



GERBER EDGE® FX

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Q: *What is the GERBER EDGE®FX?*

A: The GERBER EDGE FX is a thermal transfer printer that was designed specifically for the sign and screen print markets. It is one part of the GERBER EDGE Production System and Gerber's Matched Technology 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, GERBER OMEGA CP Software, any GSP® 15" GERBER OMEGA-compatible plotter, and the variety of EDGE READY™ materials and GerberColor™ Foil Cartridges.

Q: *What is the Matched Technology System?*

A: Matched Technology System (MTS™) describes the careful balance created among Gerber's software, hardware and materials/foils. Each piece of the MTS puzzle is carefully calibrated to all of the others in order to take the guesswork out of your production process.

Q: *Can you give a quick overview of the whole GERBER EDGE Production Process?*

A: Sure! A job is created on Gerber's state-of-the-art, Microsoft® Windows®-based design and production system called GERBER OMEGA.

Once designed, the job is electronically sent to the GERBER EDGE FX for printing. The GERBER EDGE FX prints continuous-length spot and process colors onto adhesive-backed vinyl and a wide range of other EDGE READY materials. The GERBER EDGE prints one color at a time. Once a color is finished, the GERBER EDGE rewinds, re-registers, and prompts the user for the next color.

The first image the GERBER EDGE prints is a small registration mark. Once all colors are printed on the material, the same piece of material is moved from the GERBER EDGE to any 15" GERBER OMEGA-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.

Depending on the desired final product, the user can cut simple contours around the print or cut every piece of the 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 FX can print at 300 DPI, or 600 x 300 DPI.

Q: *How many colors do you offer?*

A: We currently offer:

- ◆ 47 spot colors for indoor and outdoor use,
- ◆ 4 process colors for indoor and outdoor use,
- ◆ 11 Transparent spot colors. 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.
- ◆ 2 shiny Medal-Series colors (Gold and Silver) for indoor use only,
- ◆ 4 LT-series colors for t-shirt transfers (4 process).
- ◆ 2 Special Effects foils - super-opaque foils (Jet Black and Flood Coat White)
- ◆ 2 Finishing foils (Abrasion Guard SPF and Matte Finish)
- ◆ 2 Tint and Shade foils – SpectraTint to lighten the appearance of the base color and Spectra Shade to darken the appearance of the base color

A list of GerberColor Foils for the EDGE and EDGE FX can be found on:
www.gspinc.com

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 GERBER 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 GERBER 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 GERBER EDGE FX 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.

Finally, spot color from the GERBER EDGE FX offers elegant, shiny metallic finishes that simply cannot be achieved with process color.

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, 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 FX print at once?*

A: The GERBER EDGE FX prints one color at a time. Once a color is printed, the EDGE FX automatically rewinds and re-registers at the beginning of the job. The small screen on the GERBER EDGE FX prompts the user for the next color. Colors are snapped 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 GERBER OMEGA software. Some overprint considerations sometimes dictate that one spot color follows another.

Q: *Why do I have to switch cartridges?*

A: The ability to switch cartridges actually adds capabilities to the GERBER EDGE FX. First, the GERBER EDGE FX is a continuous length printer that can print up to 50 meters long (the length of a cartridge). Some thermal transfer units offer a paneled ribbon where cyan, magenta, yellow and black are all on one spool. This limits the length of the prints to about 18". Also, it is very wasteful since an entire 18 inches of a color is consumed every time even if only the first inch is needed.

Second, because the EDGE FX 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 FX print and cut in one machine?*

A: The GERBER EDGE FX only prints the image. A GSP 15" GERBER OMEGA-compatible plotter acts as the cutter.

Q: *Why can't the EDGE FX both print and cut?*

A: 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 FX Production System, the GERBER EDGE FX can print while the cutter is cutting. Plus, once Job A is printed, the plotter can start to cut it while Job B is now printing. Productivity is doubled!

Q: *How does the printing get aligned to the cutting?*

A: The first thing the GERBER EDGE FX 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 FX to the GSP 15" GERBER OMEGA-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 and very fast, effective and inexpensive.

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 FX Production System assures fixed, reliable results every time.

Large-format graphics are frequently paneled. The GERBER EDGE FX 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: *Can I use my Signmaker® or GSP SPRINT®-series lettering system as the plotter?*

A: Of course you can. The Signmaker must be at least a Signmaker IV and the SPRINT can be any SPRINT or SuperSprint. In either case, you will need a High Performance Lettering Machine Kit (LMK) option to interface the lettering system to the GERBER OMEGA.

