swissQprint

Press release, April 2025

UK's first swissQprint Generation 5 flatbed lands over at Horizon

Retail design and brand communications agency Horizon has become swissQprint's first UK customer for the new Generation 5 Nyala. The flatbed printer, unveiled in January 2025, significantly improves productivity and efficiency, while further enhancing image quality.

Replacing an Impala 3, the fifth-generation wide format printer enables Horizon to bolster its creative output to a demanding client base of technology brands and retailers. Opting for four colours with white, varnish and neon yellow, the agency's Nyala also incorporates a roll to roll option and prints on a wide range of substrates.

Shorter deadlines, tighter budgets

Horizon was founded in 2009. Its turnover is £10m with a workforce of 75. Foremost a design agency, the business found meeting the needs of an ever demanding and evolving market led to in-house manufacturing. Having initially run a range of machines, in 2021 the firm chose a swissQprint Impala 3 flatbed to replace these and deliver the speed, quality, efficiency and reliability demanded by its clients.

Andrew Moss, director at Horizon, said: "The reason we went into manufacturing was because customers were pushing for everything quicker, faster, cheaper, better and simpler. The Impala 3 revolutionised our work and gave a real edge to our phenomenal design team from its arrival."

Enabling exceptional speed and creativity

Launched at the start of the year, the Nyala 5 flatbed printer is on average up to 23 percent quicker and in certain quality modes over 80 percent faster. The next generation machine can reach speeds of up to 253sqm per hour and matches the speed with quality, reliability and sustainability benefits. To continue its success story, Horizon decided to invest in the Nyala 5 and took delivery of the UK's first swissQprint Generation 5 machine on 24th March.

Andrew Moss said: "Most of our clients are tech brands and expect the very best. Technology is always evolving, and the POS market must reflect this constant evolution. Innovation is key and our new Nyala enables us to better produce exceptionally creative work."

The special features available from the swissQprint machines allow the team to bring images, such as steam from a kettle or beams of reflective silver light, to life. The Nyala 5's UV varnish enhances the print aesthetic as well as improving chemical and cleaning resistance. The neon enables the company to hit bright greens and oranges.

Sustainable, trouble-free production

In addition, the new Nyala's high level of energy efficiency fits in with Horizon's drive towards sustainability. swissQprint's large format printers consume an average of 2.2 kilowatt-hours of electricity, the same as an average kettle. Horizon attained its ISO 14001 certification for environmental management systems and is reducing its energy consumption. The firm has invested in solar power, which produces 60 percent of its power during the summer months.

"As an investment, the Nyala 5 hits the sweet spot for us," said Andrew Moss. "We can deliver exceptional print for 10 hours a day trouble-free. We're really pleased to have the machine as part of our production and continue the strong partnership with swissQprint."

Erskine Stewart, Managing Director of swissQprint UK, said: "Horizon is a business where quality and speed to market are non-negotiable. The demands of their tech clients mean that the Nyala 5 is the best wide format printer in the market to meet these challenges. We're delighted that Horizon has become the first UK customer of this state-of-the-art next generation machine."

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
Horizon_swissQprint_Nyala_5.jpg



Andrew Moss of Horizon is proud to operate the first swissQprint Generation 5 flatbed in the UK.

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