

First TrafficJet Pro Installed in Europe: Brimos BV adds TrafficJet Pro to their Sign Shop

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Brimos is no stranger to the traffic sign industry in the Netherlands. Founded in 1963, they are one of the oldest traffic sign manufacturers in the country and have made a significant contribution to road safety in the Netherlands and abroad. Their sign shop produces, delivers, and installs utilitarian signage products, infra-structural solutions, signaling techniques, supporting structures, and signing.

To support their customers and improve roadway safety, Brimos offers a complete range of static and dynamic signs and supporting structures from a simple bottle pole to portals that span approximately 35 meters. They have a large stock of semi-finished products, and they use modern production techniques that enable them to act quickly for any size job. With that in mind, Brimos invested in the new TrafficJet Pro from Avery Dennison, becoming the first customer in Europe.

Meeting Their Needs

During their first demo of the printer, they were immediately impressed by the size, the look, and the printing speed. The printer's dual roll feature will allow Brimos to reach a 63 sqm/hour print speed, an essential criterion in the company development plans. Answering Brimos's focus on the big overhead signs market, the perfectly balanced media handling doubled by the LED UV curing system of the TrafficJet Pro is making this solution the perfect fit for them, with virtually no length variations between the printed tiles.

Besides the excellent traffic sign printing quality, the Brimos team was happy to see the quality of standard graphic jobs produced by our technician during the printer demonstration.



Operator Experience

During the printer's installation and training at Brimos location in Hattem, The Netherlands, the printer operators were impressed by the ease of use of the machine. Another pleasant surprise was the straightforward, easy, and short daily maintenance procedure. Not to mention that now, they can even shut down the printer for the night and restart it in the morning following a quick procedure.

“We are so satisfied with the printer, it is running smoothly and easy, the operators are happy and we produce in a day what we normally would produce in a week!” says Jan van Giessen, Director at Brimos BV. “We are very proud to be the first owner of a TrafficJet Pro in Europe. It was a strategic buy for us. We feel very confident to experience that there is a professional team behind us from Avery Dennison to provide us with the support we need. We did not buy a printer, but we bought a strategic partnership with Avery Dennison, supported by state of the art technology,” continues van Giessen.

To learn more about the benefits of TrafficJet Pro, visit avydn.co/pro. The Avery Dennison team of digital print experts can answer your questions about traffic sign printing, reflective sheeting, and more.