



## Dealing with Objections to the GERBER EDGE FX™

Most initial objections to a product are for informational purposes, or as a defense mechanism to hide other fears. To effectively deal with objections, be sure you probe with questions, take notes, and answer the real question.

Here are some effective responses to some of the most common GERBER EDGE FX questions.

### Frequently Asked Questions about the GERBER EDGE FX

- q. What is the GERBER EDGE FX®?
  - a. The GERBER EDGE FX is a thermal transfer printer that was designed specifically for the sign, label, industrial, placard and screen print markets. It is one part of the GERBER EDGE® Production System.
  
- q. What is a thermal transfer printer?
  - a. A thermal transfer printer uses heat and pressure to transfer color onto a substrate.
  
- q. What is the GERBER EDGE Production System?
  - a. The GERBER EDGE Production System includes the GERBER EDGE FX, OMEGA CP® Software, any GSP® 15" EDGE-compatible plotter, and the variety of EDGE READY™ materials and GerberColor™ Foil Cartridges.
  
- q. Can you give a quick overview of the whole GERBER EDGE Production Process?
  - a.
    - 1. A job is created on Gerber's state-of-the-art, Microsoft® Windows™-based design and production system called OMEGA®.
    - 2. Once designed, the job is electronically sent to the EDGE FX for printing. The EDGE FX prints continuous-length spot and process colors onto adhesive-backed vinyl, and a wide range of other EDGE READY materials. The EDGE FX prints one color at a time. Once a color is finished, the EDGE FX rewinds and re-registers, and prompts the user for the next color.
    - 3. The first image the EDGE FX prints is a small registration mark. Once all colors are printed on the vinyl, the same piece of material is moved from the EDGE FX to any 15" EDGE-compatible plotter. A small eyepiece is placed in the barrel of the plotter, and the user uses a plotter slow slew mode to manually align the printing to the cutting. This process takes about 15 seconds. Customers with the newest OMEGA 5.0 software and the enVision™ 375 plotter may now set up an "Auto-Alignment" using the FX and envision Home buttons. Thus, 15 seconds becomes 1 second to Auto-Align. Depending on the desired final product, the user can cut simple contours around the

printing, complex, intricate shapes, or cut pieces of a job. The final results are indoor/outdoor durable, electronically-printed, spot and process color, custom-cut graphics.

- q. What is the DPI of the GERBER EDGE?
- a. The GERBER EDGE is a 300x300 DPI device. The GERBER EDGE2® is a 600x300 and 300 x 300 DPI device. The GERBER EDGE FX is a 1200x300, 600 x 300 and 300 x 300 DPI device.
- q. How many colors do you offer?
- a. We currently offer:
- 50 spot colors, for indoor and outdoor use
  - 4 process colors for indoor and outdoor use
  - 13 Transparent spot colors for indoor and outdoor use. Transparent Spot colors are for reflective, backlit, and special -effect applications where the colors need to be viewed when lit from the front and the back, or where you need the properties of the base material to show through the color.
  - 4 shiny Medal-Series colors (Gold, Red, Blue and Silver) for indoor use only. Red and Blue not on FX
  - 6 Special Effects colors, Flood Coat White, Jet black, 2 Finishing Clears and 2 Fluorescents
- q. What is the difference between spot and process color?
- a. Spot color is probably more widely used in the sign and screen printing markets, even though you might not be familiar with the term “spot color.”

The actual book definition for spot color is hard to pinpoint, so some examples will be provided. Some examples of spot colors include a navy blue vinyl color, a bright pink paint color, a daisy yellow screen printing ink, any of the PANTONE® Matching System colors, or a Kelly Green GerberColor Cartridge. From this definition, perhaps we can arrive at our own definition of spot color where the color is pre-manufactured at some point other than at the digital printing device.

Process color means that the four colors of cyan, magenta, yellow and black are mixed together by the printing device in different percentages of dots to achieve a full spectrum of colors. Full color magazines and brochures are usually printed using process color. Inkjet printers, as well as the EDGE also produce process color images.

- q. What is so good about printing with spot color?
- a. There are several reasons:
- Since the sign and screen print industries are rooted in spot color jobs, the EDGE offers an easy transition into digital imaging by offering similar spot color output capabilities.
  - Spot color can also save output time and material costs by printing a single color onto a colored vinyl. Process color only machines often have to mix all four colors to achieve what the EDGE can do with a single spot color.
  - Spot color also offers a solid color that often cannot be achieved with process color, which must mix a series of dots. Depending on the viewing distance, the dots can sometimes be objectionable.

