

OVERVIEW

Customer: Jet is a market leader who has pioneered many of the latest techniques, patented the newest production processes and creates more than 700 million cards annually.

Challenge: Increase ink adhesion on a wider variety of substrates while reducing costs.

Solution: Digital Printing Solutions & Technologies.

Results: Jet Lithocolor produces a wider variety of cards with superior ink adhesion and appearance at a lower price.

Remaining at the forefront of the card industry

Jet is proud to be a market leader providing graphic communication and marketing solutions that enhance brand and revenue growth strategies. With headquarters just outside of Chicago, Jet brings over 60 years of expertise through uniquely applied technologies. Jet engineers, manufactures and delivers the best in end-to-end solutions for gift, loyalty, membership, insurance and other card programs. Additionally, Jet's technological diversity provides clients with innovative services such as commercial print, daily fulfillment, ongoing personalized programs, and online services.

At the forefront of the ever-growing card industry, Jet is a market leader who has pioneered many of the latest techniques, patented the newest production processes and creates more than 700 million cards annually. With so many cards produced Jet has seen numerous substrates as the demands of the industry continue to change daily.

Remaining at the forefront of the industry, Jet looked for an inkjet and ink supplier that would be able to assist them with the many new substrates their customers desired for Drop On Demand personalization. DPST's (Digital Printing Solutions & Technologies) experienced team was eager to assist. "Jet has developed a very good working relationship with DPST, they are always willing to tackle and resolve any issues that may arise with difficult substrates".

Enhanced product offering and diversity.

DPST UV Inks offered a vast improvement in adhesion and appearance for a wider variety of substrates demanded in the card industry. "Recently, Jet turned to DPST to try and resolve an issue we were having with ink adhesion on a PLA manufactured card, upon their suggestion we tried a new ink of theirs called DPMV3 which gave us the results we were looking for, not only does this ink give us better adhesion but is less expensive than the BLUN11 brand we were using".

Jet is now capable of offering Drop On Demand personalization solutions over a wider variety of substrates and with their partnership with DPST, Jet is able to react quickly to the changing industry needs and provide superior solutions for their customers today, tomorrow, and beyond. "We at Jet are very pleased to have DPST working on our current ink solutions and look forward to working with them in the future".

"DPST has given Jet the peace of mind of being able to get ink adhesion on a surface we were having problems with and at a cost much less".

Jet

Donal Murray
850 Remington Blvd.
Bolingbrook, IL 60440
630-424-2740
donalm@jetlitho.com