swissQprint

Press Release, June 2026

swissQprint Kudu buoys growth at Mayfield Press

A swissQprint customer since 2018, Oxford-based Mayfield Press has installed a new Kudu flatbed printer, increasing output and quality, while reducing operating costs in its wide format business.

Mayfield Press provides high-quality value-added print solutions, specialising in short run applications for point of sale, signage, gifting, packaging and office refurbishments. The business initially invested in a swissQprint Nyala 3 in 2018. Three years later Mayfield Press upgraded to add a varnish channel, unlocking further signage and wayfinding opportunities. Building on the success and relationship with swissQprint, Mayfield Press replaced their Nyala with a Kudu, providing an upgrade in technology and productivity.

Installed in March this year, Mayfield Press' new Kudu has four colours plus white and varnish and uses swissQprint's Q1280i high-resolution print heads. With this setup the business is matching the print quality that previously required a six-colour print process. The CMYK colour configuration has also reduced ink usage, improving sustainability and cost efficiencies, all while maintaining the print quality Mayfield is known for.

Swiss quality throughout

When making the decision to buy its Kudu, Managing Director Spencer Slee said that the reputation, service and existing relationship provided gave swissQprint a clear advantage. "The swissQprint technology has proved to be incredibly reliable," said Spencer. "That is critical to our market as we can't afford any downtime. We wanted a machine that can handle high output as well as high quality print and that's exactly what the Kudu does."

Spencer added that wide format is the fastest growing part of the business, expanding 32% last year. Mayfield Press is one of four sites under the Print Evolved umbrella, with the other three in central London, Kent and Surrey. The aim is for each site to become a centre of excellence, with Mayfield Press specialising in wide format and litho print.

Growth support

"When selecting our new machine, we quickly saw that swissQprint was the only option," said Spencer. "The Kudu adds value to our business and the swissQprint

team has helped us understand how to feed the machine and get the best out of it. Their support is enabling us to grow."

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.

"Our technology is the right fit for Mayfield Press, and their upgrade makes perfect sense," said Steve Pridham, Sales Manager at swissQprint. "The four-colour specification has helped them to reduce ink usage, while maintaining the high-quality levels of print that swissQprint's printers are renowned for. It's been great to be part of the business's continuing success."

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_Kudu_Mayfield_Press.jpg



Damien Roscoe, Production Director at Mayfield Press, is seeing operational and quality improvements from the new Kudu.

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