

BUSINESS FIRST

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Sign-A-Rama adds big printer

Business First of Louisville

Sign-A-Rama Downtown, 909 E. Market St., has begun producing jobs on a new printer that can print on almost any material, even large, dark-colored and thick media.

The Fujifilm Acuity HD 2504 is unique in the region and only the fourth installed in the country, according to a news release from the company.

The Acuity can print high-resolution images directly onto rigid media up to 8-by-four-foot and up to almost 2 inches thick, according to Sign-A-Rama owner Maggie Harlow. The printer cost \$150,000.

It's ideal for large-quantity, large format banner and paper images and retail displays.

"It's been tricky explaining to customers that the Acuity will print on nearly any material they can dream up, but that's also been the fun part," Harlow said in the release. "We try to broaden their imagination and share that 'anything's possible' vision with them."

One customer, Louisville-based MindSalt, used the printer for full-sized cutouts of cartoon horses for the American Horsepower Challenge, commissioned by Louisville-based **Humana Inc.**

"The printing size was the greatest benefit of utilizing this printer for our project, although the ability to choose which vinyl substrate we preferred was an added bonus," said Mike Casto, MindSalt principal and chief creative, in the press release.