



How a 500 lb laminator saves tons of labor on Long Island

SIGN-A-RAMA Farmingdale, NY, has the distinction of being the very first store in what has become the largest and most successful sign franchise in the world based on innovation, quality and high level of service. So when owner Rick Bressler found himself hitting a wall, he knew it was time to innovate again. So he purchased a 63" Gfp 463TH wide format laminator and got immediate payback.

"Before the 463TH we were limited to 30" laminating width," says Bressler. "We needed a larger format machine to better accommodate applications like vehicle wraps and large displays. Turns out we got a lot more than extra width in the bargain."

For one thing, output quality improved and fewer materials were wasted trying to get the results that SIGN-A-RAMA customers expect. That's partly because the equipment is so easy to use. After covering some basics with Don Bahr, digital wide format consultant and owner of **Smooth Finish**, the staff was turning out first rate jobs in record time.

"Buying the 463 was a great decision for us. It's saving us more than we paid for it," added Bressler. "We can take on wider format jobs now and turn them around in a fraction of the time it took before. And we get really good quality output."

But the biggest bonus of all is the labor savings. "The equipment saves me a ton of labor," says Bressler. "One of our jobs normally takes days to complete. Now we can do it in just hours."

Rick Bressler
Owner/Operator
SIGN-A-RAMA Farmingdale, NY