Q: *The GERBER EDGE FX looks pretty small. How big can the EDGE FX print in a single pass, and can I create larger graphics than the 15-inch vinyl width?*

A: Looks can be deceiving! The GERBER EDGE FX print head is actually 11.8 inches

wide. In terms of length, the GERBER EDGE FX can print a job as long as a roll of vinyl – or longer!

Because of this continuous length capability, the GERBER EDGE FX 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 FX larger? I see these beautiful, large inkjet prints at tradeshow all the time.*

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.

Consider the space required for the printer, cutter and materials.

The entire EDGE FX production system, including the printer, cutter and PC, can fit in a single 6 foot table. There is very little need to rearrange your shop or add additional square footage with an EDGE system.

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

The graphics created on a GERBER EDGE FX – once printed, cut and applied – create as effective a communication piece as graphics created by inkjet, e-stat, 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 GERBER 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 at a speed of up to 60 inches per minute per color. Translated into a more common measurement, this equates to between 65 and 70 square feet of process color printing per hour. These speeds are in-line with many of the other printing systems on the market. If measured in single spot color throughput, the FX can churn out nearly 300 square feet of printing in a single hour! That's a lot of graphics!

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 requires 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 GERBER EDGE graphics, you print, cut, weed and 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 huge pieces or in five manageable pieces. The smaller GERBER 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: While there are some tradeoffs between durability and halftone dot size, EDGE graphics look beautiful compared to any electronic or analog printing system. Also, the EDGE can produce solid rich spot colors...something no inkjet can do.

Always be aware of deeper issues to consider on this topic.

Be careful of evaluating graphics at a trade show. Inkjet graphics at a tradeshow are usually created from data files that are drum scanned at very high resolution, with file sizes between 40 and 120 megabytes! In most production scenarios for creating day to day graphics, you will probably use a desktop scanner, and you might be lucky if you get a photo from a magazine flyer.

Also, inkjet prints at tradeshow have glossy overlaminates that tend to enhance the perception that the graphic itself is of a higher quality. Unfortunately for the inkjet graphics, these laminates are usually necessary to make the graphics waterproof and more UV stable. GERBER EDGE graphics don't usually have these glossy laminates because it is not needed for waterfastness or UV stability.

When evaluating the quality of a digital printer, consider how its graphics look at the final point of usage, not at a tradeshow!

Q: *Can I laminate GERBER EDGE prints for glossiness or longer durability?*

A: Of course! Gerber even offers a 3M laminate called Gerber Guard™ and a Tedlar based UV Guard™. Both laminates can be hand applied or roll laminated to GERBER EDGE graphics. Gerber Guard enhances abrasion and chemical resistance and adds a shiny finish.

Q: *What comes with a GERBER EDGE system?*

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 \$40,000. Plus, most inkjet graphics are outdoor durable for only 3 years at most (and in some cases only up to 12 to 24 months) as compared to the 3 to 5 years for GERBER EDGE graphics. And this does not even consider the cost of cutting the printed graphic

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. GERBER EDGE graphics offer outdoor durability without extra lamination, transfers or coatings. Just 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 the EDGE can. 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. 47 easy to use spot colors INCLUDING WHITE, 11 Transparent Spot colors – plus shiny Gold and Silver Medal – plus L.T.-series heat transfer foils – 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" GERBER OMEGA-compatible plotter to cut around any GERBER EDGE-printed image – in any shape – without the time, wait, or cost of hand-cutting or die-cutting.

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. GERBER EDGE owners use this tried and true product in every corner of the globe, every minute of the day. Don't bet your business on new product hype!

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 GERBER EDGE might have 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 GERBER EDGE will run other sprocketed materials, **but!** GSP has a line of EDGE READY materials that provide optimum results when used with the GERBER 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 GERBER 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: See the following chart. Note that the EDGE, with its spot colors, prints onto white, colored and specialty materials including clear, silver and gold.

