Finding the True Benefits of Web to Print

Win-Win-Win

Cross-Media Marketing
A Powerful Growth Opportunity

Offset Printer Adds
Digital Press

Tips & Tricks:
How to Print on Turf with Less Energy
Here we are talking about **Customer Loyalty** again. It’s just too important to limit the topic to one issue of Select.

Last time we focused on it from a marketing perspective and we offered insight into how you can generate long-lasting, business-building loyalty with your customers. This time we are looking at different loyalty-generating scenarios—the customer-vendor relationship as well as the vendor-vendor-customer relationship. All will be clear to you as soon as you read ‘Win-Win-Win’ on page 20 and “Turning the Tables” on page 3.

I’d also like to offer you a few suggestions on how you can make interaction with just about anyone you do business with loyalty-based. After all, every time we find ways to ease relationships we make our work environment more pleasant and therefore more productive.

1. **Get rid of the word “problem.”** Address “issues” or “topics” instead. You’ll find out that when you remove the negative connotation, the issues become easier to solve.

2. **Explore options rather than demand solutions.** This will prevent putting others on the defensive and make people more eager to find a solution.

3. **Learn from each experience.** That’s our mantra at EFI. We don’t like unhappy customers but when a clash occurs, we work to resolve it right away, send input to product development and offer the customer a little extra training and a lot of helpful hints. Every experience is a growth opportunity.

4. **Have brainstorming sessions with your customers and your employees.** You will be amazed at what you will learn and the ideas you will generate. Plus it’s so much fun. You’ll come away with new programmes, new products and new relationships.

5. **Be motivational.** Call attention to the accomplishments of those present. Present a challenge for which you reward the winner. There are many ways to motivate. Near the end of a meeting I once attended, the meeting leader handed out a sheet of inspirational and satirical quotes. Some were very funny… all of them were relevant to our meeting.

We will continue to bring you loyalty stories and provide tips on how to develop relationships. Write to me with your loyalty story at adriana.puccio@efi.com.

---

Colophon:

Editor-in-Chief: Adriana Puccio / Editorial Consultants: Frank Tueckmantel, Marc Verbiest, Rosemarie Monaco / With special thanks to: Lauren Blass, Brian Bernard and Boyana Menu / Layout: Hayley Nichols & Lesley Waters
UltraDrop Technology

The new printer gives companies an edge with innovative LED platform, 7pL greyscale technology and flexible ink.

Unveiled in Shanghai, the new EFI™ VUTEk® GS5500lxr Pro 5-metre is possibly the most versatile superwide printer on the market. The roll-to-roll printer is the first to incorporate EFI’s 7-picolitre greyscale UltraDrop technology.

UltraDrop Technology employs native 7pL print heads with true multi-drop addressability in each dot position, giving high apparent resolution and high-definition quality with four-level greyscale and two ink density levels. The new technology also produces outstanding smoothness in shadows, gradients and transitions, as well as superb text quality with four-point text in both standard and knockout with fewer, stray “satellite” droplets and more clarity in all print modes.

LED for greener more versatile printing

The printer’s LED inks cure at a lower temperature than is required for other curing or drying methods, giving users the ability to print on a wider range of media that cannot withstand high heat, including less-expensive and thinner media down to .79 mm thick, as well as textile and mesh print materials.

SuperFlex Inks deliver solvent-like elongation

With its EFI VUTEk GSlxr 3M™ SuperFlex ink, the printer delivers superior performance for outdoor applications, vehicle wraps and graphic applications on textured surfaces, such as brick panels. The ink also offers an extended colour gamut, plus it provides solvent-like elongation characteristics and withstands heat installation without cracking.

Certified for New 3M MCS Warranty

Ensure a 3M™ MCS Warranty for vehicle graphics when you produce jobs with the new VUTEk printer using the appropriate 3M™ base film, EFI VUTEk GSlxr 3M™ SuperFlex UV Inks (excluding white) and the appropriate 3M™ film over laminate.

Loyal VUTEk user becomes early adopter

China-based Baicheng Group became one of the first companies in the world to install the new EFI VUTEk GS5500lxr Pro printer.

“We began our partnership with EFI in 2010 when we invested in our first VUTEk GS5000r, which gave us the capacity to grow our business, so much so that to date we have five GS5000r printers installed,” said Mr. Luan Yue Sheng, Chairman of Baicheng Group. “Recently we have extended our capabilities by installing four EFI GS3250lx LED devices. We are extremely excited about the development of the new 5-metre roll-to-roll printer with LED imaging platform and 7pL greyscale UltraDrop technology. The VUTEk GS5500lxr Pro will be unmatched in the market and will certainly allow us to set the pace for future growth.” 🍀
What Large-Format Printers have to say about EFI

Turning the Tables

EFI asks a few of its long-term customers why they keep coming back.

We've been focusing a great deal on the importance of customer loyalty. That's because there aren't too many things more important in today's competitive environment. Creating customer loyalty is like taking out an insurance policy on your business. It guarantees a steady flow of income even during challenging times.

Customer loyalty requires three things: reliable, innovative products; an open flow of communication; and the willingness and skill to respond to customer needs.

For this article we thought we'd turn the tables. Instead of preaching the benefits of loyalty, we've ask printing companies around the world why they remain loyal to EFI to see how well we meet the criteria for generating loyalty.

Here is what they have to say...

“Positive dealings with EFI and James Mellor, sales development manager for Africa, ultimately enhanced our decision to purchase the EFI VUTEk GS3250lxr Pro printer.”

Neville Hockly, Managing Director, Frantic Visual Communication
Frantic Visual Communication produces a wide range of large-format print, including POP/POS, billboards, vehicle wraps, as well as textile products. The company specialises in quick turnaround, high quality print runs while focusing on affordability for its client base.

