

## First TrafficJet Pro Installed in Australia: Hi-Vis Group adds TrafficJet Pro to their Sign Shop

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Located in New South Wales, Hi-Vis Group is one of Australia's largest sign manufacturers. They specialize in the production of signage for the government, construction, retail, corporate, civil, and the mining industry. Hi-Vis Group has a reputation for producing superior quality products, being innovative, and providing outstanding customer service.



When it comes to innovation, they have been at the forefront of sign-making technology. In fact, in 1982 they added the world's second sign cutting computer to their shop. And, in 1999, they developed a flashing school zone sign that promotes safe driving in school zones and helps reduce school zone fatalities. With a mission to improve infrastructure and increase safety, Hi-Vis makes the right investments in high-tech printing to ensure their customers the highest quality and fastest turnaround times so needed signage can be installed quickly.

Continuing their legacy in innovation, Hi-Vis Group recently added the first TrafficJet™ Pro digital print system to their sign shop. With this installation they became the first owners of the TrafficJet Pro in Australia and one of the first in the world.

Hi-Vis Group produces 95% of their signs digitally instead of screening or computer-cut. For most jobs digital printing will meet or exceed their needs. When looking for a new print platform, COO Simon Watson and Managing Director Brett Watson, wanted a solution that could handle their high-volume demand and would reliably produce high-quality signs. They were happy to learn that not only could TrafficJet Pro do that for them but it would also be easy for their team to operate.

## Experience with TrafficJet Pro

In January 2021 the TrafficJet Pro was installed in their sign shop in New South Wales. “It was one of the easiest and smoothest installations we’ve ever had,” said Brett Watson. The installation included on-site training from Avery Dennison technical experts. “Our operators have found that it’s easy to use. I feel confident that whoever I assign to work the printer will be able to handle it and be trained quickly” said Brett Watson.

“With TrafficJet Pro we are able to provide our customers with higher-performing durable traffic signs. We can now offer digitally printed signs with a warranty up to 15 years and at no extra cost, OL-1000 graffiti cleanable signs,” explains Simon. Hi-Vis will also be able to produce street name signs that proudly feature community logos that will look great day, or night with a 10 year warranty on custom colors.

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## Extended Capabilities

The TrafficJet Pro is ideal for producing a variety of signs. They plan to produce:

- MINING SIGNS
- TOURIST INFO SIGNS DESIGNED TO ATTRACT NEW VISITORS
- HIGHWAY GUIDE SIGNS
- STREET NAME SIGNS WITH LOGOS
- HIGHWAY SIGNS FEATURING COLORFUL ABORIGINAL AUSTRALIAN ARTWORK

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