swissQprint

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KGK Genix turns to swissQprint's Kudu

Leader in creative graphics and display solutions, KGK Genix, has installed a swissQprint Kudu flatbed printer at its Harlow production centre as part of a major expansion programme.

Established in 1989 with a production site in Essex and an office in Central London, the business supplies a range of graphics and displays for several well-known global brands.

A game-changing decision

KGK Genix first encountered the Kudu's capabilities on swissQprint's stand at The Print Show exhibition this year at the NEC. This was followed up with a hands-on demonstration at swissQprint's UK headquarters in Bracknell, where the team saw the Kudu's speed, precision, and innovative features in action.

Impressed by its performance, Managing Director Graham Pitts and the team decided to invest that day, signing a deal on the spot! The purchase marked KGK Genix's first move away from its long-standing machine supplier, with the Kudu providing a competitive edge for its branding and retail client work.

Advanced printing capabilities

Installed on 2nd December as part of a significant investment programme, KGK Genix's Kudu combines advanced flatbed printing capabilities with roll-to-roll functionality. Equipped with eight channels, the new machine accommodates CMYK, white, varnish, and neon inks. The two remaining channels offer the potential to upgrade, futureproofing the investment by enabling the machine to evolve to the needs of the business.

The Kudu's 3.2×2 metre flatbed system allows for precise printing on rigid materials such as thin card and double-sided media, thanks to swissQprint's registration pins ensuring total accuracy. All media is held securely through the printing process by the Kudu's powerful vacuum, addressing any limitations previously encountered with hybrid machines.

Additionally, the ability to print multiple layers of ink enables intricate textures and creative effects. The combination of haptic effects with swissQprint's vivid neon inks will enable the high-impact, tactile and colourful designs that are essential for today's bright and striking retail environments.

Sustainability and flexibility combined

With sustainability features aligning with KGK Genix's ISO accreditation, the new printer complements the company's goal of reducing its environmental footprint while delivering exceptional results. Like all printers from swissQprint, the Kudu is certified as first-class in energy efficiency, using just 2.2 kWh of electricity, equivalent to the consumption of an average kettle. Paired with swissQprint's reputation for reliability, and its 36-month warranty, Kudu users benefit from low operating costs and peace of mind.

A new era

Commenting on the installation, David Pitts, Production Director at KGK Genix, said: "We needed a new machine to elevate our offering, and the Kudu has delivered on all fronts with its speed, flexibility, and sustainability credentials. It's potentially the best machine we've ever had and hopefully signals the start of an exciting new relationship with swissQprint."

Pete Smallwood, Regional Sales Manager at swissQprint, shared his excitement: "We're thrilled to see the Kudu in action at KGK Genix. This machine enables them to push creative boundaries and offer even more striking designs, including neons and textures, to their clients. We're proud to support them as they continue to grow and innovate."

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.

Further information:
swissQprint UK
Bridge House, Brants Bridge
Bracknell
RG12 9BG
T +44 1344 929 580
info@swissqprint.co.uk
www.swissqprint.co.uk

Press contact:
Nielsen McAllister
116 Green Lane
Derby
DE1 1RY
T +44 1322 293939
swissqprint@nmpr.co.uk
www.nmpr.co.uk

Caption
KGK_Genix_swissQprint_Kudu.jpg



David Pitts (left) and Graham Pitts (right) at KGK Genix welcomed their new swissQprint Kudu as part of a major expansion programme.