Quantum™ 2000	GerberHolographix™ Prismatic
Gerber ImageCal™ "P"	Gerber PermaGrip™
Static Cling Clear	3M Scotchcal 225 Colors
Static Cling White	Scotchcal 225 Metallic Gold/Silver
Gerber ImageCal™ "R"	Gerber UVGuard™ Laminate
Gerber ImageCal "R" White	Scotchcal180 Controltac™White
Clear 1 mil Label Stock	250 Cv2 Controltac Comply™ White
Brushed Gold/Silver 1mil Polystyrene	Scotchcal 220 Metallic Other Colors
White 1 mil Label Stock	Scotchcal 225 Metallic Other Colors
Textile LT Paper & LT Foils	Scotchcal 230 Translucent White
EDGE Positive™	Gerber Stardust Gold, Silver & Pearl
Clear 2 mil Label Stock	LexEDGE™ II Velvet Finish
Matte Silver 1 mil Label	Scotchcal 210 Fluorescent
Gerber InstaChange™	3M FloorMinders™ from Gerber
3M™ Scotchcal™ 220 White	InstaChange Reflective
Brushed Gold/Silver 2mil Polystyrene	GerberMag™ II
StrikeGuard	GerberGlow™
White 2 mil Label Stock	3MScotchlite™280iReflectiveWhite
Gerber PlastGraphix™ PVC-10 Shelf & Tag	LexEdge Clear
3M Scotchcal 220 Colors	GerberVision™ Window Film
Scotchcal 220 Metallic Gold/Silver	LexEdge Outdoor
Matte Silver 2 mil Label	Gerber AutoMag™ II
Gerber ImageCast™	Scotchcal Series 210 Deluxe Silver
3M Scotchcal 225 White Black	Scotchcal Series 210 Deluxe Gold
GerberGuard™	Scotchcal Luminous Film From Gerber
Security Label Stock	

Q: *What spot and process colors do you offer?*

A: See the following charts. Colors are grouped by cartridge family.

Q: *How long will GERBER EDGE graphics last?*

A: **Vertical Exterior Exposure:** When printed on Gerber approved vinyl films and applied in accordance with Gerber recommended procedures, the following performance may be expected:

1. These durability results are based on accelerated weathering tests we believe to be reliable.
2. A significant decrease in performance life may be experienced when graphics have been applied to surfaces which are other than vertical.
3. Climatic variations will yield varying results.

GerberColor Process (GCP) Series 45 meters			Outdoor Durability
Resin-Based, Outdoor Use			
Process Pro Yellow	(GCP-805)	P77746A	3 years
Process Pro Magenta	(GCP-873)	P77744A	3 years
Process Pro Cyan	(GCP-807)	P77742A	3 years
Process Pro Black	(GCP-812)	P77740A	3 years

Cartridges listed in alphabetical order.

GerberColor Spot (GCS) Series Cartridges 45 meters or *15 meters					
Resin-Based, Outdoor Use					
		Outdoor Durability			Outdoor Durability
Apple Green GCS-196	P77679A	3 year	Light Navy GCS – 697*	P78958A	4 year
Aqua GCS-176*	P77680A	4 year	Light Purple GCS-668	P77719A	4 year
Atomic Red GCS-293*	P78957A	3 year	Lime Green GCS-616	P77721A	3 year
Beige GCS-49	P77683A	4 year	Navy (GCS-627)	P77732A	3 year
Black GCS-12	P77684A	5 year	Olympic Blue GCS-57	P77733A	4 year
Brick Red GCS-603*	P77687A	3 year	Orange GCS-14	P77735A	3 year
Brown GCS-19	P77689A	4 year	Peacock Blue GCS-77	P77736A	4 year
Burgundy GCS-58	P77690A	4 year	Pink GCS-643*	P77737A	2 year
Champagne Gold GCS-601*	P77691A	3 year	Purple GCS-38	P77748A	3 year
Cobalt Blue GCS-37	P77693A	4 year	Raspberry (GCS-133)*	P77749A	3 year
Copper GCS-629*	P77694A	3 year	Royal Reflex (GCS-687)	P77752A	4 year
Dark Green GCS-56	P77696A	3 year	Ruby Red GCS-53	P77753A	4 year
Dark Grey GCS-641	P77697A	3 year	Silver GCS-620	P77755A	3 year
Forest Green GCS-66	P77699A	4 year	Sunflower Yellow GCS-625	P77757A	4 year
Gold GCS-631	P77700A	3 year	Tan (GCS-39)*	P77758A	3 year
Green GCS-186	P77702A	3 year	Teal GCS-96	P77760A	3 year
Grey GCS-31	P77704A	5 year	Terra Cotta GCS-24*	P77761A	3 year
Imitation Gold GCS-105*	P77705A	3 year	Tomato Red GCS-13	P77763A	4 year
Intense Blue GCS-47	P77707A	4 year	Traffic Grey GCS-151*	P78905A	5 year
Intense Red GCS-663	P77709A	3 year	Violet Purple GCS-628*	P77786A	3 year
Kelly Green GCS-46	P77712A	3 year	Vivid Blue GCS-017*	P78901A	3 year
Kumquat GCS-74	P77714A	4 year	White GCS-10	P77788A	4 year
Lemon Yellow GCS-155	P77715A	3 year	Yellow GCS-15	P77789A	3 year
Light Grey GCS-681	P77716A	3 year			

