swissQprint

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# Refurbished swissQprint Nyala boosts BCP Media Group

**BCP Media Group is ramping up production thanks to the installation of its second refurbished flatbed printer from swissQprint. The investment comes at time of rapid growth for the business.**

Based in Poole, Dorset, BCP has opted for a six-colour Nyala LED system to run alongside a refitted Impala machine installed five years ago. The new addition will help the firm take on more projects, with the company specialising in retail point of sale (POS), large format print and signage.

Applications include window graphics, event signage, wall coverings, counter display units and free-standing display units. In addition, BCP Media Group has also seen a growth in short run speciality packaging, an area that demands high quality and eye-catching special effects.

## Refurbished machine route

For Ian Shenton, Managing Director at BCP Media Group, the Nyala is the second refurbished machine bought from swissQprint and is playing its part in producing excellent print for demanding markets.

"The Nyala is printing to a very high standard," he said. "We haven't bought a brand-new machine because we knew that everything on a refurbished printer has been thoroughly checked and tested to the limit. We know we are getting quality. It's the same for our Impala. Five years on and it's still reliable and running every day - a real workhorse. This is critical because our business is expanding and we're getting busier."

With two swissQprint systems, BCP Media Group can now offer an expanded colour gamut across its production. The Nyala also produces matt, gloss and raised varnish effects. The 3.2m wide flatbed machine also has the option of printing roll to roll.

For operators like BCP Media Group, a refurbished system offers one affordable route to swissQprint's best-in-class print. In addition, customers can enter the small- to medium-volume print market with the Oryx and Topi flatbed systems. All options underline how swissQprint quality is within the reach of many businesses.

## First class results

"Despite our excellent experience with the Impala, we wanted to explore the market before we made our purchase," added Ian. Following trials of several alternative printers, BCP Media Group concluded that swissQprint offered a higher level of performance, with faster production speeds and noticeably stronger colour vibrancy than competing technologies.

"We also like working with swissQprint. The support and service is always available when we need it. Additionally, the low energy usage of the Nyala helps our drive to be more sustainable. It is a big selling point."

swissQprint Sales Manager Steve Pridham said: "BCP Media Group have been excellent partners and we're delighted that they once again chose swissQprint. The Nyala represents excellent value and provides superior print quality."

**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_BCP.jpg




Sam Thomas, operations director at BCP Media Group, with the swissQprint Nyala LED. The machine is playing its part in the future growth of the business.

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