, the owner of Haninge (Sweden) based VictoryPrint, decided to invest in a NoeCha ONE printing system at last year's drupa. He had already set his sights on this printing system back in 2014 because of the outstanding colour quality it delivers, but he needed a machine with more automation on board, particularly to load and unload substrates on this flatbed printer.

Marco Baio, the founder of NoeCha, made good his promise to deliver this type of front and back end, resulting in the company showing it at last year's drupa. In January of this year the machine was finally installed at VictoryPrint. The machine has been in operation for several months now and Bo Larsson, who opted for the NoeCha ONE printing system with three print heads, showed me the difference between the results he gets from this machine and from other printing systems. He is more than satisfied.

Quality is key

To understand what exactly VictoryPrint was looking for, we have to familiarize ourselves with the type of customer this sign and wide format print company supplies.

"Approximately 85% of my customer base consists of other sign makers, mostly based in Sweden and in countries such as Finland, Denmark and Norway. They don't operate the type of large and fast equipment that we have, or they only run smaller printing systems. Over the years they have come to recognize that VictoryPrint, which is located more or less at the centre of Sweden, is a reliable print company that offers fast delivery and excellent quality, in some cases even better than what they can

achieve with their own printing systems," explained Bo Larsson. "We don't work with long term contracts and don't employ sales staff, so I always have to ensure that I'm offering the best and hope that they will choose us. Overall though VictoryPrint has a strong position in this market."

He continued: "In the end the outstanding colour quality delivered by the NoeCha ONE printing system, combined with the machine's robust industrial components delivering high speed and continuous production, were the key to satisfying my customers' sign requirements. Over the years I have used quite a few other printing systems, but the outstanding colour quality delivered by the NoeCha ONE is the best

"My customers are amazed by the colour quality produced by this printing system."

Bo Larsson



The logo of VictoryPrint on the front of the building.

I have ever come across. What we see now is that customers, who run their own printing systems that can manage more or less the same sizes on the same substrates, sometimes contact us in order to deliver the much higher quality demanded by their own end customers.” To demonstrate this Bo showed me a number of prints produced by the NoeCha ONE and prints originating from other machines. The difference was obvious. The NoeCha prints had better colour brightness, were better saturated and were more attractive overall than the others. Bo Larsson explained: “This is not what I am saying, but what my customers are saying!”

Industrial printing environment

In addition to the importance of colour quality, another aspect governed the final decision to opt for this printing system: reliability and production speed.

“Having more printers than employees at VictoryPrint, it is also extremely important to get the files through the prepress, printing and finishing stages as quickly as possible,” Bo Larsson added. “The Caldera GrandRip+ front end on the NoeCha is highly sophisticated and very fast. As mentioned before, the new vacuum table, divided in 16 vacuum zones allowing to keep the material of different dimensions fixed on the table without the need to mask the rest of the table, and the feeder/stacker also enable us to speed up production. The loading and unloading is already fully automatic, meaning that you can load and unload a full pallet of material. We can even load substrates up to maximum 20 cm thick from multi pallets, in different sizes. The platform can drop down to the floor and be raised up to the height of the machine. The table level is adjusted to the material thickness and you can print material up to 12 cm thickness. The robust mechanical design ensures accurate and repeatable results.”

He continued: “The new 3.20 x 2.05 m fixed vacuum table facilitates highly accurate positioning of the substrate. It is much easier to nest the files in order to combine orders, altogether a more profitable and less time consuming procedure. The vacuum table fixes any number of different jobs to the table during printing. The motion system incorporates linear motor technology, allowing precise drop placement. Jobs are stacked following printing by the stacker and sent directly to the finishing stage.” Using Zünd iCut software and two Zünd and one Kongsberg finishing tables, the finishing process is straightforward and mostly run automatically.

UV LED cold curing

The NoeCha ONE is based on cool cure UV-LED technology. The LEDs guarantee very low operating costs, excellent printability on a wide range of materials, including temperature sensitive ones, and a more environmentally friendly system. The temperature is controlled by

the system, whilst dust and air pollutants are kept at bay by the completely enclosed architecture of the machine. “This printing system enables us to offer our customers a much wider range of potential substrates. In fact any type of rigid or semi rigid material, ranging from PVC to foam, cardboard, glass, wood, metal, etc. can be applied. Definitely another benefit I like to point out to my customers,” Bo Larsson concluded.

