

CASE STUDY

The multi-tasking Stylus Pro 4000

Shopworks is using the EPSON Stylus Pro 4000 for structural drawings, 3D drawings and point of sale materials.

As a customer, we usually see what we are going to buy before we make a purchasing decision. For customers of Shopworks in Hertfordshire, this is not always possible.

The company designs and builds new retail concepts, bespoke in-store displays and point of sale material for companies who wish to improve customer access to their products and services. The professional conduct of the company and its presentation methods are important tools to help reassure its customers that it will deliver a product to meet their needs. The EPSON Stylus Pro 4000, an A2 large format printer, is playing a key role to ensure that drawings, to be presented to the customers, are of the highest quality and capture the true essence of the finished product.

In addition, Shopworks is relying on an A2 EPSON Stylus Pro 4000 to ensure the company is maintaining its professional edge and producing the finest quality documentation. It is using the printer to convey this information, from line drawings and 3D images to point of sale mock-ups and production.

“The line drawings are an essential part of the planning process while the 3D images provide the client with a clear vision of the completed project” says Michael Travalia, senior designer from Shopworks.

Construction line drawings

The designs for the in-store concept are first visualised with line drawings. The drawings are the foundations of the design and show the structure of the project. As they contain detailed information, quality of output is important. Shopworks is using the Stylus Pro 4000 to produce its construction line drawings. “All the detail is retained even on plain paper. There are no problems with bleeding and the finer detail is crisp and clear,” says Michael Travailia, Shopworks.

3D Printing

A 3D visual representation of the finished project is a key element of the service provided by Shopworks. We create 3D presentations of the built environment and display systems, printing it from the Stylus Pro 4000. “Our customers need to have a true-to-life-image of how the finished project will appear before they can make a final decision. Photo realistic images are an essential part of this design process. The Stylus Pro 4000 helps us to deliver high-

quality images of the finished product, whilst providing the client with a true representation of the concept. If there are any alterations required, these can be implemented quickly, before construction has started, ensuring the costs are kept to a minimum”.

“We have been using the Stylus Pro 3000, one of EPSON’s earlier A2 printers, for several years. Its output impressed us at the time, however the quality and speed of the prints from the Stylus Pro 4000, is the best we have ever seen”.

Shopworks have recently completed a large presentation to a client in Portugal and needed to produce a 60-page document in a short time. “We were able to do this quickly with the Stylus Pro 4000. The realism of what we were presenting was important and the visual prints from the Stylus Pro 4000 helped us to show our client what we could achieve for them. There are no language barriers with pictures”.

Point of sale

Shopworks has recently been commissioned by Nokia to produce point of sale material for a new product it is launching in the near future. The Stylus Pro 4000 is being used to produce the signage that will contain pictures and product information. It is essential that the quality of output is second to none. “We can confidently print point of sale material on the Stylus Pro 4000, output is bright, professional and won’t fade if it needs to be displayed for a long period of time”.

The Stylus Pro 4000 plays a role from the outset. “We produce high-quality mock-ups to illustrate our ideas, before choosing the final format. The quality of the mock-up is important, it needs to replicate the final version. It isn’t a problem for the Stylus Pro 4000 to deliver this for us, allowing a perfect tool to experiment with different media and format configurations”.

The right choice

The Stylus Pro 4000 is proving to be a positive investment for Shopworks. “The printer is cost effective for us, being used regularly for the many various projects undertaken by the company,” says Travalia.

Without it, the company would have to consider outsourcing the production of its line drawings, 3D renders and point of sale mock-ups for its clients. “Outsourcing is not an effective option for our regular projects. Without the Stylus Pro 4000, we would not be able to meet our clients needs. It would be impossible to turn around printed documentation and 3D images within the time scales we have. It’s not a cost effective option for us, or our customers. Having the ability to do things ‘in-house’ has proved invaluable ” says Travalia.

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About Shopworks

Shopworks is a retail design consultancy based in Berkhamstead, Hertfordshire. It specialises in market research, space planning, category management, retail design and project management. It also has offices in Lisbon and Melbourne.

It has a proven track record of sales increase in product and services, utilising a set of design and implementation principles.

It has notable success in the telecoms, consumer electronics and technology sectors, often doubling expected sales increases, although are not limited by scalability of projects and other retail markets.

Current clients include Nokia, Fox, Axiom Telecom, Sonae Group, Blockbuster and Svyaznoy.

About EPSON

The Epson Group increases its corporate value through its innovative and creative culture. Dedicated to providing its customers with digital image innovation, its main product lines comprise information-related equipment such as printers and projectors, electronic devices including displays, semiconductors and quartz devices, and precision products such as watches. Epson products are known throughout the world for their superior quality, functionality, compactness and energy efficiency.

The Epson Group is a network of 88,036 employees in 111 companies around the world, and is proud of its ongoing contributions to the global environment and to the communities in which it is located. Led by the Japan-based Seiko Epson Corp., which is listed on the First Section of the Tokyo Stock Exchange, the Group had consolidated sales of 1,322 billion yen in fiscal 2002.

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