swissQprint

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swissQprint Nyala 5 powers creative growth at MAD Colour

Belfast-based MAD Colour is targeting growth and will deliver added-value display and signage for its customers across Ireland after investing in a new swissQprint Nyala 5 wide-format printer.

MAD Colour, which will celebrate 50 years in business in 2027, has installed a swissQprint Nyala 5 flatbed printer, enabling it to produce more premium display and experience-led work. The company provides design, print, display, signage and digital services for customers in the exhibition, events, retail and branded environments sectors. It employs 50 people and has an annual turnover of £5 million.

Crucial investment

Jamie McMinnis, Managing Director at MAD Colour, said: "The Nyala 5 is a critical part of our growth plans. Our strategy is to deliver premium-quality output for agencies and major brands. Visual impact is crucial to these customers and the quality produced by the Nyala 5 will help us meet and hopefully exceed their expectations."

MAD Colour aims to become the leading supplier of brand activations across Ireland. Acting as a strategic creative partner rather than a conventional supplier, the business gives customers a single partner throughout the process. This integrated service approach covers concept development and production of exhibitions, displays, fit-out and installation.

Exceptional quality

Jamie McMinnis added: "We've wanted a Nyala for a long time, so it's exciting to finally bring this capability into the business. For us, it's not just about exceptional print quality. It's about giving our designers and customers more creative freedom, with new possibilities for premium finishes, textures and effects that really make the finished product stand out."

The swissQprint Nyala 5 is a 3.2 × 2 m digital flatbed printer capable of reaching speeds of up to 253 m²/h. Its modular platform offers up to ten individually configurable colour channels and various add-on options. The system can be adapted as production requirements evolve. MAD Colour has selected a six-colour configuration with white and varnish, together with a roll to roll option for extended versatility.

Sustainability and commercial goals

Jamie McMinnis said: "Sustainability must support both our environmental and commercial goals and for this the Nyala delivers." The Nyala 5 gives MAD Colour a more efficient production platform, helping them reduce energy use, minimise set-up waste and make better use of materials while continuing to deliver the premium quality customers expect.

Hitting targets

Ian Maxfield, Regional Sales Manager at swissQprint UK, said: "MAD Colour has a clear and ambitious strategy for growth. The Nyala 5's combination of print quality, versatility and efficiency makes it an excellent fit for the company's plans to deliver more creative, high-value work. We are delighted to support the team as it develops its display and experience-led offering for clients across Ireland."

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_MAD_Colour_Nyala_5.jpg



The MAD Colour management team are targeting the number one spot in Ireland thanks to its new swissQprint Nyala 5. Left to right: Jamie McMinnis, Managing Director; Anna McMinnis, Finance Director; Steffi Larkin, Head of Operations; Gary Longridge, Head of Production; Rob Hall, Commercial Director.

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