- Process color cannot create all colors, especially in the greens and oranges. Spot colors can be used to bolster the areas where process color is weak.
- There is no other device that can print Cobalt Blue and Ruby Red exactly the same color every day like the EDGE can.
- Finally, spot color from the EDGE offers elegant, shiny metallic finishes that simply cannot be achieved with process color.
- The GERBER EDGE Spot colors can also be multiplied through Gerber's patented overprint technique called GerberColor Spectratone™. This technique transforms the 67 GerberColor spot and process colors into more than 3,000 spot colors, vastly extending the spot colors that can be achieved.

q. And what is so good about process color?

- a. Process color creates hundreds of thousands of colors by simply mixing cyan, magenta, yellow and black. This allows for realistic reproductions of photos, or matching of colors that might not be available in spot color, or creation of funky new colors. Process color gets much of the industry hype, but NO GERBER EDGE owner would want the EDGE® without both spot and process color printing capabilities!

q. How many colors does the GERBER EDGE print at once?

- a. The EDGE prints one color at a time. Once a color is printed, the EDGE automatically rewinds and re-registers at the beginning of the job. The small screen on the EDGE FX prompts the user for the next color. Colors are inserted in and out in a matter of seconds.

q. Is there any particular order in which the colors print?

- a. Process color always prints yellow, magenta, cyan, black. Spot color prints in any order that the user specifies in the OMEGA software. Some overprint considerations sometimes dictate that one spot color follow another.

q. Why do I have to switch cartridges?

- a. The ability to switch cartridges actually adds capabilities to the EDGE. First, the EDGE is a continuous length printer that can print up to 91 meters long (the length of a cartridge). With the EDGE FX, cartridge switching is simple and fast.

Second, because the EDGE prompts for each color, an unlimited number of spot or process colors can be used in a job. Cartridge switching allows for the creation of GerberColor Spectratone. GerberColor Spectratone™ is discussed later in this document.

q. Does the GERBER EDGE print and cut in one machine?

- a. The EDGE only prints the image. The GSP 15-inch, EDGE-compatible plotter mentioned above acts as the cutter.

q. Why can't the GERBER EDGE both print and cut?

- a. This is not a technical issue, but a practical issue. When the EDGE was introduced, tens of thousands of 15-inch GSP® cutters were already installed in the field. GSP chose to allow those existing users to add the EDGE to their existing operations, instead of duplicating functionality with another cutter.

Additionally, having a printer and cutter in the same unit is less productive than having separate units. Some printers are available with cutters. What does the user do if they wish to cut a job while the printer/cutter is printing? They wait. Conversely, what does the

user do if they wish to print a job while the printer/cutter is cutting? They wait. With the GERBER EDGE Production System, the EDGE FX can print while the cutter is cutting. Productivity is doubled!

- q. How does the printing get aligned to the cutting?
- a. The first thing the EDGE prints is a little registration mark at the beginning of a job. Once the whole image is printed, the graphic is moved from the GERBER EDGE to the GSP 15-inch, EDGE-compatible plotter. Once the graphic is loaded into the plotter, a small “bombsight” is used to align the printing to the cutting. This technique is very simple, but very fast, effective and inexpensive. And, customers with the newest OMEGA 5.0 software and the enVision375 plotter may now set up an “Auto-Alignment” using the EDGE FX and envision Home buttons.
- q. Why does a printed graphic need to be cut, anyway?
- a. Virtually all small, medium and large format digital or traditional graphics are cut in some way.

If you think about the small and medium-format graphics produced today, most of them have some shape other than a square or rectangle. Whether it be lettering on the side of a truck, or a company logo, or a die-cut decal, most graphics have a special shape that adds to the appeal and legibility of a design. With many of the digital printing systems on the market today, this crucial finishing step of cutting the graphic is either left to hand-cutting, or requires some home-grown system of aligning printing to cutting. The GERBER EDGE Production System assures fixed, reliable results every time.

Large-format graphics are frequently paneled. The GERBER EDGE Production System automatically trims panels with or without an overlap, assuring smooth, inconspicuous seam lines. And for fitting to vehicle features, you get the precision and reliability of an electronically controlled cutter, not the hit or miss of hand-trimming.

- q. The GERBER EDGE looks pretty small. How big can the EDGE print in a single pass, and can I create larger graphics than the 15-inch vinyl width?
- a. Looks can be deceiving! The EDGE print head is actually 11.8 inches wide. In terms of length, the EDGE can print a job as long as a roll of vinyl, or longer!

