



essential
elements



For your
success



ENCAD

New Wide-Format Digital Imaging Solutions from the industry leader

The elements for success



The Essential Elements of the universe earth, air, fire, and water combine to create an environment for abundant life to grow and flourish—the ultimate creative solution.

Success, like most worthy objectives also comes from more than just one critical component. The fine balance of resources, technology and teamwork are essential to your ability to take advantage of opportunities and grow your business.

The digital imaging industry is a complex environment of disconnected pieces. No other company has put all the elements together for perfect digital imaging solutions. Until now.

ENCAD Essential Elements are designed to provide abundant opportunities. They are the tools you need to bring unequalled capability and flexibility to your business.

Welcome to our world.

ENCAD continues to lead the wide-format inkjet printer revolution with innovative technologies and business strategies that meet industry productivity requirements. ENCAD knows that success isn't just about printers. Success in our industry requires the right combination of reliable hardware, productive software, quality supplies, and talented people who deliver service and support. We understand that long-term success is achieved by improving day to day workflow as well as enabling businesses to expand and explore new opportunities.

ENCAD has combined its expertise with printers, supplies, and specialty products to offer a variety of optimized solutions. The "Premier", "Production", and "Value" offerings provide a proven combination of elements that yield outstanding performance and profitability. So, whether you produce retail store graphics, outdoor banners or photographic enlargements, these solutions are optimized for speed, ease-of-use, color matching, image quality, and durability. All of these solutions are designed to be easily upgraded to meet your changing needs and to keep up with our industry's rapidly changing technologies.



ENCAD has authorized the most knowledgeable and helpful industry experts to form a worldwide network of professional graphic system installers and trainers. These professionals will work with you to select the perfect combination of ENCAD Essential Elements for your success. Our Authorized Resellers and ENCAD Support Staff work together to provide complete installation, training, and support services that ensure world-class customer satisfaction.

Ask your reseller for a demonstration of the Essential Elements—for your Digital Imaging success.

"We have compared ENCAD products to the competition and find them to be far superior in speed and quality. Another significant factor in our choice is that ENCAD offers integrated inks and media, providing a complete, one-stop solution for all our output needs."

*Ken Newburg, Co-Owner,
Eye Four Color, Inc.
Marina Del Rey, California*



ENCAD Essential Element Solutions

Premier. NovaJet® 700

The Premier Solution features the NovaJet 700 printer. It's designed for mission critical, high-output applications where your bottom line depends on unbeatable quality and fast turn-around times. This powerful solution is optimized to work with the ENCAD Fiery™ Raster Image Processor (RIP) to streamline printing workflow and can be used with matched indoor or outdoor inks and media. (600 DPI)



Designed for graphic service bureaus, exhibit builders, and photo labs where high output and quality are a must.



Production. NovaJet® 630

The Production Solution features the NovaJet 630 printer. It is an affordable workhorse, constructed for consistent high-quality output. This solution offers a wide range of software and hardware RIPs. Connecting the NovaJet 630 to your network and using ENCAD scientifically matched inks and media ensures a reliable source of revenue that will improve your bottom line. (600 DPI)

Built for sign companies, ad agencies, in-house graphics departments, and interior design and decorating companies.

Value. NovaJet® 500

The Value Solution features the industry's fastest printer—the NovaJet 500. A reliable business tool that gets the job done. If you need rapid proofing and prototyping, the capability to develop presentations fast, or just need the flexibility of reviewing multi-page layouts on one document, this solution will add value to your business for years to come. (300 DPI)



Created for sign companies, ad agencies, in-house graphics departments, retail Point-Of-Sale (POS), and interior decorating companies, where affordable fast output meets their needs.

Highlights



Productivity

- Top industry speeds
- Unattended operation
- Fast drying time
- Dual ink lines
- Networkable

Flexibility

- Modular design
- Upgradeable
- Variety of Indoor/Outdoor Applications

Customer Care

- On-site training
- Responsive service
- Knowledgeable personnel
- Comprehensive warranty

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Largest variety of ink and media combinations

Indoors or outdoors, ENCAD provides the largest selection of solution engineered inks and media products. The Quality Imaging Supplies (QIS), Graphic Standard (GS), Graphic Extended (GX), and Graphic Outdoors (GO) families of inks are specially formulated to provide optimal color output with the NovaJet 700, 630, and 500 printers. With over 15 indoor and seven outdoor media products, from high-quality photo-based papers to ultra-durable Tyvek banner material, all media products are scientifically matched to our printers and inks, thus ensuring consistent image quality and fast drying time for each of the Value, Production, and Premier solutions. Lastly, through its bulk packaging, ENCAD offers its supplies at a very affordable price—a price that guarantees results.



Matched RIP for maximum performance

The ENCAD Fiery RIP provides the highest levels of performance and color quality required by production environments for wide format color printing. The ENCAD Fiery RIP achieves its fast throughput with its powerful processor technology and an optimized PostScript interpreter, co-developed with Adobe. The new ColorWise® Color Management System offers excellent “out-of-the-box” color control for all users.



Network connectivity leverages your investment

The Pony Print Server Plus, from XCD, Inc. is an ultra-compact very low-cost multiprotocol print server that connects ENCAD printers to an Ethernet network. The Pony Print Server Plus helps you leverage the solution among a multitude of networked users.

At ENCAD, image is everything

As the market leader in affordable, wide-format color inkjet printing solutions, ENCAD understands that our solutions are only as good as the image and business it produces for you. With ENCAD's Essential Elements For Success, we have started another revolution—giving you what you need to make money or sell an idea. One thing we've learned is that our image depends on your success.

Please contact your local Authorized ENCAD reseller, or ENCAD, Inc:

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