

VersaSTUDIO

SIGN MAKER BN-20A

Master Sales Guide



Table of Contents

What You Need to Know.....3

Target Markets 5

Product Features 6

Updated Design10

Applications/ROI.....11

Specification Changes.....13

FAQ..... 14

What You Need to Know

The Roland DG VersaSTUDIO BN-20A is the perfect device for starting a home-based business, or as an addition to existing production workflows to expand into print and cut applications. The BN-20A is the most versatile print device in its class, allowing for a wide variety of profitable applications ranging from custom apparel decoration, decals and labels to wall graphics, POP displays, and more. The BN-20A is the most compact and economical print-and-cut device in the Roland DG lineup, yet it delivers quality that rivals the current full production-sized units available in today's market.



Easy to use and affordable to run, the BN-20A delivers amazing print and cut quality, allowing users to stand out from their competition, test new markets and deliver stunning results, without a huge initial financial investment. The evolution of the BN-20 to the BN-20A is another example of Roland DG listening to the voice of our customers and delivering a product that exceeds the expectations of the most demanding users.

Pricing

- **BN-20A - \$4,995**
- **Eco-Sol MAX 2 inks 220 ml (CMYK) \$72.99**
- **Includes legendary Roland DG VersaWorks® 6 RIP Software at no additional cost**
- **Optional GXS-24 Stand - \$304.99**

Warranty Information

- One-Year Trouble-Free Warranty
- Warranty extensions available for up to three total years of coverage.
- Also, once you register, you qualify for a variety of benefits, such as free online training, phone and chat support, and more.



What You Need to Know

BN-20 vs BN-20A



BN-20
PRINTER/CUTTER

\$5,695 US*
PROMO PRICE

CMYK + White
INK CONFIGURATIONS

**GRAPHICS, APPAREL, LABELS,
DECALS, SIGNS, DISPLAYS,
POSTERS, VEHICLE GRAPHICS,
ART AND WALL DÉCOR**
APPLICATIONS

**AN AUTOMATED INK CIRCULATION SYSTEM
RECIRCULATES WHITE INK
AND REDUCES INK WASTE.**
**ADDITIONAL PRINTING ON DARK, CLEAR, AND
METALLIC MEDIA**
SPECIAL FEATURES



BN-20A
PRINTER/CUTTER

\$4,995 US*
MSRP

CMYK
INK CONFIGURATIONS

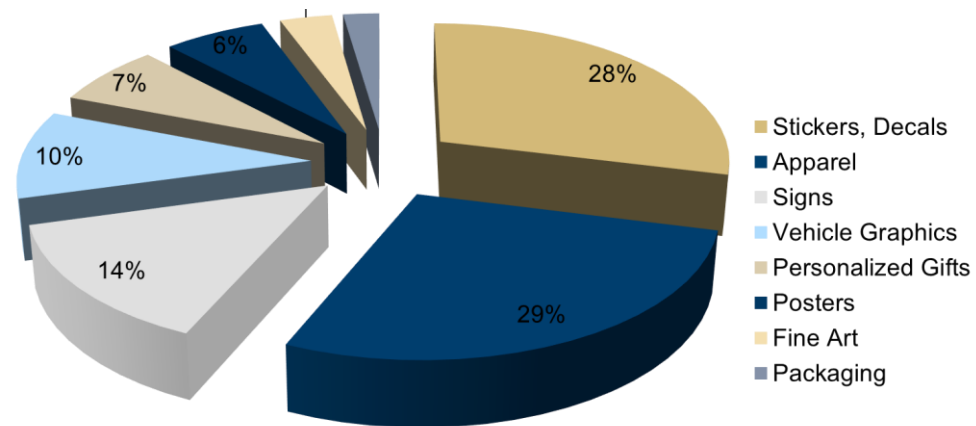
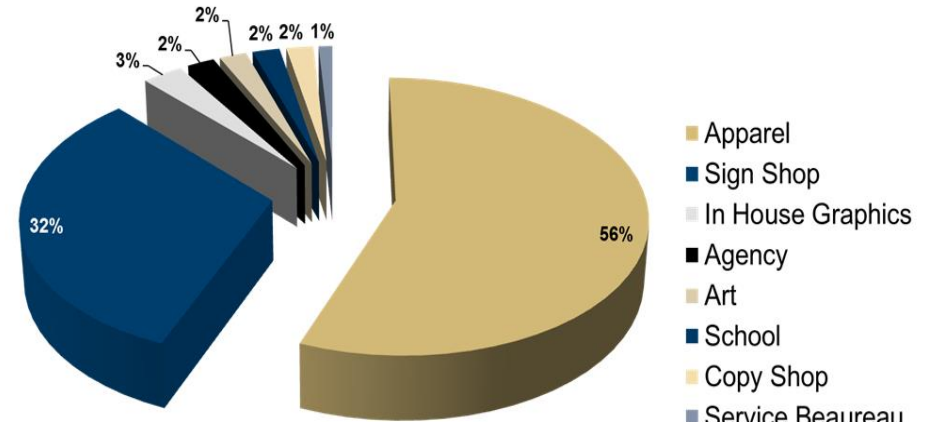
**GRAPHICS, APPAREL, LABELS,
DECALS, SIGNS, DISPLAYS,
POSTERS, VEHICLE GRAPHICS,
ART AND WALL DÉCOR**
APPLICATIONS