Special inks

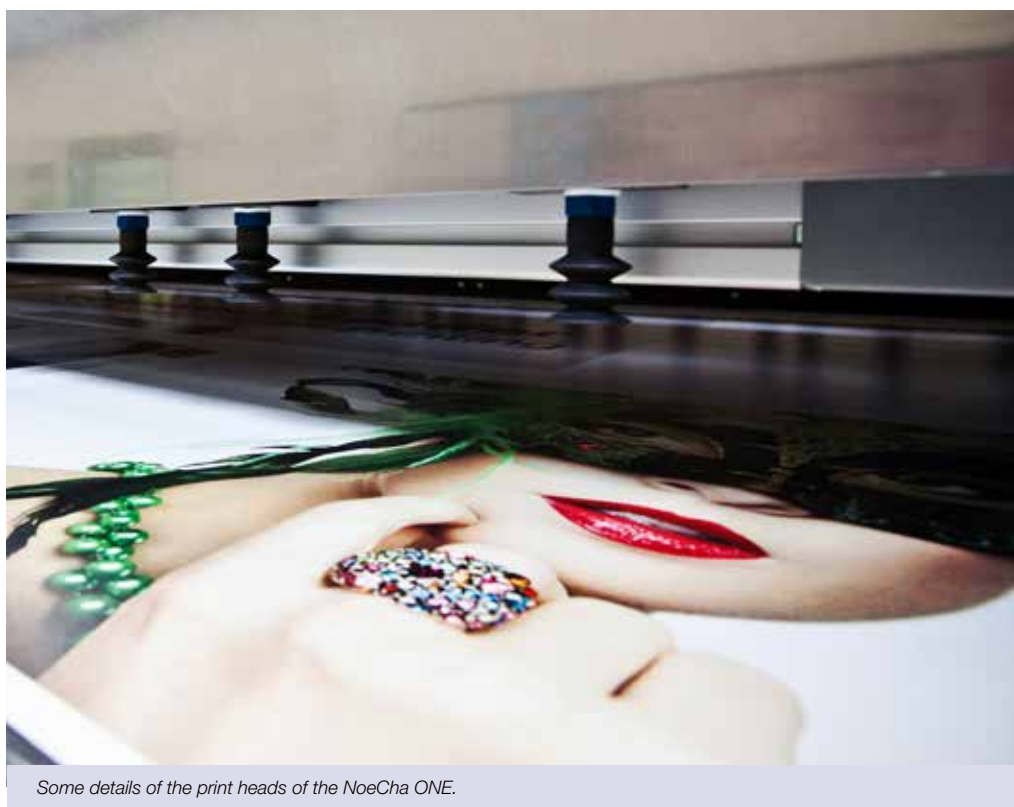
The NoeCha ONE uses high quality UV curable inks with a large colour gamut, excellent curing performance, low odour and irritancy and small particle sizes. This reduces the need for maintenance on the heads and extends their service life. The latest NoeChaONE ink series formulation was specifically developed to be compatible with the NoeCha’s new LED cool

cure system. It delivers excellent curing performance without compromising other aspects. High ink coverage combined with a relatively low ink cost make the NoeCha ONE a competitive solution when compared to conventional systems such as screen printers. Moreover, the machine requires cleaning cycles only if it is not printing for few hours. This is a real advantage compared to other printing systems (e.g. the HP FB 7600) where not all the print heads are always used during a printing process, a method requiring many flushing cycles. This system used by the NoeCha ONE actually equates to a much lower ink consumption. The inks are available in 4 process colours (C,M,Y,K), white and spot colours (orange, green and violet). NoeCha obviously also provides flushing fluid.

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NoeCha ONE is designed as a closed machine.



Some details of the print heads of the NoeCha ONE.

Case

Versatility

The NoeCha ONE's modular software is intuitive and user friendly for the operator. The machine is available in various configurations offering different production speeds with the same extremely high quality. The system can be upgraded from one configuration to another at any time. Its throughput can be increased with the optional automatic feeder/stacker system.

4 configurations

In terms of speed in m²/h, the NoeCha ONE offers 4 configurations:

- 20 k – from 65 to 221
- 30 k – from 91 to 304
- 40 k – from 120 to 406
- 50 k – from 140 to 487

And finally:

there is also the NoeCha DOT1, a smaller and more compact version of the NoeCha ONE, with a 3.20 x 1.60 m flatbed.

VictoryPrint opted for the NoeCha ONE 30 K model, with a 3.20 x 2m flatbed and 3 print heads, which is fast enough to cope with the regular print jobs its customers are currently requesting. Bo Larsson: "Today we can print 40 full sheets per hour, that's 300 m²/h. Printing for 10 hours a day, this means we can print 3000 m²/day. The configuration with 3 print heads is fine for now, but if necessary we can upgrade to an even higher print volume, always with the same outstanding colour quality." •



Detailed picture of the printheads.

NoeCha ONE print engine features

The NoeCha ONE's excellent performance in terms of speed and quality is delivered by a solid mechanical structure and high precision print engine. The core of the NoeCha ONE is a revolutionary print engine that enables native 600dpi x 600dpi image quality with up to 4 gray scale level by controlling drop size from 3 to 14 pl, which is how the press delivers photo-realistic quality at production speeds.

Each print head incorporates internal filters to eliminate foreign bodies, internal heaters to regulate the impact of exterior temperature fluctuations and a unique ink channel designed to provide a stable ink supply to all 2,656 nozzles. Combined with the innovative ink system designed by NoeCha, this has created a system that offers outstanding reliability in continuous printing, minimal maintenance for the operator, improved efficiency of the press and a longer service life for the print heads.



Bo Larsson showing the differences in quality.