swissQprint

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InView Graphics boosts retail production with swissQprint flatbed

Chattanooga-based print specialist InView Graphics installed a new swissQprint Nyala 5 flatbed printer in September 2025. The system strengthens capacity for retail graphics, resolves previous technical limitations, and gives the company greater flexibility to handle large orders.

InView Graphics, Inc., a privately owned company in Chattanooga, TN, specializes in wholesale digital printing, vehicle wraps, and signage. The recently installed swissQprint flatbed printer, Nyala 5, is used mainly for point-of-purchase retail materials.

Focus on reliability

The decision in favor of swissQprint was driven by long-term reliability. InView Graphics values that there are no service contracts and that machines are not made obsolete through early product phase-outs. “That was the main point,” says InView Graphics VP of Operations Michael Parris. In fact, swissQprint products are well known for an above-the average service-life, and the modular design ensures that users can easily adapt their printer to future market needs. In addition, swissQprint grants a 36-month warranty on any new printer for peace of mind – a unique commitment in the industry that safeguards customers’ investments.

Technology advantages

The Nyala 5 printer provides quiet operation, energy-efficient LED curing, and a compact footprint compared to third-party printers InView Graphics had been looking at. With the patented swissQprint Tip Switch Vacuum integrated in the 126×79" print bed, setup times per substrate are minimized. Also, previous issues, such as poor ink adhesion and limited print-to-cut workflows, are now resolved. Thanks to the new flatbed printer, processes run more smoothly, orders are turned around more quickly, and quality is assured across all applications.

Growth and flexibility

The Swiss-made Nyala 5 flatbed printer increases production bandwidth and redundancy, giving InView Graphics more flexibility when handling multiple large orders. “It allows us to turn jobs faster and serve customers better,” Parris noted. InView Graphics is committed to delivering top quality signs and graphics to help its customers succeed and to meet the rising expectations of national brands.

Long-term fit

The relationship with swissQprint goes back several years. Initial interest was sparked by sample materials, and now the timing and requirements aligned. According to Parris, "This new printer marks an important step in the company's growth strategy and commitment to high-quality retail graphics, more flexible production and a wider range of capabilities." InView Graphics has joined a growing community of more than 2000 customers worldwide who rely on Swiss-made precision for their large-format production.

Erik Norman, President of swissQprint America stressed how delighted he is that InView Graphics has chosen to invest in swissQprint technology. "Their trust underlines the value of our long-term product strategy." He and his team look forward to supporting InView Graphics' growth and ensuring they can fully leverage the capabilities of their new printer for years to come.

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Caption

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Michael Parris of InView Graphics: “The swissQprint Nyala 5 allows us to turn jobs faster and serve customers better.”

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