**A HIGH-SPEED PRINT MODE
FOR INCREASED
PRINT SPEED.**
SPECIAL FEATURES

Target Markets and Applications

The BN-20A is expected to fit into a similar market segment as the BN-20. Based on survey data of 500 BN-20 users, businesses identifying as “apparel” or “sign” shops make up the bulk the self-described business types. However, the applications users are providing to their customers are similar across all business types with customized apparel and decals/labels making up approximately 60% of the total output.

The BN-20A has been engineered with these business types and application offerings in mind. By removing the recirculating specialty color channel for White and Metallic (which are rarely used in making apparel and decals/labels), Roland DG is able to offer a device that meets or exceeds the needs of the customer at a lower targeted price point.



Product Features

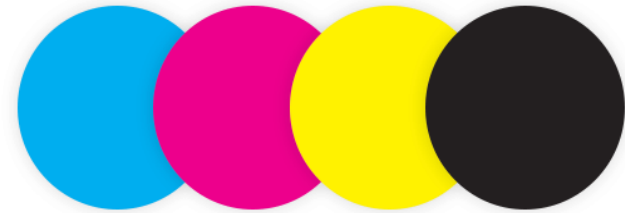
Amazing Image Quality

The Roland DG BN-20A uses Eco-Sol MAX 2 ink in a standard CMYK configuration. Roland Eco-Sol MAX 2 offers a wide color gamut and fast drying times, with rugged scratch resistance on a wide variety of readily available 20-inch printable media.

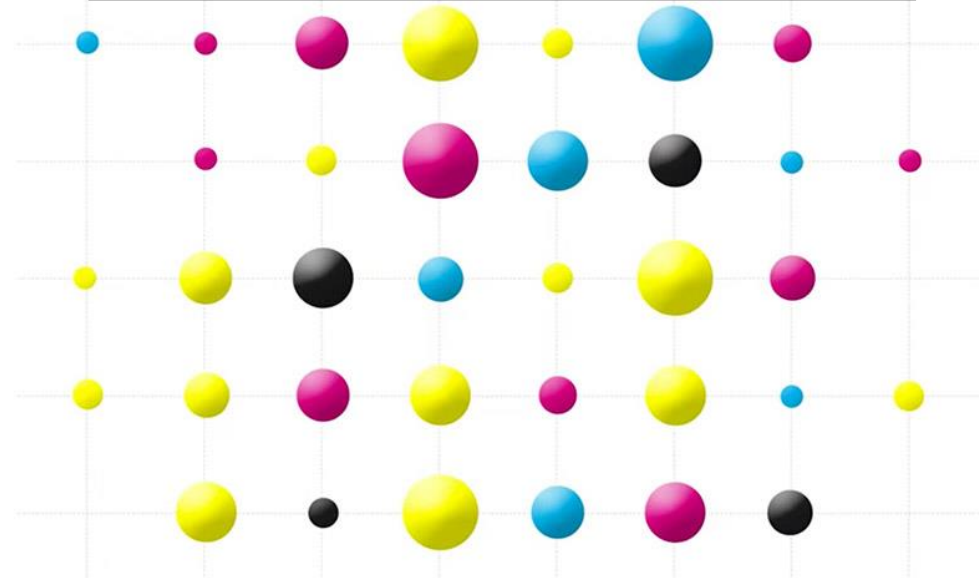
Variable dot control produces droplets of seven different sizes for precise, detailed graphics, excellent photographic reproduction, smooth gradations, and superb contrast. Roland Intelligent Pass Control precisely controls dot placement between passes, allowing the VersaSTUDIO BN-20A printer to produce smooth gradations, exceptional solid colors, and optimal image quality.



