

100 Percent Success in a Post Pandemic World

by Martial Granet, Branch Manager, Mimaki France

After a turbulent year, it seems strange to be thinking about ‘after the pandemic’, but with millions of vaccinations underway, the light at the end of the tunnel is visible. As we turn the corner, choosing technology partners that understand how to proactively respond to changing market needs and support the evolving requirements of print businesses and end customers will be vital. The printers in Mimaki’s ‘100 series’ portfolio, which consists of the high quality, high productivity entry level roll-to-roll inkjet printers the [UJV100-160 UV](#) and the [JV100-160 solvent](#), and the high performance textile printer, the TS100-1600, are a perfect reflection of the way technology requirements are adapting in line with the industry as we look to the future. To demonstrate this, we have identified three post-pandemic technology touchpoints that will help print businesses target success amid uncertainty.

Productivity

The pandemic has served as a major catalyst for existing trends, and our growing appetite for everything on-demand has been given a huge COVID-related boost. For printers, a digital solution that offers premium productivity, quality and efficiency at an entry-level price point is sure to be an invaluable investment to meet evolving ‘on-demand demands’. Adding a digital production element to your business doesn’t need to be daunting, complicated or overpriced – the Mimaki ‘100 series’ truly lives up to the tagline ‘Expert Printing Made Easy’, offering an incredibly intuitive user experience for streamlined, ultra-efficient printing, high-quality output, and cost-effective implementation. The powerful and productive new textile printer in the ‘100 series’, the TS100-1600, is a shining example of equipment developed with the future of the market in mind – the textile industry is fast-paced and constantly innovating, and the printer you invest in needs to keep up with your creativity.

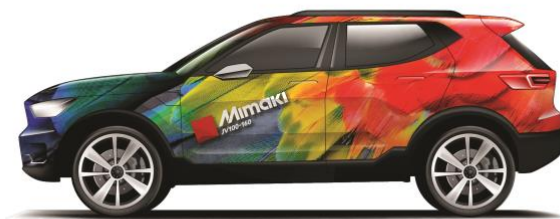
Diversity

2021 is set to be a period of transition. While that will mean navigating uncertainty, the ‘glass half full’ approach is to view the year ahead in terms of opportunities such as expanding your business, exploring alternative revenue streams, and taking the plunge into new markets. In the past, it may have felt as if the barriers to entry when it came to looking beyond your core business were too great. However, in a post-pandemic world,

we need to break some of those barriers down and demonstrate that success with digital print is within reach if you invest in the right equipment. With the '100 series' portfolio, Mimaki is acknowledging what print service providers need from their technology partners – the UJV100-160 and the JV100-160 are suitable for a wide range of applications that will allow you to easily and affordably diversify your offering, and with the TS100-1600 textile printer, it has never been easier to target growth in the thriving textile sector, even in challenging times.



Fashion Woman Dress Small



JV100 - Car Wrap



Mimaki JV100-160.



Mimaki UJV100-160.

Affordability

Affordability is one of the most significant barriers to entry into new markets. 2020 was a year of unprecedented economic challenges, so it's more important than ever to be thinking about gaining a competitive edge, and the printers in the '100 series' from Mimaki have been specifically formulated to help you ramp up productivity while keeping running costs low. Whether you want to take your first foray into digital print production, expand the services you offer or simply grow your customer base, cost can be a major sticking point, which is why supporting customers is Mimaki's number one priority, designing the '100 series' around your needs and continuing to listen to how those needs are developing. Making an investment in the JV100-160 in order to move into outdoor graphics; meeting demand for faster turnaround times by adding the

instantly curable UJV100-160 to your production setup; or taking a leap into new revenue streams with the TS100-160 – it's all '100' percent accessible.
