swissQprint

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Kudu makes a monster impact for Birmingham signage and print specialist

Hollywood Monster has installed a swissQprint Kudu flatbed printer to bolster productivity, quality as well as sustainability and manufacture eye-catching creative materials.

The Birmingham-based signage and print specialist has bought a six-colour Kudu with white, varnish, neon yellow and neon pink across 10 channels of print heads. Installed in March, Hollywood Monster's machine also has roll to roll and dual roll options for added functionality on boards and roll-based media.

The Kudu combines huge output alongside top quality print production. The 3.2×2 m machine can operate at a maximum speed of 341 sqm per hour, while being incredibly energy efficient. It consumes an average of 2.2 kilowatt-hours of electricity, the same as a normal kettle.

Perfect fit

This combination of speed, versatility and sustainability made the Kudu a perfect fit for Hollywood Monster's requirements. The company can print up to 125,000 sqm of material per day, serving customers in property, construction, retail, exhibitions, events and sport. Customers include McDonald's, Westfield, Birmingham City Football Club and Adidas, as well as its partnership with the NEC Group. Quality and performance are fundamental to meeting their needs.

Hollywood Monster Group Operations Director Mat Jephcott said: "This new addition opens a wealth of opportunities for us." The team examined the market for a new flatbed printer and felt that the Kudu was the ideal choice. After visiting swissQprint, they were extremely impressed with the high quality of the machine and what it can produce. "In our business, creativity and sustainability are a must and the Kudu fits perfectly with our journey," added Mat.

Sustainable drive

The business takes pride in pushing itself and the wider industry to become more environmentally friendly. "Our sustainable progress has accelerated over the last five years," explained Mat. "Whether it's recycling or reusing, our customers are driving change and the Kudu's energy efficiency helps us to reduce our carbon footprint."

Hollywood Monster has sourced alternatives to PVC for 80% of its product range and is targeting 100% this year. In 2023, the company unveiled its recycling scheme with Reconomy and has reduced its landfill contribution by 80%. The firm has installed two bailers to compact its materials enabling them to be collected and sorted.

Engaging and creative

The 30-year-old business began as Hollywood Signs and later set up a separate division, Monster Digital. The sister companies merged in 2009 to create Hollywood Monster. Fun and creativity have helped drive its approach and 'monster impact' in the signage and graphics market.

Simon McKenzie, CEO at Hollywood Monster said: “With a team of in-house designers, our goal is to deliver awesome, creative and engaging projects. And while we are a fun business, we’re also serious about delivering the highest standards of work. Our new Kudu will help us do just that.”

Ian Maxfield, Regional Sales Manager at swissQprint UK, said: “Selecting the Kudu is a real statement of intent from Hollywood Monster. It will bolster productivity, enhance creativity and help hit their sustainability targets. We are delighted to welcome them to the growing number of swissQprint users across the UK.”

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_Hollywood_Monster_Kudu_install_2025.jpg



Mat Jephcott (L) and Simon McKenzie (R) with the swissQprint Kudu that has made a 'monster impact' since its arrival.

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