Nite-Bright Grows POP Business with VUTEk Superwide UV Technology

CHALLENGE:
“We realized in order to compete in the POP market, we needed to print directly to rigid boards. So we began our research into UV technology.”
—Bill Mathey, vice president/production manager. Nite-Bright

In 1998 Nite-Bright plunged into digital technology when they purchased two EFI VUTEk UltraVu 150SC superwide printers to use for Point-of-Purchase (POP) applications. “The two VUTEk UltraVu printers gave Nite-Bright our entry into the POP market,” says Bill Mathey, Night-Bright’s vice president and production manager.

Just as screenprinting technology had changed throughout the years, so too had digital technology. Using their first VUTEk printers, Night-Bright’s business had transitioned and become more diversified as their Point-of-Purchase business continued to grow.

“With the help of our first two VUTEk superwide printers, our business grew and changed from solely traditional traffic signs, to 90% screenprinted fleet graphics and 10% digitally printed POP displays. We wanted to grow our POP business even more and we knew that we needed to invest in new technology to do so,” says Mathey.
After months of testing with the leading UV manufacturers, Nite-Bright decided that EFI's VUTEk GS3200 3.2-meter hybrid was the premier superwide UV printer, providing the best quality on the widest range of both rigid and flexible materials. “We sent sample files to all of the manufacturers, and when we saw our most difficult-to-print files come back, it was simple to determine which machine would provide the quality we needed,” says Mathey.

Nite-Bright has a diverse mix of customers, but its largest clients are national and regional retailers, such as grocery chains, beverage companies and furniture stores, who advertise on the sides of trailers. “Our customers are very conscious of their brand image and not just interested in getting the job done; they want a quality product and that’s who we want to continue to serve,” explains Mathey. “We can now offer our customers a complete graphics solution at a competitive price. We’re selling many of the things we couldn’t produce prior to purchasing the new VUTEk, so we no longer have to turn away the work.”

Nite-Bright’s EFI VUTEk GS3200 with its EFI Fiery XF RIP was installed in April, 2010 and Mathey’s sales team was impressed from the start with the samples they would be using to sell. “The quality from this printer covers 99% of the jobs we are looking to output, and the production speeds are such that we can use digital technology to compete on longer runs than we initially expected. The quality of the printer’s three-layer white capability is huge for us, and the back-lit samples we are producing are absolutely breathtaking,” says Mathey.

EFI’s unique ink architecture allows the VUTEk GS3200 to print three independent image layers in a single pass—including a separate layer for white ink. Nite-Bright is now running the printer with white ink every other day to meet the growing demand for backlit signage and other unique applications. “We didn’t realize what we were missing until we got it, and it looks like we were missing out on white ink,” says Mathey. “Compared to what our competitors are outputting, the color accuracy is incredible. And with EFI’s white ink, no one can match the color density in our day/night applications.”

Nite-Bright attributes its success to its quality, service and a lot of hard work and long hours. Their staff is not afraid of working 24/7 to get projects out, and most of their employees have been with the company for over twenty years. “We were looking for the best overall value, just like our customers are looking for from us, and we got it with EFI’s VUTEk GS3200. We chose the finest piece of equipment on the market,” concludes Mathey.