Because of this continuous length capability, the GERBER EDGE Production System also automatically panels graphics that are wider than the print head. Conceptually, think of the application of wallpaper for the application of these panels. Plus, the panels are automatically trimmed with the vinyl cutter portion of the process.

- q. Why isn't the GERBER EDGE larger? I see these beautiful, large inkjet prints at tradeshows all the time.
- a. In terms of why the EDGE accommodates 15-inch materials, GSP had an installed base of more than 20,000 15-inch vinyl cutters in the field when the EDGE was introduced. We wanted to allow these people to take advantage of their existing cutters, and add the EDGE to their production system.

In terms of the advantages of a larger printer, there are several interesting issues to consider in answering this question about size. Be sure to consider these issues when considering the size of a digital output device:

- Quality of finished, applied product, not how it was created
- Speed of the printer
- Speed of creating a finished, applied graphic

### **Consider the quality of final product, not how it was created**

The graphics created on a GERBER EDGE – once printed, cut and applied – create as effective a communication piece as graphics created by inkjet, screen print, or any other production technique. The way a graphic is created is more of a psychological issue for the graphics producer than for the graphics consumer or the viewing audience. Paneled EDGE graphics are indistinguishable from non-paneled inkjet graphics, even when displayed side-by-side in the ultra-critical tradeshow arena.

### **Consider the speed of the printer**

The GERBER EDGE FX prints graphics more quickly than many of the most popular inkjet printers on the market today. The EDGE FX prints at a speed of 60 inches per minute per color. Translated into a more common measurement, this equates to 300 square feet per hour in one color, 145 square feet per hour in two colors, 60 square feet of process color printing per hour. The EDGE FX is very competitive with many of the inkjets currently on the market.

### **Consider the ease and speed of creating a finished, applied graphic**

In terms of producing a finished, applied graphic, the GERBER EDGE Production System is unmatched by any inkjet production system. The production of inkjet graphics usually require color calibration, lamination, and often some hand-cutting. All of these steps require time, labor, experience, and the lamination requires additional materials. Once again, with EDGE graphics, you print, cut, apply.

Also, in terms of application of graphics, ask any experienced vinyl applicator if they would rather apply a 4-foot by 8-foot graphic in two huge pieces, or in five manageable pieces. The smaller EDGE panels are easier and quicker to manage and apply than large panels.

- q. Can the GERBER EDGE print images that look as good as inkjet images.
  - a. Absolutely! When the data inputs are the same for an inkjet or an EDGE, the final image quality is very close.
- q. Can I laminate GERBER EDGE prints for glossiness or longer durability?
  - a. Of course! Gerber even offers a laminate called Gerber Guard™, and another two products called Gerber UV Guard™ G5 and G9. All laminates can be hand applied or roll laminated to EDGE-printed graphics. Gerber Guard enhances abrasion and chemical resistance, and adds a shiny finish. G5 and G9 improve the expected performance life of the laminated graphic up to 5 and 9 years respectively.
- q. How much does the GERBER EDGE FX cost?
  - a. The EDGE FX manufacturer's suggested trade price is \$16,995 in U.S. dollars. The OMEGA CP software package is \$3,495, and EDGE-compatible, GSP, 15-inch sprocketed plotters range from \$5,495 to \$10,995. Complete GERBER EDGE Production System packages including all components are the most economical way to purchase. The system prices range from \$14,995 to \$21,495. All prices are in U.S. Dollars, and are the manufacturer's suggested trade price.

- q. Wow! That sounds expensive. I thought you could get inkjets for \$7,000. Why is the GERBER EDGE so much?
- a. When comparing any two items, be sure you are doing an “apples to apples” comparison.

When shopping for a digital imaging device, be sure to make a list of everything you want the device to do today, and everything you want it to do tomorrow. Be sure you have all the pieces that are required to make the system work for you. As you start to burrow into the costs of these other systems, you quickly realize that there are many hidden costs for features – or completely missing features – that the GERBER EDGE Production System simply does automatically. For example:

