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## Digital

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### Bengaluru-based Vee Pee looks at varied markets with its MGI Meteor DP 60

 Deepika Arwind, [printweek.com](#), 01 September 2010

With its investment in a MGI Meteor DP 60 Pro installed in June this year, Vee Pee is looking at an array of sectors to tap including short-run, high-quality colour market for paper applications as well as the plastic card segment.

The Bengaluru-based firm chose the MGI DP 60 after months of evaluating digital presses from different vendors.

Jai Prakash, the second-generation proprietor of Vee Pee said: "The MGI DP 60 Pro struck me as a versatile machine with its ability to print on multiple substrates like paper, PVC, Polycarbonate, Polyester etc. The 13x 40" format was also unique as we could do two-fold brochures and oblong posters which are otherwise not possible to do on other digital presses offering say, a standard 13 x 19" format."

The 40-year old print service provider VeePee entered digital printing last year. "Established by my father, VeePee started with metal block-making at first. When offset printing gained supremacy over letterpress, block making became obsolete. That is when we diversified into flexo plate making, identifying it as a growth area. This is our first step into digital," said Jai Prakash speaking about his decision to buy the machine.

With the MGI Meteor DP 60 Pro, the printing jobs Vee Pee hope to do are many including brochures, calendars, labels, garment tags and photo books. On the plastic card front, they are gearing up to produce an array of different products such as loyalty cards, hotel-key cards etc. for segments such as retail, hospitality, telecommunication, health care and travel.

K Radhakrishnan, the general Manager of Aura Print Solutions – the company which are the sole distributors of MGI in India – said that they have installed close to 38 MGI products in India including, digital presses and various finishing equipment for plastic card production. "We do not see digital and offset technologies as adversaries. In fact, more and more offset printers are opting for digital presses to compliment the product offerings they can provide to their customers. And with the plastic card market clocking a whopping 40% growth rate consecutively for the past three years, this is a segment no entrepreneur in the printing industry can ignore."

[Mumbai-based Digital 360 targets card sector with its first Meteor DP60 Pro](#)



Prakash:

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