swissQprint

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Ainsely Signs set for triple growth with new Nyala

Manchester-based Ainsely Signs is aiming to expand into new markets following the installation of a new Generation 5 Nyala from swissQprint. The flatbed printer will help the signage firm target further growth in retail, design, and trade.

Founded in 1952, Ainsley Signs has forged a strong reputation in the residential construction sector with a heritage of excellent quality and service. With a strategy to triple its turnover within the next five years, Managing Director Dale Broadhead joined 12 months ago to help make that target a reality.

New markets

Investment in new equipment is central to driving this expansion, with Ainsley Signs installing a swissQprint Nyala 5 flatbed printer with roll to roll option, CMYK, white and varnish. The investment has expanded the type of substrates the business can now work with including aluminium composite material, Foamex and acrylics. In addition, the flexible modular build of the machine means that the company can grow into additional colours or applications should the business need arise.

Launched at the start of the year, the Nyala 5 flatbed printer is up to 23 percent quicker on average and in certain quality modes over 80 percent faster than its predecessor. The Nyala 5 can reach speeds of up to 253sqm per hour and matches the speed with quality, reliability and sustainability benefits.

Dale said: “The Nyala enables us to go into sectors like retail, design and trade, enhancing our print quality. It really showcases what we can do for a raft of new blue-chip customers.”

Creative possibilities

Buying a Nyala had been high on Dale's agenda before he even arrived at Ainsley Signs. He always admired the quality of swissQprint's machines and when he met Josh Ainsely, Co-owner and Director, about taking on the Managing Director role, Dale discovered that the soft spot for the Nyala was mutual.

“It was a printer he wanted and really liked its endless creative possibilities,” said Dale. “Our team are very excited about the Nyala, which is great to see. It shows our pure passion for print and we love making signs.”

Sustainable production and investment

While creative output and efficient speed are critical to Ainsely Signs' operation, so too is the Nyala's energy efficiency. swissQprint's large format printers consume an average of 2.2 kilowatt-hours of electricity, the same as an average kettle. This fits in with the company's strong commitment to reducing its impact on the environment.

"Sustainability isn't just at the heart of our business but also forms part of our re-investment plan," added Dale. Earlier this year, Ainsely Signs replaced the factory roof with an insulated upgraded version along with solar panels. These have been fitted to naturally power its facility and improve energy efficiency. "We've instantly seen a reduction in bills," said Dale.

The investment programme doesn't stop there and there is a plan in place to expand Ainsley Signs' Middleton site to double capacity. On top of that, further investments will be made in new finishing equipment.

Ian Maxfield, Regional Sales Manager at swissQprint UK, said: "Ainsley Signs is a business that's eager to grow into markets that demand higher quality and fast turnaround. The Nyala 5 is the best wide format printer that can do this as well as making a compelling environmental case. We're delighted that Ainsley has become the latest 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
swissQprint_Ainsley_Signs_team.jpg



Left to right: Ainsely Signs Directors Josh and Iain Ainsley, and Managing Director Dale Broadhead with their new Generation 5 Nyala from swissQprint.

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