

Imagelab – A Profile

Imagelab is New Zealand's most complete photo-imaging, graphics production and display company.

We are based in Wellington and have been in business since 1976, servicing corporates, government departments, advertising agencies, display and design companies, commercial photographers, galleries and museums throughout New Zealand. Our growth reflects our ongoing commitment to provide customers with premium product and exceptional service.

Over the last fifteen years, Imagelab has established itself as a specialist provider of museum and special project graphics. We work regularly for museums and organisations throughout the country, both large and small – on both temporary and permanent exhibition projects. Our involvement can extend from scanning and pre-production services, through all aspects of print and graphic production including mounting, laminating and finishing work.

Imagelab's production facilities are fully comprehensive and unique within New Zealand. They include the **Durst Rho 600**, a high end UV flatbed and roll media printer capable of output up to 2mtrs wide by any length and up to 40mm thick. Producing high resolution / quality output, the Rho is unequalled for versatility when printing direct to a multitude of both rigid substrates and roll media for indoor or outdoor applications.

The Rho is perfectly complimented by the **Durst Lambda**, producing large or small format digital master prints and backlit Duratrans images. Lambda continuous tone photographic prints and graphics are recognised worldwide by museums, artists and exhibition managers for their exceptional quality.

Our services also include a complete in-house **print finishing** department, handling all types of mount substrates and laminating films. Our **scanning** capabilities are extensive and range from high volume to high resolution with facilities to scan large reflection copies.

Imagelab has a team of 17 industry experienced and dedicated personnel. We recognise and understand the detail and complexities associated with exhibition graphics. We are completely confident that we have the experience, expertise and capability to handle the scope and scale of the most demanding projects.

Imagelab - A Description

Imagelab's transition from commercial photographic laboratory to full service production facility has resulted in a capability and diversity of output that is totally unique within the graphics production industry.

Photographic as well as large format roll media and direct to substrate output facilities are supported by an extensive digital bureau comprising high res and volume scanning, retouch, manipulation, composite and file prep services.

Our print finishing department mounts roll media to a wide range of substrates, applies laminate films that are specific to environments and requirements – and engages in all other aspects of print and mount finishing.

Imagelab stocks and supplies a range of quality display and point of sale hardware.

Imagelab has a team of some 17 industry experienced technicians, nine of whom have been with the company for over 20 years. Backgrounds range from photographic and pre-press industries through to design and print. Internal structures provide for heads of departments and production managers.

Print Capability

Lambda:

The Durst Lambda produces continuous tone, true photographic output that is unmatched for tonality, pure colour and detail. Imagelab prints to Kodak Professional Endura paper with an archival rating of 100+ years. Media is available up to 1250mm wide and by any length – with stocks including matt, gloss, flex, metallic and Duratrans, the industry's premium quality backlit product.

Rho:

The Durst Rho compliments the Lambda and radically expands the range of print services offered by Imagelab. Printing high res images directly on to rigid substrates such as: acrylics, glass, PVC's, tiles, coreflute, dibond, corrugated and perforated products – and as well: roll media such as self-adhesive vinyls, backlits, banner vinyls and fabrics. The range of products that the Rho can print to continually expands as clients present new ideas and opportunities. The Rho can print up to 2mtrs wide, by any length, and up to 40mm deep. Rho inks are UV cured CMYK plus white. They are stable, waterproof, weather resistant and environmentally safe (VOC free) – and they won't shrink, peel or de-laminate.

Mounting & Laminating

Almost all the graphics that Imagelab produces for exhibition environments are subsequently laminated and / or mounted using heat and pressure sensitive machines. Mount substrates can include everything from acid free foam-board, paylite, rigid PVC, ACM, acrylics, MDF and more. Imagelab provides split battens and other hanging devices as may be specified.

Imagelab has a range of laminates and finishes, specific to media and environmental circumstances.

Additional Resources

Because of Imagelab's evolution within the industry, we have become increasingly self sufficient. We do however enjoy established relationships with outside suppliers and contractors, especially in the areas of hemming and stitching, joinery, vinyl cut lettering and some installation services.

Key Imagelab Contacts

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Our Work with Museums

Imagelab works on a regular basis with museum organisations and interpretive design companies, both large and small throughout the country. This work will vary in terms of scale and content, but the same disciplines and demand for exceptional quality prevail. A sampling of the diversity of these organisations would include:

Te Papa	Otago Museum
Te Manawa Museum	National Maritime Museum
Nelson Provincial Museum	Pukaha Mt Bruce Wildlife Centre
Taupo Museum	The Kauri Museum
Museum City and Sea	The Army Museum
Otago Early Settlers Museum	Hawkes Bay Museum
NZ Fighter Pilot Museum	Wairoa Museum
Omaka Aviation Heritage Centre	Aratoi Museum
Olympic & Commonwealth Games Museum	Reserve Bank Museum

Imagelab's Credo

- Provide superior graphics
- Present constructive options
- Respect budgets
- Communicate with our clients
- Work with them to achieve the results they are looking for
- Enjoy the challenges.