The printing company, Footprint, was started in 2008 by Johnnie Nielsen, managing director, and co-owner and marketing manager, Helle Leicht Madsen; both have a background in screen printing. Located in Northern Jutland, Denmark, in the little town of Ebeltoft, the company has customers all over Denmark, and even some in other parts of Europe. They specialise in printed products for exhibitions, sign and display, but also produce a great deal of point-of-purchase materials for retailers. One key differentiator is the company’s focus on quality, and colour management in particular. The solutions they offer are always carefully tested and approved.

Forging a Bigger Footprint

Challenge:
“Footprint needed to replace existing devices with a print system that was both faster and more reliable, had equal or higher imaging quality, and yet was very flexible.”

Footprint needed to replace existing devices with a print system that was both faster and more reliable, had equal or higher imaging quality, and yet was very flexible. They chose the EFI VUTEk GS3250LX driven by the EFI Fiery XF RIP. It gave them the flexibility to use it in flatbed mode, and when suitable, in roll-to-roll mode.

“The VUTEk GS3250LX has met all our expectations, says Nielsen. “We also benefit from the different certificates for environmentally friendly production, important when doing packaging for toys, for example.”

“We don’t aspire to try and produce every imaginable type of printed product, says Madsen. “Instead we carefully evaluate which solutions work well, and then try and develop additional solutions to expand that segment.”
Nielsen explains what they looked for when searching for a replacement of the previous printers. “We were pleased with the quality of the previous equipment, but not with the productivity or reliability. We needed speed without compromising quality. After testing several alternatives, we decided on the VUTEK GS3250LX.”

Footprint has an impressive array of materials and applications, often involving complicated projects. “Thanks to the relatively low heat in the VUTEK GS3250LX’s cool cure technology, we can now print on very thin film. Another popular substrate is dibond, with many variations.”

When printing on such a variety of substrates, image quality and colour accuracy are key. “I’ve been interested in colour management for a long time, and thanks to the solid support for advanced colour management in the EFI Fiery RIP, I can get a close match on any material. This includes printing white first or last on transparent substrates, and getting as close as possible to specific spot colours used in corporate logos.”

“The image quality has surpassed our expectations,” says Madsen, “and is acknowledged by our customers. Since we installed the VUTEK GS3250LX a year ago we haven’t had one single complaint on image or colour quality.”
Footprint purchased the new VUTEk from distributor Artworks Systems; they have also purchased additional workflow solutions from this vendor, such as the ESKO Artworks Suite 12.

“When printing on so many types of substrates, and often doing work for retailers, we appreciate the benefit of having a compliance certificate from EFI with the North American health and safety standard ASTM F963-08, particularly important when producing signage and packaging material for toys. This is equivalent to the European standard EN71-3,” says Nielsen, “and very important to for example print buyers like LEGO.”

“While it wasn’t on the top of our list of criteria for the new printing system, the low power consumption of the EFI cool cure system is an additional bonus, and certainly gives us an additional ‘green credential’ among our customers,” adds Nielsen.

This relatively young company seems to be well on its way to being established as one of the bigger players in the graphic arts industry in Denmark. With the owner’s wise strategy for business development, coupled with careful investment and staff training, they might leave traces of even bigger footprints in the future.

**Result:**

“The image quality has surpassed our expectations, “and is acknowledged by our customers.”
EFI invents integrated digital technology for businesses and enterprises worldwide that helps them increase their profits, productivity, efficiency and customer satisfaction.

Why EFI?

EFI™ (www.efi.com) helps businesses worldwide bring their visions and goals to life with a scalable, digital product portfolio. Our powerful servers; controllers; RIPs; inkjet printers, and precise colour and imaging solutions help companies increase their brand recognition and market reach on signs, buildings, bus wraps, graphic displays and more. Our business automation software helps companies work faster and more cost-effectively. Our office, enterprise and mobile cloud solutions help companies create, access, and communicate impactful information that can win them more business.