



printer review

BY BILL SCHIFFNER

Matan Barak5 Superwide-Format Printer

For this month's printer review, *WFI* spoke with Norbert Figarol, GM and owner of Figarol based in Tours, France. This shop had the distinction of being the first to install the new Matan Barak5—Matan's 5 meter UV superwide-format digital printer.

Figarol was established in 1978 as an industrial print shop providing output for advertising agencies. "What differentiates us from other print providers is our avant-garde approach and implementation of the most innovative digital printing techniques to allow our customers to benefit from high quality prints for the most challenging and cutting edge applications," said Figarol. "We provide innovative graphic imaging solutions for events, retail, and marketing needs. Our knowledge of materials and printing machines/processes enable us to assist and guide our clients in making the right printing decision for their needs," he added.

Figarol's artistic background and experience as professional photographer, served as uncompromising qualitative evaluation tool when considering the Barak5 as its first 5m wide UV digital printer to be added to the shop's respectful production site.

He said that the Barak machine was purchased to complete and enhance their existing production capacity which did not cover the 5-meter format and one area that being asked for more frequently by his clientele. "We wanted the most versatile machine and the Barak5 is just that. When considering the different Superwide-format alternatives available in the market, we decided to focus on the newest

UV technology, which is the most up-to-date technology in superwide-format digital printing. The new UV printer's are at the edge of technology and has the best future evolution potential, in terms of implementation of additional features in fast time frames. Therefore, we looked into new

printers' generation, featuring 600 dpi print-heads, free-fall and flatbed options, and that would enable printing on a wide range of media. The Barak answered our requirements without compromising the printer's impressive throughput, printout's excellent resolution, within a reasonable pricing," said Figarol.

He saw a Barak5 demonstration when it was launched at

FESPA 2007. Following the show, he was invited to Matan's headquarters in Israel for a personal demo and technical evaluation of the Barak, which resulted with its purchase and installation at his site, by early September 2007.

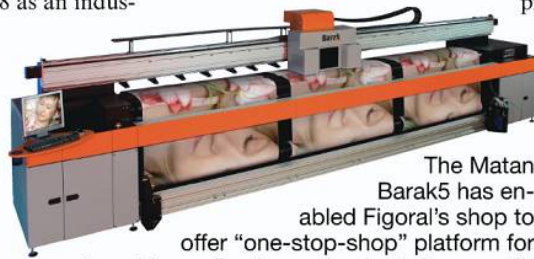
The installation went very smoothly. "Throughout the installation process, the machine was actually running production of our clients' orders. This enabled us to start sales during the machine's installation at our site! What made this job delivery ('early' production) possible was definitely the machine's excellent engineering and intuitive human interface that lead its design," Figarol said.

The printer is mainly dedicated to the production of superwide-format applications (flexible and rigid media) and for production of long runs by using the handy multi-roll option.

He added that since having the Barak5 in house it has enabled them to offer to its customers "a full one-

stop-shop platform for 5m wide applications, thanks to its versatility in using rigid and flexible materials, and producing wide range of applications, by using its high production mode to deliver within short time frames."

"The Barak has greatly contributed to the enhancement of our production capacities, and enabled us to extend the diversity of applications (solutions) we offer," he concluded. ♦



The Matan Barak5 has enabled Figarol's shop to offer "one-stop-shop" platform for 5m wide applications, thanks to its versatility in using rigid and flexible materials.



The Matan Barak5 Superwide-Format Printer At A Glance

- **Printing Technology:** Piezo Drop-on-Demand inkjet
- **Resolution:** True 600 dpi, up to 1200 dpi apparent
- **Speed:** Up to 1830 sqft/hr
- **Max. Media Width:** 5.3m (209 inches)
- **Inks:** Barak 200UV inks, pigmented UV curable, up to two year outdoor durability



For more info, visit www.matanprinters.com or www.figarol.com