- Inkjet systems require laminators, RIPs and the cost of labor and materials to laminate graphics. The total cost of an inkjet system quickly becomes \$25,000 to \$30,000. Plus, inkjet graphics are outdoor durable for “up to” 3 years, as compared to the 3 to 5 years for EDGE-printed graphics. And this does not even consider the cost of cutting the printed graphic.
  - Plus, many of these systems cannot print while cutting, and cannot cut while printing.
- q. What are the differences amongst the three EDGE compatible 15” sprocket plotters Gerber offers?
  - a. The GsXplus plotter, included in the least expensive \$14,995 EDGE PCS package is a simple, sprocketed swivel cutting plotter which cuts at a top speed of 3.6 inches per second. The GS15plus plotter, included in the middle \$17,995 EDGE PCS package can cut both swivel and tangential, which can be beneficial when cutting thicker materials. It cuts at a top speed of 4 inches per second.  
The EnVision375 plotter, included in the \$21,495 EDGE PCS package is ideal for high production. It easily cuts all the EDGE Ready materials with a swivel only blade. It has Automatic Material Settings, which allow the operator to set up a job in Omega with an unusual material, and not have to make any adjustments for force, blade depth, speed, nothing. The EnVision 375 sets all these automatically for you. And, it cuts at a top speed of 36 inches per second.

There are six features of the GERBER EDGE Production System that makes it the best small, medium and large format device for these industries. We call the features THE BIG 6, and no other digital imaging system can claim all six! Go through and compare any other digital imaging system to the GERBER EDGE Production System. Then add up the costs. The GERBER EDGE wins every time!

1. **Outdoor Durable Without Any Overcoats or Laminates...** Ask the others how long their images can remain outdoors. EDGE-printed graphics offer outdoor durability, without extra lamination, transfers or coatings. Print, cut and apply!
2. **Print Reliably and Directly onto a Wide Variety of Materials...** Ask the others if they print onto all the materials listed elsewhere in this document. From calendared to reflective. From magnetic to Lexan®. No other system comes close!
3. **Print Spot, Process, PANTONE® and GerberColor Spectratone™** ... Ask the others how many spot colors they have available right now. 50 easy to use spot colors,



including metallics, 13 Transparent Spot colors – plus shiny Gold, Red, Blue and Silver Medal – plus all the glory of process color – provide the widest selection of colors from any electronic output device!

And now create more than 3,000 solid GerberColor Spectratone spot colors, and simulations of solid PANTONE Colors.

4. **Cut the Printed Image ...** Ask the others to print and cut small and large images. Use a GSP 15-inch, EDGE-compatible plotter to cut around any EDGE-printed image, in any shape, without the time, wait, or cost of hand-cutting or die-cutting. Cut a 150-foot printed roll perfectly beginning to end.
  5. **Continuous Length Printing and Cutting ...** Ask the others how long of an image they can create. With the GERBER EDGE you can create jobs that are small, medium or large – even create paneled images – with continuous length printing and cutting.
  6. **Worldwide Installed Base ...** Ask the others for installed referrals. EDGE owners use this tried and true product in every corner of the globe, every minute of the day.
- q. Do you have any leasing programs available for the GERBER EDGE?
- a. When the GERBER EDGE Production System is financed, it is surprisingly affordable. Look at the costs per hour and the costs per day. The GERBER EDGE Production System can easily be justified with a single job per day!
- q. Do I have to use sprocketed material with the GERBER EDGE?
- a. The GERBER EDGE Production System requires sprocketed material because it is the only way the entire system can work.

Friction feed output devices have an inherent tracking skew. The EDGE might have to print a job that is 40 feet long, then rewind the full 40 feet and print another color within thousandths of an inch. Additionally, the same image must be moved to a plotter, and the same jobs must be cut within thousandths of an inch. Friction feed devices simply cannot perform to these specifications.

- q. Do I have to use Gerber sprocketed materials?
- a. Your EDGE will run other sprocketed materials, **but...**

GSP has a line of EDGE READY materials that provide optimum results when used with the EDGE. The list of EDGE READY materials is impressive in the breadth of the materials, and in the appropriateness of the materials for the sign and screen print industries. No, the EDGE does not print onto canvas, but we do print onto reflective! When was the last time you needed a canvas sign? When was the last time you needed a reflective sign?

- q. Is there a list of EDGE READY materials?
- a. List follows...

