Press Release, March 2025

Signwaves doubles-down on quality and productivity

Long time swissQprint customer Signwaves has bolstered its printing firepower whilst reducing its environmental impact, by upgrading to two brand new Nyala flatbed printers.

The business has opted for two six-colour Nyalas with white, varnish and primer. One machine incorporates a 3.2 metre roll to roll option and both Nyalas, which were installed in February, replace older swissQprint models.

A strong reputation and partnership

Signwaves was founded in 1989 and operates from a 3-acre office, factory and warehouse site in Great Yarmouth, Norfolk. The business has a strong reputation in the design, manufacture and print of high-quality advertising sign, display and presentation products. Customers include some of the biggest brands and retailers. In addition, it caters for over 2,000 trade resellers; a network of sign and print companies, agencies, exhibition contractors and shop fitters.

swissQprint has been an important part of the company's print equipment inventory since 2016, when an Impala and Nyala were installed to satisfy an increasing demand for high quality full-colour digital output. Some eight years later Signwaves Chairman Mark Ford felt the time was right to upgrade and benefit from improvements in productivity, quality and sustainability offered by the latest machines.

Mark said that it was an easy decision to stick with swissQprint, thanks to its winning combination of quality and service. “Eight years ago we partnered with swissQprint and were immediately impressed with what they could do,” he explained. “We have always been incredibly thorough when testing new equipment. For us, swissQprint ticked all the boxes and the fact that we have returned to them for two new Nyalas is testament to their technology and reliability.”

Consistent quality and productivity

Signwaves chose two Nyalas to provide consistent quality work at significantly higher volumes than its previous machines. Both machines operate at a maximum of 206 square metres per hour and, depending on the print mode, can boost print speeds by 35 percent compared to the old machines. Also, thanks to the latest generation print heads, the 1350 dpi and smaller droplet size, the printers

deliver sharper edges and finer lines with smoother transitions across an increased colour gamut.

Working across demanding substrates

With the business printing a high percentage of its output on to rigid materials, often for the outdoor market, durability, UV stability and quality are all critical. The white ink and primer print head configuration, chosen by Signwaves, is essential for the likes of black high-pressure laminate that underpins the company's branded chalkboard offer.

A sustainable path

Alongside the need for quality and volume output, sustainability was also a factor in the company's decision to upgrade its swissQprint machines. "We're on a journey to make the business carbon neutral by 2030," said Mark. "We produce our own electricity through solar energy and use this to power our production, including our new Nyalas. Their incredible energy efficiency will ensure we deliver the cost-effective, sustainable products our clients demand."

Erskine Stewart, Managing Director of swissQprint UK, said: "We're delighted that Signwaves have committed to upgrading with us. The high quality and fast turnaround of their work makes the Nyala perfect for the business. It's great to see them choose two new machines and build on the strong relationship we have built over the years."

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

Signwaves Ltd
Gapton Hall Industrial Estate,
Great Yarmouth,
Norfolk
NR31 0NW
T +44 1493 419300
enquiries@signwaves.co.uk
www.signwaves.co.uk

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

Captions

swissQprint_Signwaves_Nyala_Mark_Ford.jpg



swissQprint ticked all the boxes for Mark Ford, Chairman at Signwaves.

© Signwaves

swissQprint_Signwaves_Nyala.JPG



Two Nyalas now provide consistent quality work at significantly higher volumes for Signwaves.

© Signwaves