Until recently all digital production was handled by the company’s older generation VUTEk printers. Then, in July 2014 after thorough research and test runs, FVC purchased an EFI VUTEk GS3250.xr Pro – making them the first user of the LED printer in Southern Africa.

“When we purchase new digital equipment, it is done after careful evaluation of our needs and consideration is given to all brands, but our decisions always sway towards EFI VUTEk.

Production capacity has increased incredibly, while higher print resolution allows us to provide a superior product for in- and outdoor applications. We supply a comprehensive range of printed products from ‘one-offs’ to complete campaigns. The printer is highly reliable. In fact, the GS3250.xr Pro has been fully operational since its installation.

Our relationship with EFI is also a factor. Positive dealings with EFI and James Mellor, sales development manager for Africa, ultimately enhanced our decision to purchase the EFI VUTEk GS3250.xr Pro printer. After 8 years with EFI equipment which has always succeeded in meeting the extensive array of work challenges further underlines this”.

FVC also use a VUTEk PV200/600 2-metre UV rigid and roll-to-roll printer, as well as an eight colour VUTEk 3360EC 3.2-metre roll-to-roll Solvent printer. Until recently, parent company USS Graphics International (Pty) Ltd in Cape Town used a GS2000 2-metre UV rigid and roll-to-roll printer.

Frankfurter Fahnen Jungmann GmbH since 1918. Offenbach/Main, Germany
Jens Jungmann, Owner and Managing Director

“When we installed our first VUTEk, an UltraVu 5300, in 1999 it was the most expensive but delivered the best quality, productivity, and reliability on the market. It is no longer the most expensive, but these capabilities are still the reason we invest in VUTEk.

EFI’s technical service is also a big plus especially when you compare it with their competition.

The VUTEk makes selling easier. If you tell a customer, especially from the advertising industry, that you use VUTEk, you don’t need to explain about quality. There is no better reason than this to invest in this printer.

Our latest purchase was a GS5000r fully equipped with 8-colours plus white and double-sided printing. Currently we use two VUTEk printers, the UltraVu 3360 and the GS5000r. While we employ screen printing for our sizable flag business, we use these two VUTEk printers for just about everything else which includes a wide range of core and speciality products. This gives us an advantage to serve the market beyond screen applications.”

“If you tell a customer, especially from the advertising industry, that you use VUTEk, you don’t need to explain about quality.”

Jens Jungmann, Owner and Managing Director, Frankfurter Fahnen Jungmann GmbH
If you’re ever looking for a company that has successfully integrated analogue and digital signage in a highly sophisticated manner, look no further than Visual Impact (in Casablanca, Morocco) and don’t hesitate to contact Nabil Mikou, the company owner and managing director.

Mikou runs three separate companies to manage the demand from event organisers and delivers a wide range of signage, printed and digital material, and sometimes combinations thereof. His new, versatile EFI VUTEk GS2000lx perfectly matches this concept and enables him to supply his customers with an extensive assortment of substrates, flexible and rigid as well, for their promotional purposes.

Competitive market

Competition is tough, Mikou explained, with the many small and medium-sized sign and wide format print competitors in the region. And larger media brokers have purchased their own printers to do display work in-house.

To combat this trend Mikou and his staff are in direct contact with architects, building construction developers, festival and event organizers, banks and insurance companies to organise campaigns. “We try to get involved in the process from the outset, make plans, provide information on the available options and new materials such as rigid media, etc.,” Mikou explains. “In the case of Maroc Telecom, we even store materials on their behalf to make them available as soon as possible when a promotion is due. It is another opportunity for keeping in touch with our customers. We provide many different services and they are happy for us to provide solutions for their problems.”

Versatility

The new EFI VUTEk GS2000lx can deliver higher speeds, which is useful particularly during periods with a heavy workload. LED drying means less dwell time after the printing process. Artwork is dried immediately after printing, which accelerates the overall production speed.
Moreover, when printing on rigid materials with a new range of possibilities, a higher margin is achieved - not every competitor is in a position to do this. “The same applies to printing on very light materials such as silk, which is another option we can provide our customers with,” says Mikou.

“Since the EFI VUTEk GS2000lx was introduced, Visual Impact encountered fewer proofing problems. And by maintaining a “green” approach, we also encounter fewer problems when dealing with multinationals that observe European regulations,” continues Mikou. “Turnaround figures are improving. A well-trained workforce is also important. We are in a better position than companies that are not familiar with colour management, print job streamlining, etc. We have the right people who can provide support to customers throughout the project, i.e. with specific assistance, ideas, installations, appropriate and often stunning sign solutions.”

“For us, there was no question of standing strong in the digital market. We have chosen to differentiate ourselves by providing added value and high quality. This is why we took the advice of Saga Digital, EFI’s VUTEk dealer in the Middle East and Africa, and invested in an EFI VUTEk GS2000lx.”

Wide range of options
“The VUTEk has allowed Visual Impact to attack new markets with very demanding colour-rendering requirements: events, stage decoration, photo exhibitions, interior design. We mainly use innovative new substrates, such as honeycomb cardboard, that are still not found very often in Morocco. It’s another way to differentiate ourselves,” says Sophie Lecomte, Visual Impact marketing manager.

“The ecological aspect is a plus. The new printer does not emit VOCs (organic volatile compounds), uses fewer consumables, reduces waste and has low energy consumption. As for productivity “the printing time has been reduced to 25 percent of what it was with the old printers, and immediate LED curing gives us a significant saving in time for markets like events, where time is often of the essence”, adds Mikou.

“Ton Rombout”

“We even store materials…It is another opportunity for keeping in touch with our customers. We provide many different services and they are happy for us to provide solutions for their problems.”

Nabil Mikou, Owner and Managing Director, Visual Impact
Focusing on **Customer Satisfaction**

**Inside EFI**

A close-up of EFI’s approach to customer loyalty.

