

Print It expands production capacity and scope of projects

Print It was established in 2007 in Argenton, Spain, with the goal of providing communication solutions based on innovative applications, excellence in printing quality and an indisputable commitment to service. In just over 10 years they have become renowned as one of the best soft signage providers in Spain. This success has resulted in an increase in clients and orders, pushing them to search for equipment in order to keep up with demand. The EFI™ VUTEk® FabriVU® 340 was their printer of choice.

Roberto Ferrero, Manager of Print It, explains the reasons why they selected the VUTEk FabriVU 340: "We chose this printer as it's the only one on the market that allows us to print on fabric and transfer paper with the same type of inks. This dual function convinced us of its versatility. In addition to this, the quality offered was evident with an exceptional colour range and intensity. We were convinced that it was the machine we were looking for."

Another fundamental consideration for Print It prior to this acquisition was to confirm that the printer had a low margin of error. "Downtime due to technical issues is an inconvenience that all companies want to avoid. We couldn't allow that to happen due to our service commitment to our clients. Therefore, we documented and confirmed that the VUTEk FabriVU 340 has a low incident rate, with the advantage that if anything did happen, EFI has a local technical service that would solve the problem quickly", explains Ferrero.

Broadening its experience in sublimation even further

Print It is one of the few sublimation specialists in the soft signage market in Spain. Its customers seek high quality output, and Ferrero is convinced that this is only possible with sublimation.

"Sublimation is the type of printing that provides increased quality as it offers colour saturation and



Challenge:

"...we needed to expand production capacity while maintaining quality with exceptional colours and intensity."

ROBERTO FERRERO, MANAGER
PRINT IT

print it!

Print It is a benchmark for point of sale applications in Spain. Thanks to having total control of the production process, the company is able to deliver within 24 hours, producing unique elements with superior quality photograph printing in use.

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intensity that others simply can't achieve. It is durable because the pigment is integrated into the fabric's fibres and doesn't bleed through. It was clear to us from the beginning, and that's why we opted for this technology, whether it be for direct printing or by paper transfer, dye-sublimation printing allows for better definition and a more intense black. So, the fact that the FabriVU 340 allows for both processes in one printer is a huge competitive advantage for us."

Print It customers include leading brands such as Orange, Nike, Lacoste, Mango, Nespresso and many more for whom they make applications for points of sale, events, decoration, and interior design. The production jobs range from lightboxes to totems and cubes to banners.

Ferrero also points out that the other advantages of installing this printer were spillage savings and the variety of substrates that can be used for printing. "The possibility of doing everything on paper allows us to significantly reduce spillages. Moreover, we can print on a wide range of substrates up to 320 cm at a speed of 400 square metres per hour. Until now, our capacity was only approximately 130 square metres per hour, so we have increased this considerably".

Solution:

"We chose this printer as it's the only one on the market that allows us to print on fabric and to make transfers onto paper with the same type of inks. This dual function convinced us of its versatility."

ROBERTO FERRERO, MANAGER
PRINT IT





Display stands printed with the EFI VUTEk FabriVU 340 and Roberto Ferrero, Manager of Print It.

Expanding the scope of projects

As of today, 35% of Print It production is done using the VUTEK FabriVU 340, although its manager forecasts that in six months this figure will reach 60%. "We can now take on projects that were out of scope for us previously. What's more, we now invite our clients to come and see our printer in action because we consider EFI to have a good reputation on the market. And this gives us another competitive edge."

Print It best assets without a doubt are its clients. Ferrero says, "We have big clients who are loyal to us and with whom we are committed to succeeding and offering them constant quality and perfect service. After a few months in operation, we can confirm that the FabriVU 340 has fulfilled all of our expectations regarding capacity, quality, ease of maintenance, and zero incidents."

To continue with their service and quality strategy, choosing sublimation and taking the big leap to five-metre formats are the Future plans for Print It. Roberto Ferrero concludes, "When the time comes to make the change, we will obviously consider incorporating additional EFI equipment."

Result:

"...after a few months in operation we can confirm that it has fulfilled all of our expectations regarding capacity, quality, ease of maintenance and zero incidents."

ROBERTO FERRERO, MANAGER
PRINT IT

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity.

Visit www.efi.com or call 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.



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