Based in Montrouge, south Paris, France, Traphot is a striking example of a wide format printing success story. The company has become a preferred supplier to major names in the French luxury and cosmetics industry and does 65% of its business using two VUTEk printers.

**CHALLENGE:**

"Traphot wanted to explore opportunities in interior decoration."

Started in 1957 as a photo lab, Traphot saw the tide turning in the mid nineties and decided to divert into wide format digital printing, first using inkjet systems. When Traphot’s management decided to explore new opportunities in ultra-wide format printing, the company acquired an 8 colour VUTEk 3360 as early as June 2001, becoming France’s first user of the 3 metre solvent printer. In January 2009, Traphot also invested in a 7 colour VUTEk QS2000 UV-curing printer. Today, the company employs a team of 20 and has an annual turnover of 3 M€.
“We are best defined as an image company”, says Catherine Bresteau, Traphot’s managing director. Indeed, the company has successfully based its growth in the wide format printing market on its know-how in photography and image editing. “Our prime concern is image quality”, underscores Catherine Bresteau. “Our customers are well aware that by trusting us with their print work, they will benefit from a good adequation between image editing excellence and the best printing technologies on the market. It’s a very unique combination that delivers outstanding results on print”.

As such, Traphot has attracted over the years a customer base of corporate accounts in the luxury and cosmetics industry, including L’Oréal, Lancôme, Cartier and Nina Ricci. The company has also convinced some household names in the entertainment business, such as Disneyland Resort Paris.

Offering a choice of printing technologies
A key to Traphot’s success is offering the right mix of wide format printing technologies. “With VUTEk’s 3360, we have the benefit of a very wide, high-speed printer, that uses solvent inks, explains Catherine Bresteau. This allows us to produce very large displays on a diversified selection of substrates, suitable for outdoor applications”. Using this printer, Traphot produced the displays used by Cartier during the Deauville film festival. Traphot is also using this weather resistant technology to produce displays for Disneyland Resort Paris’ Halloween events, along with some of the material used in the parades. VUTEk’s 3360 has also been instrumental in producing displays used on the SIHH (Salon International de la Haute Horlogerie, organized by Cartier) in Geneva.

By adding a VUTEk QS2000 to its lineup in January 2009, along with a cutting table, Traphot opened up new possibilities in printing on non-flexible media, using a UV curing technology suitable for indoor applications. “We have selected the QS2000 for its high print quality, its white ink option, and its ability to successfully print on Plexiglas® and glass substrates”, says Catherine Bresteau. With VUTEk’s QS2000, Traphot explored new opportunities in the decoration of restaurants, hotels and museums. “With the addition of the QS2000, our turnover on non-flexible media has grown consistently” smiles Catherine Bresteau.
A successful venture in artwork printing

Traphot has also developed an expertise in artwork printing. “Our focus on image preparation has led us to collaborate with artists like Georges Rousse, Christian Boltansky, Michel Ajerstejn and, more recently, Christophe Raynal, says Catherine Bresteau. Christophe already had his mind set on VUTEk equipment. But he was looking for a print service provider who would take the time to obtain the best result from his artwork, on 5-metre high displays. We immediately felt we spoke the same language”. Christophe Raynal was recently selected for the decoration of the lobby of New York’s Hyatt hotel. Traphot produces the prints, on Plexiglas® media, along with a series of 80 by 200 cm prints on Dibond® media for Christophe Raynal’s recent art exhibition in Paris.

Going forward, Catherine Bresteau expects to see Traphot take a growing share of the rapidly expanding indoor decoration market. “This will take advantage of VUTEk’s ability to offer solutions to print consistently on materials such as wood, glass, metal, Plexiglas and textile fabrics” says Traphot’s managing director. Asked about her opinion of EFI as a supplier, Catherine shows trust and confidence: “EFI is a reliable partner. Customer support and product maintenance have grown to become some of the best in the industry. There is an excellent reporting of our comments and requirements that are taken into account upstream. This allows EFI to produce printing systems that closely match our expectations and provide us with the tools we need to take an early lead in new and emerging markets. I have no doubt that VUTEk will remain a name closely associated to our future developments”

RESULTS:
“Turnover on non-flexible media has grown consistently”
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