Four-color standard process CMYK



Variable Droplet Technology



Product Features

Roland DG VersaWorks 6

Roland DG VersaWorks®, included with the BN-20A, is well known for being quite possibly the world's most user-friendly and feature-packed RIP software. Incorporating the HARLEQUIN RIP dual-core engine and other innovative features, Roland DG VersaWorks 6 offers quick RIP speeds as well the ability to handle and correctly process complex PDF, EPS, and PS files with drop shadows and transparencies.

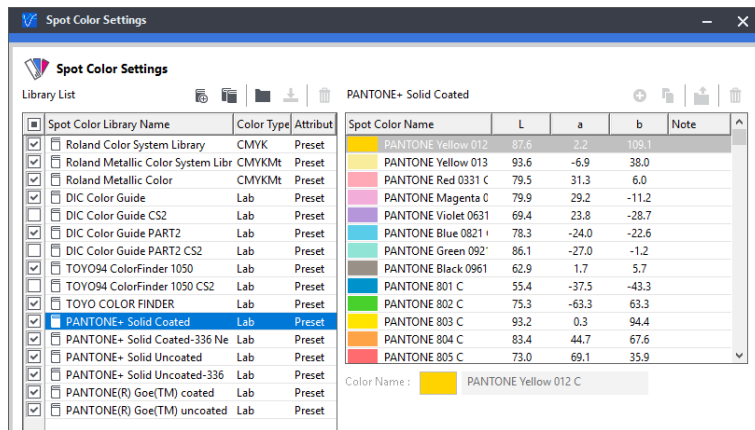
Roland DG VersaWorks 6 includes a modern, intuitive interface. Simply drag and drop files from the desktop, or other folder locations, into the printer queue for processing. The icon-based RIP experience allows the user to quickly access powerful tools for layout, quality and color management settings, easy nesting operations, and advanced job management.



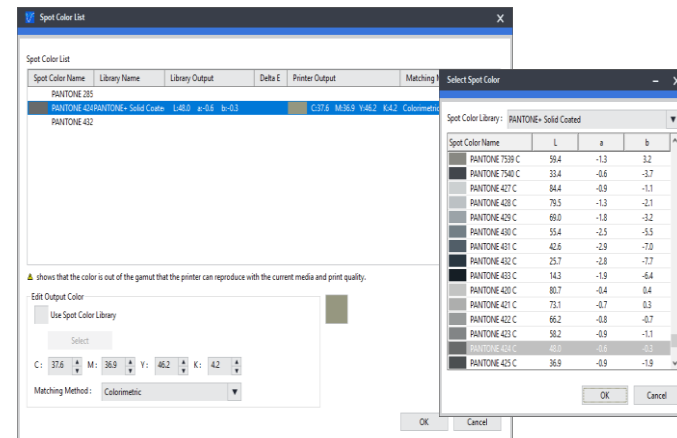
Powerful Color Control

VersaWorks 6 supports comprehensive color libraries, including Roland Color System and PANTONE® libraries, giving you detailed spot color matching and automated color matching of logos and other design elements. VersaWorks 6 also allows for in-RIP spot color replacement on the fly, making color replacement as simple as a few clicks of the mouse. This is especially useful when duplicating targeted brand and sports logo colors for apparel.

