**CHALLENGE:**

“Many of our existing commercial clients approached us to suggest we should expand our product line to include superwide and grand format products that are used in their out-of-home campaigns. Lithographix rose to the challenge, seeking out best-in-class solutions to add to our production portfolio”

– Herb Zebrack, President & CEO

Lithographix started out as “just a printer,” but over time, the company expanded its range of offerings in response to client demand, and now defines itself as a premiere service company that specializes in visual communications. In order to make this transition, the company investigated available technologies for the production of superwide format printing that would be complementary to its fleet of offset presses.
Lithographix partnered with EFI VUTEk to add digital superwide format printing capability. In addition to five 8-color 40” presses, three 38” heatset full web presses and an 81” 6-color press, the largest press on the West Coast, Lithographix has assembled an impressive fleet of EFI VUTEk superwide format printers, including four VUTEk 5330’s, two 3360’s, two QS3200’s and a 150 SC. Historically, Lithographix produced out-of-home automotive, entertainment and retail projects solely using offset. By including digital superwide printing, Lithographix has been able to shift a large percentage of this work to the VUTEk printers and take on incremental work that might have been passed to other companies in the past. The addition of digital printing has been an extreme competitive differentiator for Lithographix and has spurred revenue growth even when other printing firms are struggling to remain flat against declining sales.

SOLUTION:
“We selected EFI as our digital superwide partner because the quality and design of its products matched our output requirements.”
– George Wolden
Vice President Manufacturing
RESULTS:

"By building a fleet of VUTEk digital superwide printers, Lithographix has been able to expand into new industries and to capture large campaigns that require both digital and commercial print. Adding VUTEk superwide digital print capability has enabled our company to increase revenues by 20%.”

– Jeff Young
Executive Vice President Sales

With its blended offset/digital production platform and its dedicated team of experts, Lithographix is able to deliver on its promise: “Trust in what you see. Trust more what you feel.” By offering a mix of commercial printing, superwide format digital printing, ad preparation and photographic products and services, Lithographix has not only become more valuable to its customers but has grown its own revenues by 20%. Its fleet of VUTEk superwide format printers produces everything from billboards and three-dimensional displays to vehicle and building wraps, bus shelters and point of purchase materials. The flexibility of UV and solvent VUTEk printers allows Lithographix to print on just about anything, including vinyl, mesh, self-adhesive materials, foils, perf-window material for building wraps and all types of rigid and flexible plastics. White ink capability adds even more variability to the types and quality of the products the company can produce.

“Even with all of the equipment we have in place,” adds Wolden, “we are running 24x7 and looking to expand again. Our belief is that the business is gravitating toward UV digital printing for many reasons, including its improved environmental footprint. We see our business heading that way as well, and are delighted to be working with an industry leader like EFI as we continue to expand our production platform.”
Print to Win

EFI (www.efi.com) is the world leader in color digital print servers, superwide format printers and inks, industrial inkjet printing systems and print management, Web-to-print and proofing solutions. EFI is dedicated to giving customers a competitive edge with award-winning, scalable solutions from creation to print that maximize productivity and increase profits. EFI maintains 23 offices worldwide.

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