As vice president of Inkjet Operations for EFI, Jon Martin is in a unique position. His responsibilities include not just supply chain and manufacturing but they also include the service operations. That means that he and his team are involved end-to-end in customer satisfaction. Because they know what can go wrong after a product is installed, they can make sure it doesn’t happen again by fixing it on the manufacturing end.

“Some argue that there are times when the customer is not always right. In my book, that’s not possible. Because no matter what goes wrong, whether it’s an operator error or an equipment failure, it is an opportunity for us to make sure it never happens again. Maybe it means improving our training or building fail-safes into our printers. No matter where the problem occurs, it is a learning opportunity as well as means of developing a partnership with customers,” says Martin.

“Your relationship with your customers, regardless of the type of organisation you are with, needs to be symbiotic.”

Jon Martin, vice president of Inkjet Operations, EFI

**Fool-proof strategy**

Martin’s organisation operates under what his group calls the Quality-Delivery-Cost-Growth mantra. Quality is not just how great the equipment prints. It also includes how the service group interfaces with customers. In his words “nothing is more important than the customer.”

Delivery means expeditious handling of everything from installation and training to addressing service issues and delivering feedback to manufacturing.
Cost, as Martin explains it, is about focusing on customer needs and not on how many service contracts get sold. When you apply that strategy, you are giving customers exceptional value for their investment. That way everybody wins.

Growth means helping EFI customers stay profitable. This includes learning all the nuances of the equipment as it performs on customers’ sites so that EFI can continually improve its printers. “The more reliable we make our systems, the more money our customers make. When they grow, we grow. It’s that simple,” says Martin.

**Why companies fail**

When do you lose customers? “When you don’t back up your products. When you don’t resolve issues to the customer’s satisfaction, putting their needs first. When you don’t learn from every interaction and use that knowledge to continually improve the customer’s experience,” says Martin.

Les Schalm, EFI’s director of Service Operations tells the story of one customer’s service issue. The cutter that was integrated with a VUTEk printer was not working properly. The company could not get work out the door! EFI responded immediately. A service engineer identified that the Fiery DFE was not communicating properly with the cutter. He and a Fiery technician stayed on site for three days. They not only resolved the issue but made sure the printer was operating at peak performance and that the customer was happy. The best part: this experience told the service organisation that it needed to put more emphasis on training customers to use the Fiery software properly. And, it gave the developers valuable input for product improvement.

**Building loyalty**

Martin’s strategy builds customer loyalty organically. “Our mission is to help customers grow in a digital market. Growth depends on customer satisfaction. We don’t exist without them. We can’t improve without their input. Your relationship with your customers, regardless of the type of organisation you are with, needs to be symbiotic. You and your customers are a singular force building a strong future,” says Martin.

---

**NEWS IN BRIEF**

**Eighth Consecutive Graphprint Award for EFI Metric**

EFI’s productivity software is named “Best Management System” by Brazil’s Graphprint.

EFI™ was one of the highlights of the 13th GRAPHPRINT Award. For the eighth consecutive year, EFI Metrics won the award for its print management software.

Each year, Brazil’s leading graphic arts publication, Graphprint recognises the industry’s leading suppliers in 23 categories as well as graphic achievements covering five segments: digital, sheetfed and web offset, packaging and promotional printing.

“We are delighted with this latest recognition. We offer automation that allows businesses to stay one step ahead of the market. We are committed to following the trends of the printing industry and this award shows that we are going in the right direction,” said Osmar Barbosa, general manager of EFI Metrics in Latin America.

EFI Metrics, based in Sao Paulo, Brazil is a leader in ERP (MIS) systems for the printing and packaging industries in Latin America. Over the past 14 years, the company has built a base of more than 250 customers in Brazil and Latin America. Acquired by EFI in 2012, Metrics became part of EFI’s Business Software portfolio under the leadership of Osmar Barbosa, co-founder and former CEO of Metrics.

“We are very satisfied by the acquisition of the Metrics software and proud to be part of this story. EFI more than deserves to win the renowned Graphprint award again,” said Alexandre Topin Miranda dos Reis, managing director of Formags in Sao Paulo.

Innovative Metrics software module EFI IQuote is marketed worldwide as part of the EFI Productivity Software suite because of its unique, easy-to-use features. The software explores each path a job can take, calculates the best layout and the best resources for each job and for each quantity, then it automatically selects the best production technology for each quantity - digital or offset, sheet or web.
In 2011, PointOne Graphics, located in Etobicoke, Ontario, Canada, was evaluating entry into digital printing to augment its offset printing capabilities. The company was seeking a digital printing solution that could match the G7/GRACoL colour reference for both proofing and short production runs. Rick Lee, quality assurance manager says, “There were two key factors whatever we invested in had to accommodate. First, it had to be able to operate in a business model that made sense for us. And second, it needed to be certified under the IDEAlliance Digital Press Certification program to match the GRACoL colour reference. These factors were not negotiable.”

Choosing carefully
During the selection process, PointOne evaluated digital presses from five vendors. In addition to assessing the capabilities of the presses, PointOne was also working to build the right business model for digital printing that would bring the most value to its business. The company decided to install a Ricoh Pro C901 digital press that at the time had not yet been certified to meet the GRACoL specification. Fortunately, as the company was getting its new press up to speed, Lee learned that EFI™ had achieved IDEAlliance Digital Press Certification for the Pro C901 using the EFI Fiery® digital front end (DFE). “We worked with EFI and Ricoh to ensure that the Pro C901 would deliver the quality and consistency of colour output that we demanded,” says Dennis Low, president. “We also beta-tested the Fiery/Prinergy integration, which satisfied those needs as well.”

By becoming one of the first companies to integrate the Fiery DFE with a Kodak Prinergy® Workflow, PointOne effectively created a single, hybrid workflow for offset and digital printing. Prepress workflows, integrated with digital servers and offset presses, make it easy and quick to direct jobs to the appropriate systems with job tickets and print-ready files. Operators can manage jobs using a single user interface for multiple devices for centralised operation.

