



THE CHALLENGE



Antwerp based AMS Digital Printing, is a total solutions provider offering full-colour prints for countless indoor and outdoor applications. Banners, murals, POS, backlit signs, billboards, etc. Whatever you can imagine, they can make it. With more than 15 years of experience under the belt, they differentiate themselves from other large format print suppliers by offering added-value services such as placement, design and layout.

Products in user story: [ValueJet 1638X](#) - [ValueJet 2638X](#)

When asked why AMS Digital Printing relies on Mutoh printing equipment for the past 15 years, CEO Yvan Van Roy gave a short but clear answer: *“Solid, sturdy built machines that never let you down, and a perfect after sales support for that rare occasion you need it. I prefer to call it my investment in peace of mind and guaranteed production.”*



IT'S ALL ABOUT SPEED AND SERVICE

Another reason for the success of AMS Digital Printing is their choice of equipment. Yvan Van Roy explains: *“The days that customers could wait weeks to receive their order, are long gone. Today it's all about speed and service and we like it just as much. But in order to fulfil that demand, you need good and reliable equipment. One wrong investment can have huge consequences. With Mutoh, we have had good experiences from day one and I don't have to lie awake at night wondering how I am going to solve this or that problem, because there aren't any. That's what I meant with investing in peace of mind.”*

UMS INKS ARE WELL SUITED FOR ALL KINDS OF APPLICATIONS

Today the company has two Mutoh ValueJet printers. One is a ValueJet 1638X with a print width of 160 cm, while the second machine is a ValueJet 2638X with a print width of 260 cm. Both machines use Universal Mild Solvent (UMS) inks and Yvan Van Roy has good reasons why he sticks with this technology. *“These UMS inks have all the advantages of solvent based inks and none of the disadvantages solvent inks used to have. They offer an outdoor UV resistance of up to three years without lamination and are virtually odourless and do not require any forced ventilation.”*

Unlike UV-inks for example, UMS inks don't crack and retain their colour when you stretch the printed substrate, making them well suited for all kinds of lettering and wrapping applications.”





“On top of that,” says Yan, “they offer an unrivalled colour gamut and a unique media gloss preservation. The inks cover 83% of the Pantone C® colour chart and produce sharp images with vivid vibrant colours. **And that’s exactly what our customers want. Nice, sharp and lasting colourful prints.**”

Last but not least, Yan Van Roy says a final word about Mutoh’s after sales service. “Service is like an insurance. You need it, but you hope you never have to call upon it. But for that rare occasion, it’s reassuring to know you can call on expert support and service when you need it most.

In a nutshell, that’s what Mutoh is all about. Good machines and people. What more can you ask for?”



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