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

Leading Printer Expands Its Offering with Versatile Wide-Format Inkjet Printer

Founded in 1981, Artecomp, S. L. transitioned from phototypesetting to prepress to versatile digital printer. The family-run business has 15 employees, down from 40 when their main focus was prepress. Continuous innovations have allowed the company to increase profits while more than halving its workforce.

Gema Rivas, Artecomp Marketing & Sales Manager

“We try to cover all the needs of our customers in short and medium runs. The diversity of the products we offer is unlimited…”

Efficient Operations

Artecomp divides its prepress work: one team does layout of medical books and magazines, while the other prepares documents for printing. The digital print area uses several presses, each of them designed for a specific format and run length. “We try to cover all the needs of our customers in short and medium runs. The diversity of the products we offer is unlimited: letters, flyers, signs, posters, badges, diplomas, degrees, books, magazines, folders, reports, etc,” explains Rivas.
Another deciding factor for the VUTEk QS2000 7C and the Eskoartworks Konsberg XP44 was the reputation of the brands, as Artecomp prefers equipment that is supported by big companies. “EFI and VUTEk have a long tradition in this kind of equipment and can offer us future proofing solutions,” says Rivas.

The VUTEk QS2000 7C is an UV inkjet printer that prints on both rigid and flexible substrates up to 2m wide and 5cm thickness at a speed of 70 sqm/h in resolutions of up to 1080 dpi in four or six colours with an additional seventh channel for white ink.

“It’s been only a few months since we have the equipment, but we can already tell it’s been a great acquisition,” says Rivas. “Our staff has adapted to it very quickly and we are producing at considerably high levels since day two. Printing directly on the rigid substrate really improves the productivity and also helps save costs.

“Having this technology is being very positive. We can offer a new and better service, which opens doors for new customers and also helps us retain our current customers, as we can offer the most updated solutions for their needs,” explains Rivas. “This is also a very versatile technology. We can offer from foam printing to ceiling tile printing. The range of opportunities offered is huge: point-of-purchase, props, decoration, booth displays, etc.”

Artecomp’s future plans include large-format printing and event preparation, but won’t abandon medium-size digital printing. “At the moment we believe that our equipment is the best you can get in the market,” says Rivas. “We always try to focus our investments in choosing the best companies and the most updated and productive equipment.”

A finishing department that includes laminators, folders, creasers, binders, etc., allows Artecomp to offer a complete, cost-effective service with fast turnaround.

**Customer Focused**

The large-format printing department produces grand signage. Until its recent acquisition of the EFI VUTEk QS2000 7C, Artecomp printed on flexible media and finished on forex, foam, etc.

“Now we can print directly on rigid substrates as well as flexible ones,” says Rivas. “At the same time, we have incorporated a cutting table from EskoArtworks so we can offer our customers a higher value by with fast and accurate cutting. This cutting table also does irregular cuts on materials up to 5-cm deep.”

Ranging from big multinational corporations to individuals, Artecomp customers have very different needs. The company has a clear and simple philosophy: service, responsibility and honesty. “We try to be honest and when we negotiate a price and or a deadline, we are true to our words,” says Rivas. “Ever since we started here at Artecomp, our evolution has been guided by the market. Our customers demand services so we continue to specialise in different activities.”

**Choosing Wisely**

The VUTEK QS2000 7C is Artecomp’s first EFI printer. The selection process for this equipment was difficult, as Artecomp had little experience in rigid-substrate printing. But once they tested it, it was clear that it suited their needs for quality, speed, and stability, and its connectivity to the EskoArtworks cutting table. “The demonstrations we attended at Brussels were excellent,” says Rivas. “EFI let us bring our own documents for the test, which we chose very carefully, to learn what the system could offer, and it didn’t disappoint us at all. It was the ideal printer for our applications and it offered higher productivity than its competitors, which were also high level.”

**SOLUTION:**

“Now we can print directly on rigid substrates as well as flexible ones… The VUTEk QS2000 was the ideal printer for our applications and it offered higher productivity than its competitors.”

**RESULTS:**

“It’s been only a few months since we have the equipment, but we can already tell it’s been a great acquisition. Our staff has adapted to it very quickly and we are producing at considerably high levels since day two.”