“...the combination of the EFI Fiery DFE and the Ricoh Pro C901 brought us a number of unique benefits that have significantly increased our revenues and profits.”
“All RIPs are not created equal,” says Lee. “Our standards are very exacting, and our first attempts did not deliver the results we were looking for, so we had to expand our search to find a different configuration. We turned to EFI and Fiery products to solve the problem.”

Implementing a plan
With the Prinergy-connected EFI Fiery DFE in place, PointOne began to develop an innovative digital printing concept, one based on the company’s demanding internal certification process for colour. With the technology and expertise PointOne had on hand, the company was ready to tackle the strict consistency requirement of IDEAlliance digital press certification – a delta E colour shift measurement of three or less. It is something that is rarely seen on toner-based digital presses.

“We put together a team comprising our staff, and representatives from EFI and Ricoh,” Lee says. “Together, we were able to reach a very acceptable delta E that ranges from 2.2 to 2.5.” To maintain these tolerances, PointOne calibrates its Ricoh press daily and does a colour check mid-shift to ensure that there is no drift.

After certifying the configuration to meet quality needs, Lee developed an innovative business plan in which the Ricoh Pro C901 is used primarily as a proofing, rather than production, device. “Proofing actually delivers a much better ROI than short-run production with our Fiery/Ricoh configuration,” Lee explains. “Not only can we charge significantly more for Ricoh proofs, but we can turn them out faster, giving our clients contract proofs within minutes.”

“In addition to delivering consistent colour, the combination of the EFI Fiery DFE and the Ricoh Pro C901 brought us a number of unique benefits that have significantly increased our revenues and profits,” says Low.

Benefitting from the results
Prior to acquiring the Ricoh press, PointOne was using wide-format proofers, producing continuous tone proofs on inkjet proofing paper. “While the proofs looked great,” Lee comments, “they are hard to match on press. With our Fiery/Ricoh configuration, not only are we able to provide the client with accurate colour, we can do so on paper that is similar or the same as the paper that will be used on press for the final job. We print proofs with a 150-line screen, and they are very easy to match on press as compared to a continuous tone image.”

“The ROI on our Fiery/Ricoh configuration was less than two years,” says Lee. “Had we devoted our digital press to proofing earlier, we could have reached ROI even sooner, perhaps in as little as a year. Using the Ricoh C901 with EFI Fiery DFE as a proofer was a ground-breaking concept out of left field, but it has paid off. Our customers – and their customers – are delighted with the fast turnaround and high quality of proofs, and we have benefitted from increased margins while providing a lower-cost solution for our customers.”

“Our customers – and their customers – are delighted with the fast turnaround and high quality of proofs, and we have benefitted from increased margins while providing a lower-cost solution for our customers.”

Rick Lee, Quality Assurance Manager, PointOne Graphics
No More Warping!

How to keep sheet media flat.

Senior applications specialist, Brian Bernard, offers some tips and tricks on the installation and operation of EFI’s Material Edge Guides (MEG), designed for use with VUTEk® GS series hybrid printers.

Most print operators know that sheeted media doesn’t always arrive flat. Some materials react to their environment by warping on the edges before they even make it to the printer. The MEG system allows operators to print on less expensive media, like corrugated, which can commonly have warped edges. Additionally, the MEG system allows printing on climate or heat reactive substrates without the heads hitting the media, saving time, prints and reducing waste.

The MEG system consists of a front rail that mounts to the front output roller, and skis that are anchored in the front to the main beam of the printer and in the back to a rear dovetail rail under the main beam. The skis are locked in once mounted and leveled to the desired media. Corner stops and rear edge blocks for the media fence also are included to compensate for the ski width.

The MEG system is easily installed or removed in less than 10 minutes. The tools you will need to install the skis include a 11 mm (7/16") open-ended wrench, a 4.8 mm (3/16") T-handle wrench and a 0.13 mm shim (.005") for leveling purposes once the MEG is locked in place. Unless you always print on media with suspect edges, use the MEG system only when needed as opposed to keeping it installed all the time.

The skis, once installed, can slide the width of the beam to accommodate most media widths or printing of multiple sheets up across the bed.

The addition of skis to the beam will reduce the printable width of the bed by approximately 25 mm with each outside ski, and 38 mm with each internal ski (if running multiple up boards/sheets). Also, since the side edges of the media ride under the skis, there will be a maximum of 6.35 mm on the media’s side edges that is unprintable.

Some common media that the MEG system is intended for use with include:

- Fluted Paper (A, C, B, E, F, EB & BC) (Corrugated Cardboard)
- Coroplast®
- Enviroboard™
- Re-board
- Foamcore
- Gator board
  - Finish can be craft or white
  - Post processes can include scoring, laminating, folding, cutting, etc.

The MEG system is not limited to only these media, and is able to be used with materials up to 19 mm thick. The MEG system is supplied with two types of skis to accommodate use with the widest variety of media.

The thinner media skis are 2.4 mm thick, and ideal for media with a thickness of 2.5 mm and under. The thicker media skis are 3 mm thick and are for medias thicker than 2.5 mm.

After skis are installed, height adjustment for your desired media is easily adjusted up and down with a wheel on the back of the skis as well as a 11 mm open ended wrench on the front.
Once new corner stops and skis are installed, media fence offsets will need to be adjusted to account for the addition of the MEG system, so that your images will still print where intended. Head height and bi-directional alignment adjustment to compensate for the MEG also are required.

The MEG system also includes wrinkle detect sensors, which will pick up on inconsistencies in the media as it prints, and stop the print if the inconsistency will cause a head crash. This will not save the print, but it will save your heads from hitting the media, as well as saving the amount of time it takes to recover from a head crash.

Once installed and set up, operation of the printer remains the same. The MEG system can be used in all print and colour modes. It should be noted that with each new print initiated, the system performs a scan to detect the installed skis and that they will not come into contact with the carriage.

