In any given region, you will find a number of large-format printers, but you won’t find many who can see into the future. That’s probably why FED d.o.o. located in Stupnik, Croatia was the first printer in the Balkans to install an EFI VUTEk GS2000LX, a technology, says owner Davor Ferdebar that will take his company into the future.

Betting on Reliability

Despite market changes, reliability is still a valued factor in the market, says leading Croatian printer FED d.o.o.

Challenge:
“FED wanted a technology that could print directly on corrugated materials and at the same time lower the cost of production.”

No, Ferdebar does not have a crystal ball, but he and his team pay careful attention to the needs of their customers. He predicted correctly, for example, that printing directly on corrugated material would become an important application. He wanted a technology that not only accommodated that need but did so in a fashion that would lower his cost of production; and that is what led him to the EFI VUTEk GS2000LX.

“We chose the EFI VUTEk GS2000LX because we needed a higher level of print quality and production. LED cool-cure technology was particularly appealing because it provides less stress to the material, saves energy and increases productivity,” says Ferdebar.

Reliability is Key
Established in 1997, FED (www.fed.hr) has 27 employees and serves a wide variety of industries including cosmetics, retail, food and beverage and marketing. Most impressively, he caters to the needs of brand names such as Chanel, Coca Cola, Billa, Nestle and Beiersdorf, to name a few. How has
the company managed to keep up with big-brand demands? “Ours is a simple strategy,” says Ferdebar, “be honest, respect your customers and treat them as your partners.”

He also says that reliability is key. “There is no room for trials and errors anymore because margins are lower than ever. With a reliable organisation – people, equipment and workflow – you can be a reliable partner. Otherwise, you are just improvising and that spells failure.”

Investing in Technology
Ferdebar is also careful to point out that overpromising can also lead to failure. “We are very experienced at what we do. We take care of our customers, employees and suppliers and most of our profit is reinvested in technology.” The reason they are so focussed on technology, he explains, is that sooner or later, the company reaps the rewards.

FED has further plans to increase production capabilities and expand the product range it offers. “There is constant pressure from the market and you have to follow it to remain competitive,” says Ferdebar. “The VUTEk GS2000LX is an upgradable platform, enabling options such as greyscale printing.”

Investing in technology has always served the company well. FED purchased its first flatbed at the beginning of the economic crisis, a time when market trends became unpredictable. That’s when the company invested in its first EFI printer, the VUTEk QS2000. It was the right decision. “We saved on production time and provided high quality. The market rewarded us for that,” says Ferdebar.

The company also enjoys the productivity and colour matching benefits obtained from the EFI Fiery RIP. In combination with the VUTEk they enjoy greater productivity and higher image quality with a wider colour gamut.
“We chose EFI because of its products’ production capability, versatility and support. The printers are industrial machines: reliable and robust,” says Ferdebar. Since FED’s reputation is built on reliability, EFI has become a trusted partner.

Ferdebar says that to remain competitive, you have to constantly follow trends and keep your production costs as economical as possible. “With productive, reliable machines like the VUTEk, labour costs are lowered. And, if you deliver consistent, ever-increasing quality, your customers don’t focus exclusively on the lowest price, because they know the value of what they are getting,” he explains.

The Future for FED
Ferdebar believes that in the not-too-distant future marketers will be turning to digital displays. But for now and in the mid-term, large format inkjet printing rules. And, as the technology evolves so will FED. “It is our job to provide the best possible quality and production levels that modern technology enables,” he says.

About The EFI VUTEk GS2000LX
The EFI VUTEk GS2000LX UV LED 2-metre-wide printer provides the ability to print on specialty substrates while increasing productivity and lowering operating costs. It produces no VOCs, uses fewer consumables and produces less waste, uses less energy and has the ability to print on environmentally friendly materials without warping or head strikes.

The GS2000LX delivers high-definition point-of-purchase quality graphics and advanced three-layer white ink printing. It extends the range of supported substrates with innovative ink curing technology that delivers high quality and high adhesion while lowering energy consumption. It offers even higher image quality with true grayscale technology.

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.

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.