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Verve Display invests in Nyala 5 for time-critical event production

Experiential display specialist Verve Display has installed a swissQprint Nyala 5 flatbed printer, investing in long-term reliability, build quality and production confidence for its growing portfolio of bespoke event projects.

Founded in 2003, Verve Display has evolved from a traditional large format print supplier into an experiential and event branding partner. Services span experiential displays, events branding, exhibitions, retail, bespoke activations, interiors and large-scale media. The company's large format output is predominantly made up of one-off and short-run pieces rather than long runs of identical graphics. Typical materials that Verve Display handle include acetates, foils and voiles.

The Harlow-based company selected the Nyala 5 after reviewing the flatbed printer market and completing extensive print tests using its own challenging files, colours and gradients.

Long-term investment

Verve Display Director Simon Perkes said: "We wanted to move away from the cycle of buying a machine and then having to replace it three or four years later. This time, we decided to make a longer-term investment in the reliability, engineering quality and residual value that swissQprint offers. That investment also underpinned our expansion into the US earlier this year, where we are taking the same creative and project management model we run in the UK and Europe to deliver exceptional event build and branding globally."

The business has configured its Nyala 5 with CMYK and white ink. Following print trials, the company concluded that the four-colour configuration plus white provided the output quality required for its event applications while helping to control ink consumption.

The modular design of the swissQprint platform allows the ink and print head configuration to be adapted in the future. Verve Display can therefore add capabilities such as varnish or fluorescent colours should its production requirements change.

The Nyala 5 incorporates a 3.2 × 2 m flatbed and can reach a top speed of 253 m²/h. It offers ten individually configurable colour channels, a maximum of 20 print heads and an addressable resolution of up to 1,350 dpi. Its UV LED technology supports printing on materials up to 50 mm thick, while optional additions enable roll-to-roll, dual-roll and oversize-board production.

Tight deadlines

Simon added: “Our event work is highly bespoke, and deadlines are often extremely tight. We may have only two or three days between receiving the final artwork and completing an installation, so we need complete confidence that our production equipment will perform when required. The Nyala 5 gives us exactly what we need.”

Projects can incorporate a wide range of substrates, including acetates, foils, backlit materials and fabrics, with the printed material forming an integral part of the overall creative concept. Simon added that every item needs to be produced accurately and to a high standard.

Robust engineering

Steve Pridham, Sales Manager at swissQprint UK, said: “The Nyala 5 is an excellent fit for Verve Display because it combines productivity and precision with the robust engineering and modularity needed for a long-term investment.” According to Steve, Verve Display has selected a streamlined configuration that meets its current requirements while retaining the flexibility to add further capabilities as the business develops. “We are delighted to support Simon and the team as they continue to expand their experiential offering.”

About swissQprint

swissQprint is a privately owned Swiss manufacturer of large format printers. High precision, outstanding performance, exemplary service, and exceptional reliability drive swissQprint's innovation in digital printing. More than 220 employees are proud to stand behind the swissQprint name.

From signage and POS displays to art reproduction and bespoke industrial applications, swissQprint customers can always rely on state-of-the-art inkjet solutions. Providing the local service and quality swissQprint is known for, the UK office is one of six subsidiaries that support swissQprint's products around the world.

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Caption
swissQprint_Nyala_verve_display_PR.jpg



David Blackholly (left) and Michelle from Verve Display's print department. The Harlow-based firm selected the Nyala 5 for its ability to handle highly bespoke work and tight deadlines.

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