With an eye on innovation, an intelligent investment strategy and the ability to respond to market needs, Exhibit Group is poised for the future.

**Ready for the Future**

*Exhibit Group chooses technology that meets stringent quality and ecological criteria.*

**Challenge:**

“*Exhibit Group required a system that would allow the company to print on almost any media and at the same time lessen the environmental impact.*”

Jean-Bernard Rivaton created Exhibit (06) a large-format printing company in 1991. Over time, an industrial empire grew around the company. Rivaton created a sister company, Exhibit Monaco. He then acquired Félix & CO, specialists in sports, cultural events and signage, and Claer’tStyle, manufacturers of furniture and exhibition stands, and custom-space planners. Most recently Riverton launched Pixeolab for video production and content distribution.

In 2013, Exhibit Group recorded a turnover of nearly 12 million euros with 65 employees. “We position ourselves in these markets with a service spirit,” explains Rivaton. When faced with a crisis, he opts for the positive approach. “More than ever, companies need to use innovative communication tools. They need graphics on textiles and rigid panels; they need to create giant posters and digital signage, etc. to stand out and increase their visibility. Exhibit is positioned to help them.”
Designers of solutions

A defining feature of the group is that it is totally integrated: “Internally, we have combined all the skills of our trade.” This includes printing on all kinds of media, using welding equipment to make decorations, finishing fabrics, making cut-outs in rigid panels, and installing displays both indoors and outdoors. Exhibit Group’s skilled team is qualified to install anything from a window display to a three-dimensional billboard.

Exhibit Group works both for agencies and for brands directly. They service museums, franchises and retail chains as well as event organisers.

As part of an environmental approach, the company, which holds ISO 14001 certification for 2014, has launched Exhigreen, a range of solutions to reduce the environmental impact of production. It has implemented a comprehensive waste management system. Exhibit Group also contracts with companies such as Ferrari’s Texyloop recycling plant to recycle PVC fabrics. The company also uses “green” products: 100% polyester textiles, the Evergreen range from Dickson Coatings, eco-products that are designed in-house, and more. “Now we can offer a solution to complement the commitments and constraints of any customer,” says Rivaton.

Solution:

“The company invested in a 5-metre VUTEk GS 5000r UV roll-to-roll press.”
Intelligent Investments
The company’s latest investment is a 5-metre VUTEk GS 5000r UV roll-to-roll press. “A choice we are extremely satisfied with. We purchased our first Vutek twenty years ago! And we still have it. It’s like our mascot.

“We are very loyal because of the print quality and rendering consistency, the very low failure rate and the rapid response whenever a problem arises. We get very positive feedback from our customers about the output from the GS 5000r. This machine meets our qualitative, technological and ecological criteria,” adds Rivaton.

The industrial-speed GS 5000r with eight colours plus white prints at 1000 dpi, can be switched to rapid mode, greyscale (up to 288 m²/h), and it prints on media up to 3 mm. Exhibit also uses EFI VUTEk, 3M certified inks. “It is a matter of trust. We are more partners than supplier and customer, links have been formed over time,” says Rivaton.

Thanks to its equipment choices, combined with the variety of media types, Exhibit Group has developed a comprehensive range of products for its markets. “Requirements are evolving towards a growing demand for personalisation of every location and we are in a position to offer solutions to architects, interior designers and set designers,” comments Eric Leteretre who is responsible for these markets. “We discuss things internally and brainstorm with our customers to find solutions, not problems,” concludes Rivaton.

Result:
“We get very positive feedback from our customers about the output from the GS 5000r. This machine meets our qualitative, technological and ecological criteria.”
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.