

**Press Release**

December 2009

**DUPLO UV COATER HELPS BRING FUNKY PIGEON TO LIFE**

Bristol-based printer Spilt Ink Studio has revitalised its online personalised greeting cards offering with the launch of a fresh new web2print brand and investment in new coating technology from Duplo.

www.funkypigeon.com was launched in October 2009 and is a completely new consumer website offering a range of personalised gifts branded with some very high profile licenses including "I'm A Celebrity Get Me Out Of Here". The launch of the new website replaces their previous site www.remind4u.com. Explains Richard Pepper, Managing Director, Spilt Ink Studio.

"We felt we needed to move forward from a traditional site which hadn't changed much since it's conception in 2002; then Funky Pigeon evolved a into new brand and defined new emotion to build upon. Coupled with the improvements at the front end we wanted to enhance our already well established reputation for high quality finished products, by investing more in our finishing line. We purchased the UV coater machine from Duplo as it complemented our two HP Indigo 5000 series machine, and produced a truly excellent finish on higher quality card."

Spilt Ink Studio purchased the first UK-based Duplo Ultra 205A UV Coater in September 2009, after the product was launched to the market in the summer 2009. The greeting cards are printed on the HP Indigo 5000's, then coated using the new Ultra 205A, then finished using their existing line of two DC-645 Multi Finishers for slitting, cutting and creasing followed by folding using the Duplo's MKF-35 Knife Folder.

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The Ultra 205A also has to cater for up to four users as well as keep up with the two HP machines. With thousands of items printed every month, it was a major requirement that the new coater did not jeopardise production speeds and cause bottle-necking.

"We have managed to change our business in a very short time. Whilst our litho business and trade business grows, we have now successfully entered into the consumer market-place with a range of interesting and relevant brands. Our ethos remains quality with speed, and our new investment of the Ultra 205A certainly ticks all boxes. Our whole finishing line is imperative to our business. If any part of the finishing line goes down, our operation would come to a stand still and when you are working in the B2C market, the consequences could be critical. We have every faith in our DC-645 MultiFinishers and this has been complemented by the new Ultra 205A UV Coater which keeps the impressive reliability and usability that the other Duplo machines have, whilst adding something different to our business."

The company are already seeing an increase in demand with the launch of the [www.funkypigeon.com](http://www.funkypigeon.com) in time for the Christmas rush, and the Ultra is more than keeping up with the two HP Indigo's. This has allowed the machine to also be used in conjunction other presses to coat other applications such as calendars and business cards.

"There is no doubt the Ultra has greatly improved our product offering. We have gloss on the outside to really bring the cards to life and matte on the inside to protect the cards whilst still allowing to be written on. We insist on the highest quality of card and print process, as greeting cards are a memorable keepsake. When a card is personalised with a name and special message, the recipient will always remember the day they received it." Comments Richard.

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With the improvements to product quality, coupled with the new website which is now planned for a significant marketing drive, the future looks rosy for Spilt Ink Studio.

"Our plans are ambitious but achievable. As well as a major consumer and trade franchise drive to expand volumes, we are also looking to further develop our product with the use of modern technology such as the iPhone, Twitter and Facebook to make greeting cards as accessible to as many people as possible."

Visit [www.funkypigeon.com](http://www.funkypigeon.com) to find out more and visit [www.duploulk.com/uv](http://www.duploulk.com/uv) for more information regarding the Duplo Ultra 205A UV Coater.

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#### **About Duplo International**

Duplo International has provided innovative solutions to the office market for more than 30 years and today offers a comprehensive portfolio of office products and solutions through its extensive network of distributors and dealers and partners. Headquartered in the UK, Duplo International also has subsidiaries in France, Italy and Poland.

The company's comprehensive portfolio of office and finishing equipment includes the Duplo range of collators, booklet makers, binding machines and digital duplicators. In addition, in the UK, Duplo International holds the exclusive distribution rights for the 'IDEAL' range of guillotines and shredders, and the Eurofold range of suction/friction folders, knife folders, creasing and perforating machines as well as the Uchida range of paper drills.

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