PANTONE® Library and Roland Color System



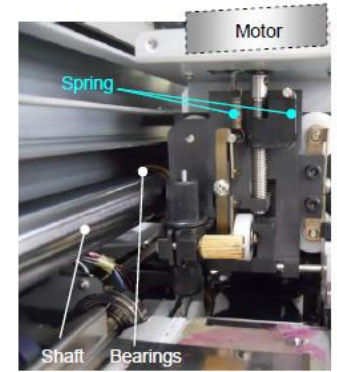
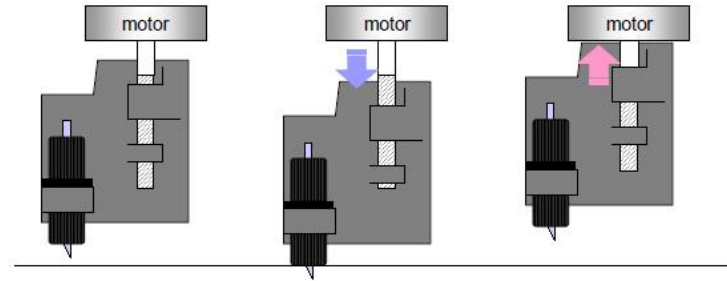
Spot Color Replacement



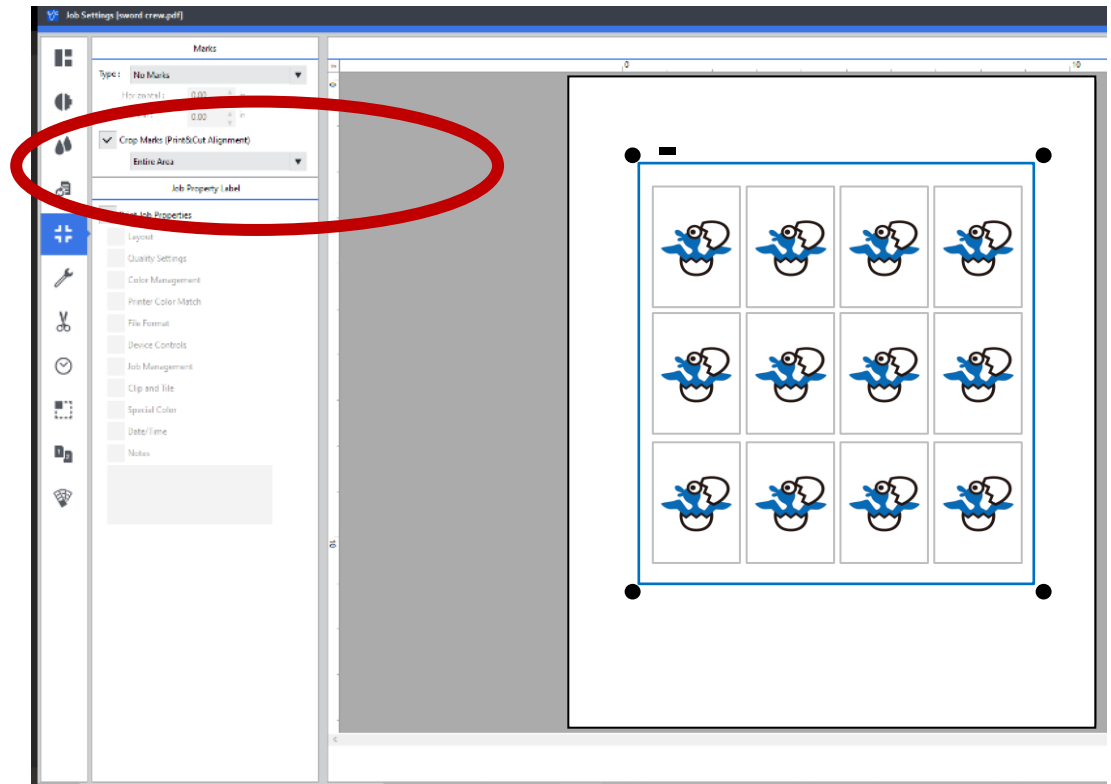
Product Features

Integrated Contour Cutting

The Roland DG BN-20A uses a motor and bearing cutting carriage design for more consistent cut quality. Rather than a solenoid that uses voltage to control cutter movement and cutting force, this motor and bearing assembly improves cutting consistency and has a larger cutting force (300 grams) than traditional print/cut technology within the BN-20A class of products.



With its ability to print and cut in a single operation, the BN-20A is ideal for applications like wall graphics and apparel decoration. The BN-20A also enables users to print, remove the print for lamination, and then return that laminated output to the printer for precision contour cutting using Roland DG's patented Quadralign Optical Registration System. Roland DG VersaWorks 6 makes the software operation as simple as clicking a single check box in VersaWorks 6. This is fantastic for decals or labels requiring lamination.



Product Features

New Bi-Directional Print Mode for Improved Throughput

Print mode	Resolution [dpi]	Bi/Uni	Pass	Print Speed [ft ² /h]
Standard	1440 x 1080	Uni	16	6.60
New High Speed	720 x 720	Uni(default) / Bi	8	11.3 / 22.6