The MEG system’s skis hold down the right and left edges of the media—not the lead and trail edge—due to the printer having a moving carriage and table. If your media is severely warped on the edges that do not ride under the skis, some slight scraping of the lead and trail edge of the media could occur. This is easily remedied by adjusting your head height and bi-directional to account for the warping.

The MEG system is intended predominantly for sheet applications. Rolled media running on a hybrid printer tends to have some side-to-side “walking” over the course of a long print. Since the skis are fixed once locked in, if rolled media “walks” too much, they could bump into or move under the skis. This would require periodic stopping to re-adjust either the media or the skis. Therefore, shorter runs on web media may work with the MEG system, but longer runs will require adjustments for the reasons stated above.

The MEG system is a great way to successfully print on difficult medias, allowing for a wider range of substrate that may have presented challenges in the past or were too risky to attempt without head strikes.
“Making Web-to-Print Work” is a new white paper that looks at why many early W2P implementations fell short of expectations. It builds on the experience of early adopters to explain how integrating your online sales portal with internal planning, financial and production systems delivers powerful benefits in efficiency and productivity.

The paper describes the types of inter-system communication necessary for this in terms of both information content and technical format and discusses different approaches to integration. The white paper also explains the essential personnel, skills and business models needed to support a successful web-to-print operation.

Where early W2P went wrong

Over-enthusiastic early promotion of W2P suggested that it was a tool for winning huge volumes of consumer business, especially as there were some high-profile successes in that sector, such as Vistaprint. However, the apparent lack of support for business-to-business sales to existing customers, which form the bedrock of most commercial print businesses, made it seem irrelevant to many. Lack of demand from existing customers or resistance to changing their ways may also have prevented some W2P uptake.

Those who attempted to implement W2P but didn’t get good results often failed because they did not market the online print buying facility adequately. They may have targeted the wrong type of customers, offered types of work that don’t lend themselves well to simple automation, or which didn’t integrate with other production and management systems and so required manual progression of jobs, the web-to-nowhere phenomenon.

Joining it all up

With correct customer interface design, much of the information necessary for both the management and production of jobs is generated or captured via the W2P portal when the order is placed. By transmitting it automatically to the relevant systems, errors can be avoided, potential problems identified more quickly and staff time made available for higher value work than re-typing information.

Communication with MIS/ERP, digital asset management and production systems may need to run not only from the W2P portal but back to it as well. This might call for bespoke software development, building on standard formats such as XML and JDF, or may be achieved by buying products from a vendor who can supply all the different components. Whatever technical route is chosen, there needs to be focused and sustained support across the disciplines within the printer’s organisation; it may be appropriate to form a W2P task force to achieve this.

Defining the offer

Web-to-print is a natural partner for digital print, whether cut-sheet presses or wide-format inkjets, especially where very short runs or variable data printing (VDP) are involved. In this type of work, job acquisition and management may account for a higher proportion of production costs than the printing itself. With the correct integration between customer-facing and internal systems, it benefits both customer – via increased convenience – and printer, by minimising human touch points and improving overall efficiency.
To add W2P successfully, it’s vital to set the business goals first, defining what kind of work will be accepted online and how the service will be marketed. Starting with existing customers is usually easiest, offering stock, catalogue or simple template-based work, possibly supported by inducements to try the new service. More technically difficult ad-hoc work or complementary non-print items may be added as the experience and confidence of both printer and customer grows.

To get a free copy of the white paper visit http://events.efi.com/w2p-whitepaper1.

---

**Flatbed Opportunities**

**EFI™ recently announced the installation of a hybrid EFI H1625 LED printer at a Kansas City, Missouri, US FASTSIGNS franchise.**

The FASTSIGNS centre is now growing its business by producing high-quality parking lot signage, backlit signs and other display graphics.

The FASTSIGNS centre, which does a significant amount of flatbed printing on aluminium and aluminium composite substrates, needed the printer to accommodate challenges its previous equipment could not handle. “The older hybrid printer we had was not performing the way we wanted it to, and the manufacturer had discontinued the service warranty for that model,” said Gregg Kruse, who is a co-owner of the franchise location.

Kruse was on the verge of purchasing another hybrid UV printer from his former print technology vendor until he learned about the EFI H1625 LED printer at the annual sales summit for FASTSIGNS franchisees. The EFI printer’s white ink capabilities, combined with its single-pass, multilayer printing and its true eight-level, variable-drop greyscale printheads, provided a competitive quality advantage in flatbed production throughput that Kruse did not have before.

Unlike many other entry-level, wide-format production printers, the EFI H1625 LED printer has white ink loaded all the time. Kruse’s printer operators do not have to remove inks, clear ink lines, and install white ink every time it is needed for a job, a process that involves significant printer downtime, waste and labour cost.

**Faster, more accurate printing with EFI’s LED technology**

“The EFI H1625 is faster than our last hybrid printer and it prints more accurately,” Kruse said. “Plus, I love the fact that it prints white whenever you need it to. I know other franchises that have white ink capabilities on their printers but do not use it because of the time they lose switching to white ink. Our new EFI printer solves that problem.”

FASTSIGNS International based in Carrollton, Texas, is aware of the printer’s competitive benefits as well. FASTSIGNS International has just completed its own evaluation of the EFI H1625 LED printer and has designated it as a recommended production device for its franchisees.

The FASTSIGNS franchise operates its new printer using an EFI Fiery® XF workflow software package offering advanced colour and print management capabilities.

The EFI H1625 LED printer and Fiery XF software will be demonstrated at several fall tradeshows. Visit w3.efi.com/about-efi/efi-at-upcoming-events for more info.

