

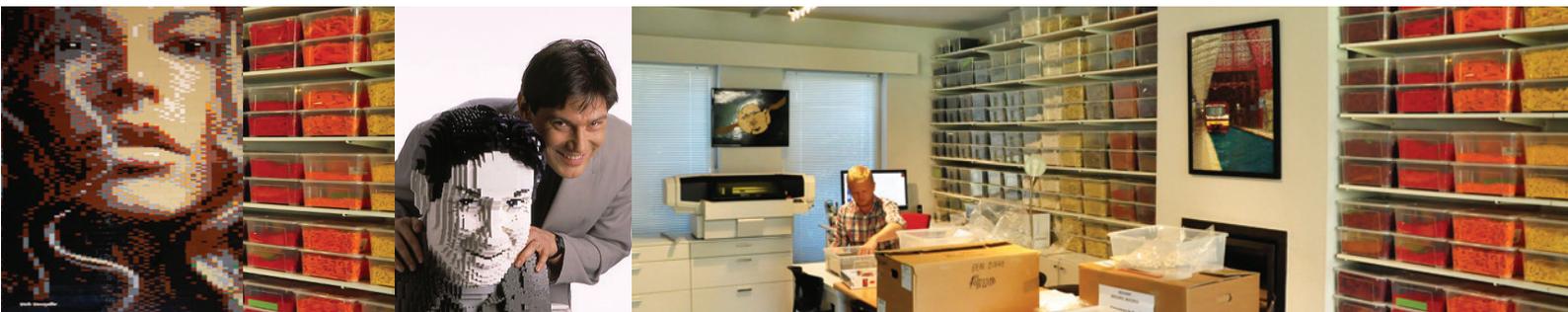


### THE CHALLENGE

As one of only 19 LEGO® Certified Professionals in the world, Amazings uses LEGO for team-building events. The next level in working with LEGO came when a company asked Dirk, Amazings' CEO, if he could make personalised gifts with LEGO, with a logo or name printed on a LEGO brick. And so, Dirk and his team went on a quest to find a printer that would fit their needs.

Products in user story: [ValueJet VJ-426UF](#)

When Amazings, a Belgian Art & Events bureau, installed a Mutoh ValueJet [VJ-426UF A3+ Flatbed LED UV Printer](#) to personalise LEGO bricks, a completely new world of possibilities and opportunities opened up for them. Today, they couldn't do without the Mutoh printer, and as in many cases, wished they had done this sooner.



### Dirk Denoyelle

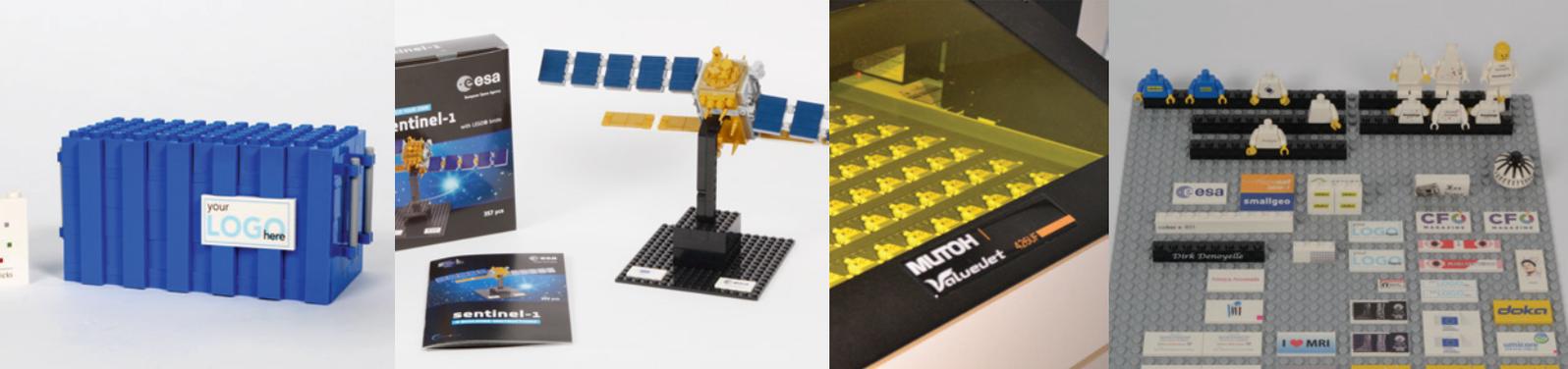
Dirk Denoyelle, Amazings' CEO, started his career as a stand-up comedian and imitator of well-known persons back in the 90's. Today, he is one of Flanders' (the Dutch speaking part of Belgium) best-known, most demanded and most versatile comedians. Besides that, he has always been an avid LEGO enthusiast with more than 20 years of experience in building unique LEGO creations. Since 2001 he has been focusing on bringing comedy to companies and conferences. Through this, he had discovered that LEGO was the perfect medium to transfer his message.

