



Profits Always on the Rise at Action Graphics Ltd.

Product Spotlight:
Gerber EDGE Series

Action Graphics, Ltd
Birmingham, UK



According to Dave Foxall, managing director and owner of Action Graphics (Birmingham) Ltd., in industrial Birmingham, England, his company's profits have increased every year except during the recession in 1991 for each of the 14 years since its inception. The number of jobs grows on a monthly basis. The shop currently completes 60-100 jobs a week, which equates to \$2.5 million (£1.5 million) in annual sales.

Such a wealth of success requires making the right moves and doing so ahead of your competition. Action Graphics had the right idea years ago by choosing the GERBER EDGE® digital color imaging system the moment it hit the market.

Foxall recalled, "When I saw the machine, I knew I had to have one because it would give us a much faster turnaround and response time. And I was right. The EDGE® has made us money almost from day one. The first few jobs brought in enough to cover three payments on the machine, even though we'd had it for only a couple of weeks."

One such profitable job was for a nearby Jaguar automobile manufacturer. It entailed making labels for the production bins that contain parts to build the cars. Every bin had a distinct and nonsequential label, meaning 1,090 different labels were required.

"That job made us a lot of money not that I'm a money grabber, of course. But that's what I'm in business for!" he confided. "We turned the job around very quickly, and the customer was quite pleased. We got a lot of other work as a result."



Action Graphics often uses the EDGE to turn around labels and other short run jobs faster than with screen-printing. Yet the system also works in conjunction with screen-printing as a quick way of making film positives. If customers like samples produced on the EDGE and they want extended-run jobs, then the equipment can produce the film positives necessary for screen-printing.

Foxall and his group have also begun to produce more artistic jobs on their EDGE. They are currently experimenting with process color and designing on a Macintosh®, transferring the

TIFF files to a PC.

"I love the versatility; you can generate labels off of it one day, and a very intricate job the next," Foxall remarked. "Until we had the EDGE, we never did four-color process work, so it has clearly opened up a whole new market for us. It added another string to our bow, as such."

On the other hand, he expressed equal appreciation for the EDGE as a workhorse. "We churn work out – we're like a sausage factory, really," Foxall quipped. "I'd say 95% of our jobs are straightforward signs, nothing fancy. So the EDGE has been a very useful production tool for us. When speed is of the essence, it can turn things around quickly."



To prove his point, he offered as an example an ongoing job for a local television program. The producers of the talk show decide each day's topic only four hours or so before the show airs. They phone in the subject to Action Graphics, which prints and cuts the headlines on the EDGE. The headlines are then adhered to boards which appear as backdrops during the televised discussion. The shop has two hours to complete each job after receiving the phone call. With the EDGE, it takes ten minutes or less.

Thus, the shop is well-known for taking care of small run jobs that people are not prepared to set up for screen-printing.

"At Action Graphics we're famous for turning things around quickly. That's where our name comes from – you get action when you come here," stated Foxall.

Action Graphics has gathered the resources it needs to perform all kinds of general sign making: routers, plotters, and over a dozen Gerber GRAPHIX ADVANTAGE® workstations in addition to the EDGE. Foxall concluded: "The EDGE has been really reliable. I'm quite happy with it and wouldn't want to do without it. The EDGE is one of the best pieces of equipment I've ever bought."

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