---

Follow us Online:

Follow us on Twitter: @EFI_Print_Tech.
View us on YouTube: www.youtube/EFIDigitalPrintTech.
In today’s cluttered marketing environment, there is nothing more powerful than a consumer-centric, cross-media marketing campaign. Marketers who have integrated direct mail with purls (personal URLs) have reported as much as 475 percent return on investment. When they add email and other marketing media, the stats are even higher. Why does it work so well?

A cross-media campaign sends a single interactive message across multiple media. For example, Active shoe store sends Adam consumer a personalised postcard telling him that he can get special discounts on his favourite shoes by going to his URL, www.activeshoes.com/adam. Adam either types in the URL or captures the QR code from the postcard with his smartphone. Adam arrives at a website that features the shoes he’s put in his wish list at 30% off. Active increases consumer responses further by including personalised email and other media into the mix. Bombarded by thousands and thousands of messages daily, consumers are drawn to those that speak to them directly.

Digital StoreFront meets DirectSmile

In July 2014, EFI announced the acquisition of DirectSmile, a Berlin-based developer of automated cross-media marketing software. While EFI’s Digital StoreFront (DSF) already offers browser-based personalisation capabilities, DirectSmile will give DSF a little more muscle with the ability to add email, text messaging, social media and mobile website creation to the cross-media marketing mix.

"EFI is always looking for ways to make our products richer, with additional features and overall simpler to use—to give our customers the tools they need to grow in an ever-changing environment," says Filip Buyse, EFI’s general manager of web-to-print products. Buyse explains that web-to-print marketing is growing substantially at 23% annually according to InfoTrends. Yet the market place is highly fragmented with numerous players in multiple vertical sectors. With DirectSmile, EFI can now provide an integrated, all-in-one solution for data-driven print, web, email, social media and mobile – added to the existing EFI automated workflow. "The best part: it’s so easy to use, you don’t need programming skills or multiple solutions. You can create a complete cross-media campaign from a single browser-based interface," says Buyse.

Leveraging this new opportunity

If you are successful, you know the importance of getting close to your clients – of understanding their needs and providing solutions. When you add a new product or service, a good deal of your sales comes from existing customers. Imagine offering clients the ability to launch a cross-media marketing campaign that includes not just direct mail, email, web, mobile and social media, but that also includes large-format displays with QR codes sending consumers to landing pages or mobile websites where they can sign up for special offers.

The possibilities are endless. And so are the rewards.

"The best part: it’s so easy to use you don’t need programming skills or multiple solutions. You can create a complete cross-media campaign from a single interface."

Filip Buyse, General Manager of Web-to-Print Products, EFI
EFI™ MIS/ERP software gives you better visibility into your operation, enabling you to reduce costs and boost productivity. Get the unmatched automation and optimisation of EFI, the industry leader in MIS/ERP software. We have ignition. Call 0808 101 3484 or +44 (0)1246 298000 or visit http://mis.efi.com/takeoff6 for more information.
Printer **Lowers Cost** and **Reduces Waste** while **Expanding Media Options**

How to Print on Turf with **Less Energy**

*Evron Graphics First to Use EFI H1625 entry level LED printer.*

“After witnessing its debut at this year’s ISA International Sign Expo, point-of-purchase (POP) signage printer Evron Graphics became one of the first companies in the world to install the EFI™ H1625 LED hybrid roll/flatbed printer – a brand-new inkjet product that brings EFI’s greener, industry-leading LED inkjet platform to its Wide Format line of entry-level production technologies.

“After installing more than 250 LED printers at businesses worldwide, it is exciting to see the introduction of our newest model because, as a entry-level device, it can truly move a larger segment of the printing industry into important new profit opportunities,” said Scott Schinlever, senior vice president and general manager, EFI Inkjet Solutions.

“Evron Graphics – a company that really represents the ways advanced digital technology can transform a printing operation – is now in an even better position to offer comprehensive, high-quality point-of-purchase services with the unique capabilities of the EFI H1625 LED printer.”

Originally founded 30 years ago as a screen printing operation, Evron Graphics first adopted hybrid inkjet graphics production in 2011, when the Livermore, California, company became one of the first in the world to install the EFI H652 UV inkjet printer. Since then, digital printing has grown to represent 75% of the company’s revenues as customers started requesting high-quality displays printed in smaller quantities for more-targeted retail promotions.

**Less heat = lower costs**

Evron Graphics’ newest printer cures ink at lower temperatures than standard UV-curable printers, something that provides sizable, tangible results. Now, as Evron Graphics runs the H1625 LED printer alongside its EFI H652 model, company founder and President Chris Root is benefiting from lower expenses and even better digital productivity, ease-of-use and versatility.

“The printer’s ability to print a layer of white in-between two layers of colour is important in our backlit signage work. It eliminates the need to do multiple passes through the printer on backlits – which saves us time and improves quality.”

**Chris Root, President, Evron Graphics**
Engage with EFI on Social Media

*Share your EFI produced project photos with us using #ImagingofThings!*

We often feature photos and videos of projects produced with EFI equipment on our social networks to highlight real-life examples of what is being done in the industry with our products. The #ImagingofThings social campaign is not only a way to see what’s being created with EFI products, but also a chance for extended visibility and awareness of customers, partners, and dealers’ offerings and capabilities.

If you follow our Twitter (twitter.com/EFI_Print_Tech/), or like EFI Digital Print Technology on Facebook (facebook.com/EFI.Digital.Print.Technology), you can see all the innovative things we are sharing in the social media sphere. If you search the #ImagingofThings hashtag, you can see many of the exciting EFI produced projects being discussed online. Feel free to retweet/share the best of what you like from our social media efforts to join in the conversation.

If you are working on an interesting project that can be shared publicly, please post a photo of it and help us grow our social media presence – and yours too, as we often repost the projects shared, highlighting the company working on the project. Please include the #ImagingofThings hashtag in the post on either Twitter or Facebook.