GerberColor Medal (GCM) Series Cartridges			Outdoor Durability
Shiny Finish			
Gold Medal GCM-731	P77701A		2 week outdoor*
Silver Medal GCM-720	P77756A		2 week outdoor*

**When printed on EDGE READY materials and applied vertically on stationary, non-vehicle sign applications, GerberColor Medal Series foils will have an exterior performance life of 2 weeks. Interior life is limited by exposure to UV light, as in the case of graphics applied near windows or storefronts, and improper care and maintenance of graphics.*

Finishing Series			Outdoor Durability
For Improved Abrasion Resistance			
Abrasion Guard GCS-214 SPF	P81878A		5 year
Matte Clear GCF-334	P77730A		3 year*

**Will not necessarily improve the UV performance of other foils.*

GerberColor L.T. (GCLT) For textile transfers. Print in reverse onto Heat Transfer Paper; transfer with a heat press.		Outdoor Durability
LT Black GCLT-12	P77722A	NA
LT Cyan GCLT-607	P77724A	NA
LT Magenta GCLT-273	P77726A	NA
LT Yellow GCLT-605	P77728A	NA

GerberColor Transparent (GCT) Series Foils For reflective, backlit, other special effect applications where the properties of the base substrate must be visible to the eye through the foil color		Outdoor Durability
Blue GCT-617	P78960A	3 years
Brown GCT-629	P77766A	3 years
Burgundy GCT-49	P77768A	3 years
Gold GCT-105	P77770A	3 years
Green GCT-116	P77772A	3 years
Orange GCT-614	P77774A	3 years
Plum Purple GCT-128	P77776A	3 years
Red GCT-643	P77778A	3 years
Sapphire Blue GCT-37	P77780A	3 years
Tomato Red GCT-13	P77782A	3 years
Yellow GCT-625	P77784A	3 years

GerberColor Special Effects (GCX) Series Foils Use Jet Black and Flood Coat White for maximum opacity and one-pass performance.		Outdoor Durability
Jet Black GCX-12 (45 meters)	P77711A	4 years
Flood Coat White GCX-010 (45 meters)	P77698A	4 years

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 2 layers of solid spot and process colors. Print 55 colors on top of themselves, in all the different permutations, and you end up with 3,025 different colors.

Q: *Is it difficult to use GerberColor Spectratone?*

A: It is actually very simple. The GERBER GRAPHIX ADVANTAGE 6.2 (and higher) and 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.

GSP also offers for sale a GerberColor Spectratone Selection Guide with printed swatches of the GerberColor Spectratone colors.

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 1000 of these colors available to be licensed for digital printing equipment. The GERBER EDGE, GERBER OMEGA CP, and GerberColor Process foils create process color simulations of these solid PANTONE Colors. Additionally, OMEGA generates GerberColor Spectratone simulations of solid PANTONE colors.

Consult current PANTONE Color publications for accurate colors. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc.

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: *Where do I market graphics from the GERBER EDGE? Do I have to find all new markets?*

A: In some cases, there is no need to market GERBER EDGE graphics at all! The GERBER EDGE is unique in that it can help you today as a high production tool. Many GERBER 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 GERBER 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, etc.

On the other hand, the easiest way to market new GERBER EDGE capabilities is to show your EXISTING customers what the EDGE can do for them! Show your customers a photo reproduction done on the GERBER EDGE. Show your customers a beautiful airbrush-type fade done on the EDGE. Some GERBER EDGE owners even show two version of a job; one plain and simple, and one with some dazzling GERBER 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!

GSP also provides full color flyers that you can use at your front counter, as a direct mail piece, or even as a leave-behind piece if you make sales calls. These are available in bulk quantity from GSP Sales Support.

Q: *Can I drive the GERBER EDGE with software other than GERBER OMEGA CP?*

A: The GERBER EDGE can also be driven directly in its native format by FLEXISIGN-PRO® and SIGNLAB®. Contact these software manufacturers for the status of their current EDGE support.

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