

QUICK CHANGE DISPLAY

A Foster Case Study by Dennis Mason



Donna Kestler in the Quick Change Display lobby.

Donna Kestler—the owner of Quick Change Display in Las Vegas, Nevada, USA, is not a woman to watch things happen. Instead, she makes things happen. Until late in 1999, Kestler worked for Atlandia Design Architecture in Las Vegas, where she coordinated signage and displays in various Steve Wynn properties in the Nevada gambling metropolis. Then, when the Mandalay Bay advertising department needed installation service, she formed her own company. By March 2000, Quick Change Display was operating with a 1997 GMC Safari van, a ladder, a drill gun, and a cart. Says Kestler: “In those early days, the hours were crazy. Most work was done between midnight and 7 am, when hotel guests were asleep and the casino traffic was light. But we developed a route schedule that let us efficiently change out displays and advertising, as well as vinyl wraps and other materials

for customers all over town. Before we knew it, Quick Change Display became the go-to place in Las Vegas for speedy and reliable advertising installation.”

In late 2006, Kestler expanded her business by buying a metal fabrication shop to produce custom cabinets and frames—not just for Las Vegas hotels and casinos, but for retail businesses as well. The 2008 business downturn,

however, prompted her to put the fabrication business into hibernation and focus solely on quick turnaround signage. “In 2012,” Kestler says, “we purchased our first media printer. Since then we have reawakened our fabrication capability, expanded our printing technology, and steadily grown the business. Today we have annual sales in the \$2 million range and 16 employees—including my son Justin Acklin. Quick Change Display is a full-service provider of signage, plus the company operates a management service that handles every aspect of larger projects. The company developed internal graphic design capability, although freelancers are still used as well. The Quick Change Display team has the capability and knowledge to provide expert advice on jobs such as fabrication of cabinet and displays, Duratrans light boxes, posters, full color wall graphics, and installation. We now work with major brands such as Kate Spade and Burberry, to mention only two, handling point-of-purchase and retail display



Donna Kestler holding a Quick Change Display wide format print.



Justin Acklin at a Quick Change Display design station.

"Our Foster lifter is an incredible machine. It lets one operator handle our 126-inch, 200-pound rolls by himself."

- Donna Kestler

setups. We are certified to print braille signage in accordance with the Americans with Disabilities Act."

In recent years, Quick Change Display gradually reduced the amount of printing purchased from others and increased internal production. For years, the company relied on a Roland SOLJET Pro 4 XR-640 large format color printer/cutter and an Océ LightJet 430 wide format photo laser printer. Recently, however, Kestler purchased an HP Latex 3100 printer to bring the latest wide format print technology to Quick Change Display customers. Discussing the addition of

the HP printer, Kestler commented: "The new HP machine is wonderful, although our shop layout necessitated installing it in a fairly narrow space. Getting material into the machine for printing quickly became an issue—both because of the limited space available for loading and because the substrate rolls are quite heavy. Loading a new roll on the machine required two or three operators to work in a space hardly big enough for one. Doing research on large roll handlers, I came across a new product announcement by Foster—a long-time supplier of cutters, trimmers, and material handling equipment for print shops. Foster was introducing a lifter specifically for the HP Latex 3100 machine, and claimed that it could be maneuvered into tight spaces and permit a single operator to load large rolls of substrate. The new device—called the Foster Low Profile On-A-Roll Media Lifter—was being introduced at the SGIA show in Atlanta in late 2015, and looked to be just what we needed to solve our problem. I called Foster, confirmed the specifications, flew to Atlanta to make sure it would do the job for us, and had it shipped to us directly from the show floor. A local Foster dealer in Las Vegas installed it."



The Foster lifter in loading position.

Kestler goes on: "Our Foster lifter is an incredible machine. It lets one operator handle our 126-inch, 200-pound rolls by himself. We also use it to move 16-foot rolls into our cutter to produce 8-foot rolls. Using the Foster lifter has not only made us more efficient, it has simplified operations and made life much easier for our operators."

Contact Quick Change Display at www.quickchangedisplay.com.



Justin Acklin maneuvers the loaded lifter as Rolando Estrada watches.