Large-Format Promises Come True

Challenge:
“NRA needed to replace two older large-format digital printers”

Umeå has been selected as the European Capital of Culture in 2014, an event that should undoubtedly increase the demand for signs of all kinds.

NRA is a sign company in Umeå that in fact started as a reprographic enterprise. That was back in 1954, and by acquiring two other printing shops NRA has developed into a company where signs are its core business.

CEO Christer Karlsson says that 80 percent of the company’s business is local, a fact that is applicable to most sign companies in Sweden. NRA has 20 employees with revenues of roughly € 3.3 million.

The production is divided in three departments: illuminated signs, which means a lot of manual, mechanical work; offset printing of collateral materials; and finally, large format digital printing.
When it was time to replace NRA’s older VUTEk printers, the only alternative was another VUTEk says Karlsson. “Our experience with VUTEk quality, the company and its representation in Sweden made it an easy choice. The printer we discussed with our EFI dealer, Marabu was the new EFI VUTEK GS3250LX with LED-technology.”

“The promises made regarding quality, productivity and the capabilities of the VUTEK GS3250LX were somewhat puzzling! Could this be true? Could the printer be that fantastic? Well, our experiences with the printer so far illustrate that everything is true,” continues Karlsson with a smile. “The GS3250LX not only provided the same capacity of the two printers it replaced, but it gave us even more capacity.”

Christer Karlsson also points out the printer’s flexibility, meaning that all kinds of jobs, from large series of simple prints produced at a speed of up to 200-sqm per hour to complicated ten-colour-jobs including two shades of white, can now be produced with the same printer. He also finds the flexibility of printing on a wide variety of materials most impressive. It is easy to make quick changes between materials, such as paper and foils and a wide spectrum of sheet materials.
“The LED technology makes it easy to print on almost anything without the need for pre-treating the printing surface,” Karlsson says. “Kapa, Forex, acrylic sheets, glass, aluminium, wood, you name it! Everything works just perfectly.”

Karlsson also appreciates the efficiency of the software that drives the printer as well as the logical and extremely easy-to-operate computer interface.

The LED technology also means a significant decrease in the amount of waste. “When working on a rather small local customer we produce a lot of very different jobs, often on expensive special materials,” adds Karlsson. “The orders are often very small and now and then we even produce one-piece orders with good profitability! Also in this respect the VUTEk GS3250LX with its low-temperature LED curing system is perfect.”

The environment has always been of great importance in Sweden, and besides having created a good working environment for the staff by installing the VUTEK GS3250LX, NRA can now offer products that make even the most enthusiastic environmentalist happy.

Result:
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EFI invents integrated digital technology for businesses and enterprises worldwide that helps them increase their profits, productivity, efficiency and customer satisfaction.

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