Draft 1	1440 x 720	Bi	16	12.80
Draft 2	720 x 720	Bi	12	16.80

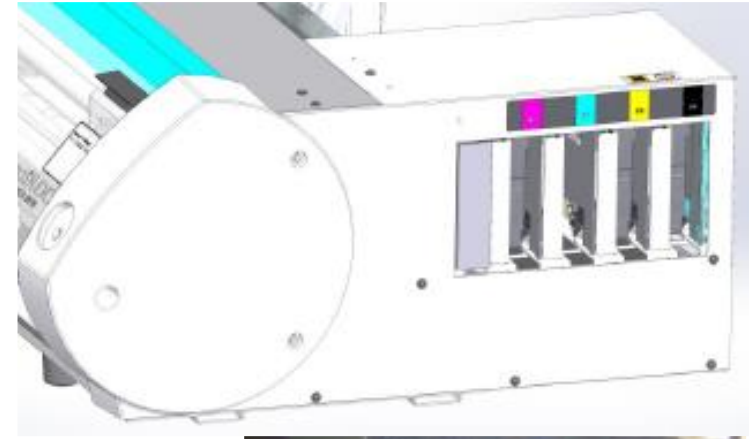
Updated Design

New Design Features for Easier Installation

Slot covers have been removed, negating the need for the special insertion tool when placing dummy cartridges into each ink cartridge slot during ink up and head wash procedures. This reduces user-reported installation issues, such as lost tools, stuck slot covers, and general complaints related to the original design.

The BN-20A is only available in a CMYK format. This will lower the number of cases our users create at installation by selecting the incorrect ink set. In addition, this configuration will also improve the initial experience users have with their new printers.

All BN-20A units will be shipped with a label covering the USB connection that includes a warning to first install the driver software prior to connecting the BN-20A to the computer that will be driving the machine. This addition is in place to minimize the number of support calls relating to driver installation issues. Plugging the USB cord into the BN-20A, and connecting prior to or during driver installation, are among the most reported issues at the point of installation. This simple addition will have a positive impact on the user installation experience.