We look forward to seeing and sharing the neat projects you are producing with your EFI equipment! ☺️

“The cost of operation is better with the EFI H1625 LED printer because it uses so much less energy than other devices,” Root said. “The printer also has a number of nice improvements for a product in its price range, including better software, more automation, and a more powerful vacuum table.”

Offering a remarkably low total cost of ownership for production-level LED inkjet capabilities, the 1.6 metre wide EFI H1625 LED printer also prints with exceptional quality thanks to its eight-level variable drop greyscale printheads. Plus, the printer also offers single-pass, multilayer print capabilities, which is a significant upgrade for Evron Graphics.

“The printer puts down more white ink than the H652, and it is a brighter white as well,” according to Root. “The printer’s ability to print a layer of white in-between two layers of colour is important in our backlit signage work. It eliminates the need to do multiple passes through the printer on backlits – which saves us time and improves quality.”

**Winning the turf war in digital print expansion**

The EFI H1625 LED printer’s “cool cure” technology gives users the ability to print on a broader range of substrates, including high-value, specialty substrates, opening the door to unique, creative opportunities. Evron Graphics, for example, has been able to image directly onto artificial turf, a unique and very heat-sensitive substrate.

The EFI Fiery® XF software Evron Graphics uses to operate its EFI printers streamline the company’s production workflow and help ensure that the company gets accurate and consistent results whenever it receives a reprint order for an existing job. ☺️
Great Relationships
Forge Profit-generating Innovation

Win-Win-Win

Canon’s Mark Lawn and EFI’s Gerard Sterk talk about the role of the customer in the product development process.

An interview with executives from Canon and EFI started out to be about how the Fiery FS150 driving the ImagePRESS C800 Series produces a super-fast, brilliant-quality, versatile digital press that you should run right out and buy. But somehow the interview took an entirely different turn.

You cannot separate the digital front end (DFE) from the press, explained Canon’s Mark Lawn, UK and European marketing director. “Canon chooses the Fiery FS150 because the software and the hardware work as one to deliver the versatility and functionality customers need, not just to produce high-quality print but to grow their businesses – to inspire new ideas and new services. EFI and Canon work as a team to make this happen”.

How do they know what the customer needs?
We know because we involve the customer in the development process, say both Lawn and EFI’s Gerard Sterk, Partner Alliance manager, almost simultaneously.

Between customer events such as EFI Connect and Canon for Business, as well as one-on-one customer visits, the two manufacturers know that greater processing power, automation and exceptional quality are absolute necessities. Yet, beyond that customers need new capabilities, such as flexible media handling and cross-media marketing tools to reach new markets and respond to today’s marketing demands.

Sterk also points to a 2012 InfoTrends survey that identified the DFE as the most critical component of a digital printing workflow. This is because users want access to various productivity and creativity tools as well as the ability to seamlessly integrate the equipment into their workflows. The Fiery FS150 gives the Canon a host of unique tools as well as JDF connectivity to make this possible.

You cannot separate the digital front end (DFE) from the press, explained Canon’s Mark Lawn, UK and European marketing director. “Canon chooses the Fiery FS150 because the software and the hardware work as one to deliver the versatility and functionality customers need, not just to produce high-quality print but to grow their businesses – to inspire new ideas and new services. EFI and Canon work as a team to make this happen”.

How do they know what the customer needs?
We know because we involve the customer in the development process, say both Lawn and EFI’s Gerard Sterk, Partner Alliance manager, almost simultaneously.

Between customer events such as EFI Connect and Canon for Business, as well as one-on-one customer visits, the two manufacturers know that greater processing power, automation and exceptional quality are absolute necessities. Yet, beyond that customers need new capabilities, such as flexible media handling and cross-media marketing tools to reach new markets and respond to today’s marketing demands.

Sterk also points to a 2012 InfoTrends survey that identified the DFE as the most critical component of a digital printing workflow. This is because users want access to various productivity and creativity tools as well as the ability to seamlessly integrate the equipment into their workflows. The Fiery FS150 gives the Canon a host of unique tools as well as JDF connectivity to make this possible.

Both Canon and EFI also tap into their global networks to learn more about how the marketplace is changing and how the needs of different users vary.

What makes the relationship work so well?
“We both have the same goal: to put profit-generating innovation into the hands of our customers,” says Lawn. “And we both know that customer input is critical to our success”.

EFI and Canon’s successful partnership is also a direct result of a long-term relationship. With the help of Fiery technology Canon was the first company to turn the copier into a digital network printer. The two companies have been sharing technological breakthroughs for a very long time.

Trust is key, insists Lawn. “The people, the infrastructure, the innovation and the support are critical to make the technology work seamlessly. We have that level of trust with EFI.

Lawn also knows that customers welcome ways to attract new business. Canon therefore counsels its customers on marketing and business development.

“Canon is passionate about the value of print and the contribution it makes to successful marketing campaigns”, adds Lawn. “We focus on business development for customers – on making them successful. So that basically we create a win-win situation. Then add EFI to the equation and it’s a win-win-win”.

So maybe now you do want to run right out and buy a Canon digital press. For more information on the Canon ImagePRESS C800 Series visit www.canon-europe.com.

To learn about the EFI Fiery FS150 visit w3.efi.com/Fiery/Products/Fiery-Digital-Print-Servers. ©
 EFI Fiery proServer 6

7X Speed Improvement in Graphic File Processing.

Designed for EFI VUTEK® printers, EFI Fiery® proServer Version 6 is an advanced digital front end system to drive wide- to superwide-format inkjet printers. It features the Fiery Accelerated System Technology (FAST) RIP, which processes PDF files up to seven times faster than before. More than a RIP, the proServer provides a high-performance colour management workflow, supports FOGRA PSD Print Check and is compatible with more than 540 printers from numerous major manufacturers.

The Fiery proServer 6 represents the first time EFI FAST RIP technology has been available to the inkjet production market, which provides a unique performance benefit.

