



ink-ology

WHO ARE WE?

Ink-ology is part of the Ultimatum group. Ultimatum was set up by a team of engineers from various manufacturers, they were fed up of dealing with so many unhappy customers from their current providers and knew they could do a better job. So, in 2007 the engineers left their jobs and started to offer customers an ultimatum to their usual OEM supplier “The Ultimatum Group” was born.

Several years on the company started buying trade-in machines from Océ and Canon throughout Europe, refurbishing and selling them on with large warranties to those who couldn't quite afford a new machine but needed to make the step into the UV world without a huge risk.

Fast forward to 2013, and the installation base of refurbished Arizona's and Acuity's had grown significantly, Customers asked us to supply ink and service contracts, and naturally that's what we did. After months of research and talking to the world's largest ink manufacturer's we settled with Marabu, A German company and world leader in ink production, often regarded as a better solution than the OEM!

With our customer base growing rapidly and our reputation spreading, customers were leaving their OEM contracts and jumping to us for all their support and supplies. The demand was huge, we needed a quick and simple platform for customers to order ink and supplies efficiently, “Ink-ology.com” was the decided name. It's now 2023, and with over 175 UK Customers using our service call system, contracts and Marabu Extreme as their preferred choice, it's apparent we've made the best decisions over the years.



WHAT DO WE DO?

We are the UK's only dedicated Service and support company on Océ Arizona and Fuji Acuity UV printers. Our engineers are based nationwide, factory trained and only work for the Ultimatum Group, we don't use contractors or third parties.

Ink-ology is the largest alternative OEM ink supplier for the Océ Arizona and Fuji Acuity range in Europe. We provide a free profiling service, remote technical support on Onyx and Printfactory.

HOW LONG HAVE WE BEEN DOING THIS?

This dates back to the early 90's, some of our engineers have been there from the very beginning from the initial R&D of some machines and still involved in new technology choices today.



WHY USE INK-OLGY?

Ink-ology.com is the quick and easy ordering platform that ensures next day delivery of Inks and supplies for your Océ Arizona or Fuji Acuity. We have everything from gloves, wipes, UV lamps and we'll even surprise you with some tasty treats with every order. Everything is listed with prices for full transparency.

The site also has some handy reference documents, videos and an easy service call logging feature for fast response with all our engineers.

HOW DO I SIGN UP?

That's the easy part, just visit our website, click on the "Create Account" link, enter your email address and think of a password for yourself...job done! It's no more than a 30 second signup and if your struggling then just call us on: **0800 368 9289** and we'll be more than happy to help.



THE INK...

Marabu is world renowned for ink technology and adhesion promoters within the glass industry, but probably better known to the world of screen printing. Their Arizona & Acuity ink is a hybrid of ICJ256 and IJC258 giving you the best of both worlds without the extra expense.

Millions have been spent on R&D to make the perfect alternative ink for the Arizona & Acuity range so as not to compromise the printheads and quality of prints. Marabu are so confident that they offer a full warranty against any defects cause by the ink...we share the same confidence as our customers after supplying the ink for the last 5 years.

Marabu Extreme is the preferred alternative choice of inks for our engineers and customers, once you've changed, the difference is apparent with its enhanced adhesion, colour gamut and vibrancy. If your not 100% happy then we'll swap it back with no charge on the inks or engineers time.

The like-for-like ink bag system makes the changeover easy, it's the same procedure as your OEM ink but with the addition of a short flush through the command station to make sure the ink has gone through fully.

Our online profile list and installer is compatible for most RIP software such as Onyx, Cologate and Printfactory. If you're unsure how to do this yourself we can even remotely install it for you, we'll even send a technician in to do the changeover for you if you wish.

www.ink-ology.com