



## King Kolor Automation from Print to Finish

**Product Spotlight:**

Gerber M Series

**King Kolor  
Denver, CO**

King Kolor of Denver, Colorado does sophisticated, large-format digital printing, vinyl graphics, banners, and short-run labels and decals. "Our clients include local design teams, packaging producers, and nationwide advertising agencies," explained Scott Cohen, president of King Kolor. "We produce graphic products of all kinds such as full-color posters, point of purchase displays, tradeshow graphics, vinyl graphics, banners, and custom printed, scored, and cut boxes. King Kolor specializes in large-format printing, but there is no job too big or small in size or quantity."

Since purchasing King Kolor in 2001, Cohen has invested in new technology to automate the business. In 2004, he purchased a wide-format UV inkjet printer to add to the existing Gerber EDGE® thermal printer, HS 15™ sprocketed plotter, wide-format vinyl cutter, and silk screening equipment. Finishing his wide-format prints, point of purchase displays and other promotional items was still done by hand, or with the assistance of a manual straight cutter or reciprocating saw. Difficult finishing jobs had to be outsourced, reducing King Kolor's profit margins and extending deadlines. "I came from the screen printing industry and was used to



doing all printing and finishing in-house," explained Cohen. "After investing in wide-format inkjet printing, the time was right for King Kolor to look at automating the finishing process." "We had recently moved into a new facility," continued Cohen, "and now had room for a new flatbed finishing system."

Cohen investigated many of the flatbed finishing systems in the marketplace and was looking for the right combination of features

and cost. "The system had to finish the majority of materials that we print on at King Kolor including PVC, corrugated plastic, Fome-Cor® and Gatorboard®," explained Cohen. "When I looked at machines like the Zünd and Kongsberg, I found them to be too complicated to operate and too high priced. I found that there were lots of extra costs associated with optional tools which drove the basic price tag even higher. This steep investment was a real barrier to King Kolor entering the flatbed finishing market."

Cohen also considered traditional routers as a solution to his finishing needs. “The routers were very pricey as they were designed for heavy-duty applications,” said Cohen, “but King Kolor is not a millwork shop so we don’t need to cut wood. After evaluating routers, I was still looking for a flatbed finishing solution that could handle all of our graphic materials and was within our price range.”

That is when Gerber’s M Series Flatbed Finishing System came to his attention at a local tradeshow. “The M3000 Finishing System provides a variety of tools to finish industry standard materials including pneumatic routing, oscillating knives, drag knives, and creasing wheels,” described Cohen. “With the variety of tools we are able to cut Fome-Cor, Gatorfoam, cardstock, Sintra, Dibond®, and corrugated plastics and cardboard. Its rugged construction and large, 6' x 10' table size make it especially suited to our wide-format graphics.

“I am impressed with the precision of the M Series digital die cutting of printed graphics,” continued Cohen. “The M-Vision Cut registration system automatically locates printed registration marks and compensates for material skew or distortion. This produces consistently accurate results, time after time, while reducing our scrap and redo’s.”

It was the M3000’s combination of technology and price that convinced Cohen to take the plunge into flatbed finishing. “Now that I have worked with the M3000 I find that the oscillating knife to be the most versatile tool that we use,” said Cohen. “It cuts most ‘soft’ materials like foamboard and corrugated plastic without crushing or tearing, and the T3 Tool Head System with automatic tool recognition makes it simple to switch from material to material without time-consuming machine setup. With the most commonly-used tools already installed in the T3 Tool Head, we just pick the correct material profile, place the substrate on the vacuum table, and go.

“We now do most of our finishing jobs in-house, including contour cutting, routing, and creasing and cutting of boxes,” commented Cohen. “The speed and accuracy of the M3000 allows us to do single marketing prototypes or short-runs of printed packaging which would otherwise be unprofitable or too time consuming to do by hand.”

King Kolor recently met a tight deadline for a small quantity of full-color, scored, cut, and glued boxes that would have been impossible without the technology of the M Series Finishing System. “Our customer was impressed and grateful that we could turn around such a professional job in a quick and cost-effective manner,” said Cohen.

In addition to the traditional graphics finishing needs, the M3000 is employed daily to create custom-sized corrugated shipping containers for King Kolor’s completed products. “The box templates that came with the M Series system make it easy to create the right sized box, no matter what shape,” said Cohen, “and the corrugated creasing and cutting tools produce the custom shipping box in just minutes – for much less cost than prefabricated boxes.”

Adding digital finishing technology to King Kolor's capabilities has opened up new markets and allowed them to increase production, reduce turn-around time, and become more profitable. "Not only are our customers impressed by the M Series Finishing System's digital technology, but they get a professional, economical product, in a shorter time frame. The M Series was just what we needed to automate King Kolor from print to finish."

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