### 3D busts

Dirk is also one of only 19 LEGO Certified Professionals in the world, a group of adult LEGO hobbyists, who have turned their passion for building and creating with LEGO bricks into a profession. Dirk Denoyelle: *"Building the heads of 30 famous Belgian and international people out of LEGO bricks is how it all started for me. Each LEGO Certified Professional is selected based on his or her building proficiency, enthusiasm for the LEGO brick and building system and professional approach towards other LEGO fans and the broader public. Being a LEGO Certified Professional comes with responsibilities, but it also opens up a lot of new opportunities."*

### Team-building with LEGO

Building on his success as a LEGO Certified Professional and working for companies, Dirk further developed the use of LEGO bricks for team-building events. Imagine a crowd of 200 people literally building a city out of bricks, making sure the message of the team-building day is incorporated in the result. Dirk and his team give tips and tricks, and entertain the group. *"This formula has worked very well for us, and I am sure that as a result, many professionals returned home with a LEGO project for their children."*



## Bespoke LEGO creations

The next level in working with LEGO® came when a company asked Dirk if he could make personalised gifts with LEGO, with a logo or name printed on a LEGO brick. Dirk: “Since we had never done this before, and had absolutely no idea how to do this, we outsourced the printing to a specialised company. But from one order came another, and pretty soon it became a very interesting business. However, things didn’t always work out the way we wanted. For example, one print supplier could only print on white LEGO bricks. In another instance, the print quality was not what we expected, or the image cracked where the LEGO bricks joined.” So before long, Dirk realised that outsourcing was not a long-term option and that they had to do it themselves. Which was easier said than done.

## Compact size

And so, Dirk and his team went on a quest to find a printer that would fit their needs. “We looked at several machines and suppliers, but finding a printer that not only would fit in our office, but also deliver good quality, was quite a challenge. Mutoh turned out to be the only supplier who had a printer that could satisfy our needs. We had already worked together with Mutoh on some previous company events, so we had a good understanding of the company’s values and products. We finally opted for the Mutoh ValueJet 426UF A3+ Flatbed LED UV printer, and that for several reasons. One being its compactness, making it perfectly possible to install the printer on a cabinet in our office.”

## LED UV curing results in good image adhesion

Another important criteria for Amazings, was the curing time and adhesion of the print on the LEGO bricks. “On some of the previously outsourced jobs, we observed that the ink adhesion was not good.

*You could literally scratch the image off the bricks, and that is not acceptable for us. Thanks to the LED UV ink curing technology in the ValueJet printer, the ink instantly dries and adheres very well on the LEGO bricks, which are made of ABS plastic. A secondary advantage of the LED UV curing is the fact that no heat is produced, making it the perfect solution to print on plastic materials such as LEGO bricks.”*

## White ink is a must

LEGO bricks come in all sizes and colours, and therefore the extra white ink in the machine comes as godsend. “Which translates to no limitations to our imagination, thanks to the white ink. It doesn’t matter what colour the bricks have, we can print any image or logo on them with an astonishing level of detail. To give you an example, small text that is unreadable with the bare eye, is still readable with a magnifying glass. That’s how high the print quality is of this machine.”

*It may sound like a cliché, and it probably is, but fact is that we could not miss this machine anymore, concludes Dirk Denoyelle. “The Mutoh ValueJet VJ-426UF has enabled us to find new opportunities and as such grow the company. In fact, I often compare the printer to a car. You cannot do without one, and preferably, it never breaks down. Well, that’s exactly what this cute little printer is to us.*

*We call it our little Rolls!”*

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