

Why Hybrid?

Why buy from an authorised reseller?



Hybrid are Mimaki's **exclusive distributors** for the UK and Ireland, and as such sell their products through a range of authorised resellers - all of whom have specialist market knowledge, dedicated RIP solutions and fully Hybrid trained technical engineers.

Buying through an authorised reseller gives you the peace of mind that your machine, inks, media, spare parts and service are all supplied from a known and traceable source, with full (and often extended) warranties, access to firmware updates, software and hardware information and Mimaki trained technical staff.

How to find your reseller



Contact Hybrid by phone on **01270 501900** or by email and you can talk with our sales team to discuss the most appropriate reseller for your needs.

Depending upon the particular Mimaki product that you are interested in, your existing setup, your geographical location and of course the specific market that you work in we will find a partner for you to assist in your investment.

The dangers of grey imports



There are plenty of people who want a piece of the Mimaki pie – it's understandable when your product's this good, so the opportunistic companies with no real ties to machine manufacturers are often keen to make a quick buck.

Very occasionally, when these companies think they've hit upon a good thing, they source limited quantities of inks or in very rare cases, old machines. By buying one of these, you risk purchasing an out of date, outmoded or low specced product, perhaps one without the appropriate CE markings, non UK electricals, manuals and safety compliance, old firmware and certainly no warranty.

Because these companies don't source their products in a uniform fashion, they flit from brand to brand, with no spare parts, patchy technical cover, no access to genuine parts, no manufacturer backed warranty, untrained technicians and zero commitment to your long term success.

When you invest in a Mimaki product through a Hybrid authorised reseller, you are investing in the backup and support that will prove vital in the success of your company over the ensuing years.

Buy it from a fly by night, and you'll probably be around longer than them.

Non Hybrid-sourced inks



To benefit from your two year warranty on Mimaki JV3 and JV5 printers, it is imperative that you check with your reseller that the SS2 and HS3 inks used in these machines have been sourced from Hybrid.

Wherever you purchase your inks, you need to ensure that they are compliant with Hybrid's warranty

Your ink supplier must be able to provide written proof from Hybrid that these inks are genuine. There are plenty of designer label handbags on auction sites that were never made in Italy - in spite of their packaging, logos and branding!

Who is Hybrid?

Of course you can take all of the above with a pinch of salt, but it's something we're very passionate about!

Hybrid was set up over 10 years ago with one sole purpose in mind - to deliver Mimaki's products coupled to the highest levels of service and technical support.

The same that applied then, applies today.

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We remain entirely focused on delivering the Mimaki brand to the UK and Irish market, totally committed to supporting your investment in our kit. Your success is ours, and our greatest satisfaction during the working day comes from supplying machines to existing customers - investing once again in our products. We work hard to support our resellers, who in turn we entrust to you.

Our technical, sales, marketing and logistics teams continually strive to support you, your staff, your business and your customers.

Telephone: 01270 501900
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Mimaki Exclusive Distributors