Applications

Wide Selection of 20-inch Media Available



Application ROI

	Hoodies	Jerseys	T-Shirts	Warmups	Bags	Decals/Labels
Blank Item Cost	\$15.00	\$15.00	\$2.00	\$50.00	\$15.00	N/A
Material + Ink Cost	\$1.20	\$2.40	\$0.72	\$2.40	\$2.40	\$0.04
Graphic Size	9" x 5"	9" x 5" (2 sides)	6" x 4.5"	9" x 5" (2 sides)	9" x 5" (2 sides)	3" x 3"
Retail Price	\$30.00	\$35.00	\$11.00	\$75.00	\$50.00	\$1.00
Pieces per Hour	20	10	30	10	10	67
Profit per Hour	\$276.50	\$176.00	\$248.40	\$226.00	\$326.00	\$64.32



VersaSTUDIO
SIGN MAKER BN-20A

Specification Changes

		BN-20A	BN-20
Size		→	W 39.7" x D 22.9" x H 11.53"
Head		→	8 Channel Gold
Ink Slot		4	5
Ink	Type	Eco-Sol MAX 2	Eco-Sol MAX
	Case, Capacity	→	Cartridge, 220 ml
	Ink type	CYMK	CYMK + Wh or Mt
	Cartridge detection	→	IC Chip
Media	Size	→	5.9-20"
	Weight	→	Maximum 13.2 lbs.
Printing Software		VersaWorks	R-Works VersaWorks
Firmware		Modified from BN-20	BN-20
Printer Control	Panel	→	1 Button (Only Sub Power)
	PC Application	Modified from BN-20	BN Utility
Connection		→	USB

FAQ

1. What is the biggest difference between the BN-20 and the BN-20A?
 - a. The main difference between the two devices is that the new BN-20A has just one ink set choice (CMYK), and does not include the option of adding White or Metallic ink. By eliminating the specialty channel, Roland DG can offer a CMYK-only version at a lower price point.
2. Can the BN-20A be connected via network cable or wirelessly?
 - a. The BN-20A is a USB-only device. No options for network or wireless connection are supported.
3. How can I download all the necessary software and Windows drivers since a software package isn't included in the box?
 - a. The entire BN-20A software package, including drivers, BN-20A control utility, and Roland DG VersaWorks, can be found here <https://downloadcenter.rolanddg.com/BN-20A>. Installation guides and user manuals can be found here as well. Links will be live beginning October 20th, 2021.
4. What design software and file types are compatible with the BN-20A?
 - a. A vector-based design software like Adobe® Illustrator® or CorelDRAW® will be needed to generate the cut paths (Cut Contour), and the preferred file types (PDF, EPS, JPEG, TIFF and PS) are also supported in Roland DG VersaWorks.
5. Does Roland offer any after-purchase training for use of my BN-20A?
 - a. Roland DGA has a wide selection of video tutorials, ranging from step-by-step installation to software use and application training. All of these videos are organized and housed here [Roland TV | Roland \(rolanddg.com\)](https://www.rolanddg.com/rolandtv).
6. Can I connect more than one BN-20A to my computer?
 - a. No, the utility software that controls the BN-20A can only recognize a single BN-20A. A separate computer would be required for a second BN-20A unit.
7. How do I find consumable replacements and other accessories available for my BN-20A?
 - a. <https://www.rolanddg.com/products/printers/versastudio-bn-20-t-shirt-printing-press/accessories>
8. What are the system requirements for the BN-20A and VersaWorks?
 - a. **Operating system - Windows® 10 (32/64-bit) Windows® 8.1 (32/64-bit) Windows® 7 Professional / Ultimate (32/64-bit)**
 - b. **CPU - Intel® Core™2 Duo, 2.0 GHz or faster recommended**
 - c. **RAM - 2 GB or more recommended**
 - d. **Video card and monitor - A resolution of 1,280 x 1,024 or more recommended**
 - e. **Free hard-disk space - 40 GB or more recommended**

- f. **Hard-disk file system - NTFS format**
- g. **Other requirements – USB Port, Internet Connection**

תודה
Dankie Gracias
Спасибо شكراً
Merci Takk
Köszönjük Terima kasih
Grazie Dziękujemy Děkojame
Ďakujeme Vielen Dank Paldies
Kiitos Täname teid 谢谢
Thank You Tak
感謝您 Obrigado Teşekkür Ederiz
Σας Ευχαριστούμ 감사합니다
ขอบคุณ
Bedankt Děkujeme vám
ありがとうございます
Tack