<b>EDGE READY Material</b>	<b>Unprinted Outdoor Durability Installed Vertically Non-desert US</b>
HP 220	5-8 years
HP 225	5-8 years
230 (All but Metallic Gold and Gold Nugget)	5 years
230 Metallic Gold and Gold Nugget	3 years
280 (All colors except Black)	7 years
280 Black	5 years
280i	7 years
210 Fluorescent	1 year
Luminous	n/a
180 Controltac Plus	6-7 years
250Cv2 Controltac with Comply	7 year s
QUANTUM 2000	5 years
Static Cling, white and clear	n/a
InstaChange™	2 years
InstaChange Reflective	18 months
ImageCal™ R White	1 year
ImageCal R Clear	6 months
GerberVision™	1 year
FloorMinders™	n/a, interior 1 year
GerberGlow™	n/a
HoloGraphix™	n/a
ImageCal P	2 years
ImageCast™	5 years
PermaGrip™	7 years
Label Stocks 1 & 2 mil, Matte Silver, White, Clear, Brushed Silver	2 years
Brushed Gold	interior only
Security Label Stock, Silver & White	2 years
LexEdge™ II, 5 & 10 mil	n/a
LexEdge Clear	n/a
LexEdge Outdoor	3-5 years
PVC-10 Shelf & Tag	1 year
GerberMag™ II	5 years
AutoMag™ II	5 years
Heat Transfer Paper 2	n/a
EDGE Positive™	n/a

- q. How long will EDGE-printed graphics last ?
- a. Your Gerber color chart of foils, vinyls and EDGE Ready Materials has a chart on the back page listing the outdoor durability of every different color. They range from 3 to 5 years without lamination. Pink is the only color rated at 2 years.



## Vertical Exterior Exposure:

- These durability results are based on accelerated weathering tests we believe to be reliable.
  - A significant decrease in performance life may be experienced when graphics have been applied to surfaces which are other than vertical.
  - Climatic variations will yield varying results compared to the above
- q. What is this GerberColor Spectratone I keep hearing about? How do you make so many colors?
- a. GerberColor Spectratone is a way to create more than 3,000 solid spot colors with the GERBER EDGE. GerberColor Spectratone creates more colors by using two layers of solid spot and process colors. Print 57 colors on top of themselves, in all the different permutations, and you end up with 3,192 different colors.
- q. Is it difficult to use GerberColor Spectratone?
- a. It is actually very simple with GERBER OMEGA software. OMEGA software allows for the creation of all of these two layer colors, and treats them just like any other single layer spot color. When the job is sent to the EDGE, it prompts for the appropriate color, just like a normal job.
- q. I also hear that the EDGE makes PANTONE colors. What is the difference between PANTONE and GerberColor Spectratone?
- a. PANTONE colors are the world standard for color specification. PANTONE makes more than 1,000 of these colors available to be licensed for digital printing. The GERBER EDGE, OMEGA, and GerberColor Process Foils create Omega-generated spot color, process color, and GerberColor Spectratone simulations of the solid PANTONE Colors.

The combination of more than 3,000 GerberColor Spectratone colors, and simulations of solid PANTONE Colors makes the EDGE the most versatile digital color printer in *any* market!

- q. How much do EDGE-printed graphics cost?
- a. There are two components to the cost of EDGE graphics: the vinyl or base film, and the GerberColor Foil. The vinyls range in price from 42¢ per foot for QUANTUM 2000 up to more than \$5 per foot for 3M™ Scotchlite™ Reflective film. The most commonly used 3M Scotchcal™ 220 vinyls cost about \$1.25 per foot.

The GerberColor FX Foils themselves cost *about* 60¢ per color per foot. For spot color graphics, add the cost of the vinyl to the cost of the foil. If there is more than one foil, then multiply the 60¢ foil cost times the number of foils, and add that to the base vinyl price.

All these values assume U.S. manufacturer's suggested trade pricing, and are in U.S. dollars.

- q. Where do I market graphics produced from the GERBER EDGE? Do I have to find all new markets?
- a. In some cases, there is no need to market EDGE graphics at all! The EDGE is unique in that it can help you today as a high production tool. Many EDGE users find it to be indispensable because it helps them complete tedious and time consuming jobs in a fraction of the time required to cut, weed, and apply using traditional vinyl-cutting methods.

The EDGE simplifies small text cutting and weeding, cutting and applying multiple layers of vinyl, adding shadows and outlines to jobs, adding simple fades to jobs.

On the other hand, the easiest way to market new EDGE capabilities is to show your EXISTING customers what the EDGE can do for them! Show your customers a photo reproduction done on the EDGE. Show your customers a beautiful airbrush-type of fade done on the EDGE. Some EDGE owners even show two versions of a job; one plain and simple, and one with some dazzling EDGE effects. When jobs are sold this way, the issue of price is lessened, and the value of the graphic becomes the primary pricing factor!

- q. Can I drive the GERBER EDGE with software other than OMEGA?
- a. The GERBER EDGE can also be driven directly in its native format by FLEXISIGN-PRO®, and SIGNLAB®.

Consult with those software manufacturers for complete details about which EDGE output capabilities they do and do not support in their file conversions.

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