CHALLENGE:
With its history of developing creative and innovative solutions as one of the fastest-growing graphic printing and membrane switch companies in the United States, it should come as no surprise that Screenprint Dow has incredible ambitions. So much ambition, in fact, that the company wanted to enter a completely new market to achieve synergies with its sister-company, Dow Industries.

Also owned by Walter Dow, Dow Industries serves the prime label markets with a focus on personal care and toiletries. A key component of its business is printing labels on rolls that are applied to containers that go on store shelves and displays at the end of aisles. Screenprint Dow recognized an opportunity to create an entire Point-of-Purchase (POP) experience by printing the graphic headers for these same end-cap displays. Although Screenprint Dow had already invested in wide-format inkjet equipment when their customers needed more process color printing and had larger size requirements for their graphics, this was a different game. If the company was going to take advantage of the presumed synergies, and produce larger, more compelling graphics that would drive a customer’s shopping experience, the company would need to step up to superwide printing.
SOLUTION:
By combining High Definition Print (HDP) resolutions of up to 1080 dpi, high production speeds of up to 750 ft²/hr, and four- or six-color imaging with a seventh channel for white ink, EFI's VUTEk QS2000 is the superwide printer of choice for print shops who want to produce stunning graphics on the tightest of schedules. In October of 2007, Screenprint Dow expanded into superwide format with the purchase of their first VUTEk QS2000 from EFI. “The QS2000 is the perfect piece of equipment,” says Bob Boileau, Vice President and General Manager of Screenprint Dow. “It’s roll-to-roll and rigid – it’s really two printers in one.”

“Our QS2000s are built incredibly well. The color calibration is excellent,” says Jim Pond, Product Manager at Screenprint Dow. “And if they do have problems, the service is excellent under EFI's Enhanced Service Program (ESP).”

EFI’s VUTEk QS2000 gave Screenprint Dow the opportunity to create “branded zones” in retail stores that are used to direct consumers to a specific featured product and stimulate sales. By printing graphics for retail shelves and the floor graphics in front of the shelves, Screenprint Dow, along with Dow industries, ruled the retail experience for customers.

“We have been successful in selling both of our companies’ capabilities into similar market areas and maximizing the synergies that exist between Dow Industries and Screenprint Dow,” says Boileau. “We have secured new business by offering higher definition printing that could not be achieved without utilizing superwide format inkjet printing.”

RESULTS:
The demand for an assortment of retail signage, window graphics, shelf-talkers and counter graphics led them to purchase a second QS2000. “Business was increasing at such a rapid rate, we almost immediately needed to purchase another QS2000, which was installed six months later,” says Pond.

Screenprint Dow uses EFI’s versatile VUTEk QS2000s to print on a wide range of substrates, including polycarbonate and sheet stock up to two inches thick, polyester, vinyl, and many rigid signage materials such as Sintra, Fore-Core and Gatorboard. Their biggest achievement to date is the installation of several superwide pieces for Finagle Bagel, including wall-coverings and assorted POP graphics at multiple locations.

Screenprint Dow won this business by demonstrating its ingenuity through the entire process; offering to print on brushed silver mylar, instead of the more expensive stainless steel, creating a new, more cost-effective, framing design which allows the customer to change out the media more often, and providing a greener solution with the UV technology of the VUTEk QS2000. The company was able to offer lower prices, more options, and fast turn-around time, which helped them secure the business at not just one, but 19 stores. With its pair of VUTEk QS2000s from EFI, Screenprint Dow has achieved the synergies it hoped for, and continues to develop creative solutions for its customers.
“We have secured new business by offering higher definition printing that could not be achieved without utilizing superwide format inkjet printing.”

—Bob Boileau, vice president and general manager of Screenprint Dow
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 26 offices worldwide.