The Fiery proServer 6 supports Fogra PSD Print Checks, giving users the ability to serve even the most demanding customers. A dynamic smoothing feature ensures superior gradient output regardless of the file type or printer used, while advanced spot- and process-colour optimisation features increase colour accuracy, making it easy to achieve precise and predictable prints.

EFI has enhanced usability around tiling as well: Tile mounting is much faster, more accurate, and more efficient so users waste less time and material. All of Fiery proServer 6’s new features, combined with the faster processing times, reduce idle times for printer capital investments and return benefits directly to the user’s bottom line.

Workflow connectivity
Fiery proServer 6’s bidirectional job definition format (JDF) link provides information about the printer status, job status and consumables usage to EFI’s Pace™ management information system as well as to EFI Digital StoreFront® and Online Print Solutions web-to-print software. As a result, users can create an end-to-end, automated workflow that eliminates touch points while improving speed and accuracy.

The upgrade to Fiery proServer 6 is available at no charge to all existing proServer customers who have a valid Software Maintenance and Support agreement, or an Enhanced Software Program with Fiery XF coverage, in place. Others can acquire Fiery proServer 6 directly from EFI.

More than a RIP
According to Mitch Konstantinovic of Kamset, a U.K.-based print shop that is among the very first companies to upgrade to Fiery proServer 6, “The Fiery proServer is much, much faster than other RIPs. The proServer removes the great frustration of having a lot to print and watching the printer idling. FAST RIP is a complete game-changer. We don’t like using others any longer.”
Established in Saint-Denis, France, the companies Bâches de France and Like Mirror form the CTN group. The CTN group has been providing its expertise to events professionals for around thirty years and has positioned itself as a European leader, with a presence in Belgium, Spain, France, Russia and the United Kingdom. According to Patrick Roque and Arnaud Durand, the group’s directors, “Having a variety of stock readily available and a flawless knowledge of turning them into products allow us to deliver carpets, brushed cottons, PVC and adhesives to our customers within 24 hours. The market has led us to develop new skills: fabric for stretch ceilings, shop visuals and signs and mirror-effect film, among others. This is why at a given point, we needed to invest in a new printer to maintain our production expertise and guarantee our customers precision, quality and respect for deadlines”.

He notes, however, that a maintenance contract was crucial. “For me, an essential element was the adaptability of the team, the option to seek advice if there were any problems and to get hold of spare parts. In the end, there’s been no disappointment on that front. The machine has never been out of order for more than a day in ten years. If I call at 4.30 pm, I’ll have the parts at 10 am the next day. At the time we only had one machine, so we had no back-up, and in our profession, given the demands of customers, we can’t take risks”.

When the group decided to re-invest in a digital printer, after careful research, Ouk chose the new EFI VUTEk GS3250:lx Pro. He was impressed by the variety of flexible media that this roll-to-roll printer was able to print onto, but also by its use of LED technology. “Knowing the first VUTEk well simplified things greatly, of course”, says Ouk.

“VUTEk is a benchmark for the printing world… At first we hesitated about the cost, but decided to go with it, and we certainly haven’t regretted it.”
In addition, LED technology offered a significant advantage as the CTN group includes the company Like Mirror, which as its name suggests, specialises in mirrors, but instead of glass, they are made from polymer film, which is hot stretched over an aluminium frame using a patented process. The film is highly reflective and can exceed 95% reflection with a particularly light weight of 900g/m², which makes it suitable for multiple applications. Its potential use is boundless, particularly with regards to events such as fashion shows and window displays, exhibitions, salon stands, designs for public spaces (reception areas), theatres, television sets, trompe-l’œil effects, or reflection projection for achieving wider projection surfaces. LED is superior here as this delicate medium requires a certain degree of caution for printing, in particular the drying process as it cannot be heated.

The VUTEk GS3250l Pro is the perfect complement to the CTN group’s unique offerings.

See EFI Products at these events:

- **PrintFair Vienna**
  - 22nd – 23rd October
  - Vienna, Austria
  - [www.printfair.at](http://www.printfair.at)

- **2014 SGIA Expo**
  - 22nd – 24th October
  - Las Vegas Convention Center
  - Las Vegas, NV USA
  - [www.sgia.org/expo](http://www.sgia.org/expo)

- **Viscom Frankfurt 2014**
  - 5th – 7th November
  - Exhibition Centre Frankfurt
  - Frankfurt, Germany
  - [www.viscom-messe.com](http://www.viscom-messe.com)

- **Emballage**
  - 17th – 20th November
  - Paris Nord Villepinte Exhibition Centre
  - Parc des Expositions Paris-Nord Villepinte, Paris
  - [www.all4pack.com](http://www.all4pack.com)

- **Printed Interior Decoration Conference**
  - 26th – 27th November
  - Radisson Blu Scandinavia Hotel
  - Düsseldorf, Germany
  - [www.printedinteriordecoration.org](http://www.printedinteriordecoration.org)

- **SGI Dubai**
  - 11th – 13th January 2015
  - Sheikh Saeed Halls
  - Dubai World Trade Center
  - Dubai, United Arab Emirates
  - [www.signmiddleeast.com](http://www.signmiddleeast.com)

- **Connect**
  - 20th – 23rd January 2015
  - The Wynn
  - Las Vegas, NV USA
  - [w3.efi.com/connect](http://w3.efi.com/connect)

---

Top: Trompe l’œil covers on the old Laennec Hospital, which is currently being reconverted in Paris.
Bottom: Nike advertising on the outside of a building.
Bigger profits await in EFI’s world of wide format LED. The new EFI H1625 LED printer dramatically reduces ink costs to deliver the lowest TCO in its class, and it prints on the greatest range of flexible and rigid substrates. Plus, it prints in 8 levels of grayscale and standard white ink for near photographic quality. Let us be the fuel for your success. Call 0808 101 3484 or +44 (0)1246 298000 or visit wideformat.efi.com/H1625LED for more information.