Trinity Graphic was founded in 1967 by Keith Smithson in Hull, England. His son Robert Smithson moved to Sarasota, Florida in 1987, set up Trinity Graphic USA, and purchased the company in 1995. Trinity Graphic USA’s original core business was supplying printers in the package printing market with flexographic printing plates for labels, cartons and flexible packaging. As their customers began bringing prepress and platemaking in-house, the company changed its business focus and began using its skills in different areas, such as packaging design and training. Trinity currently has 20 employees and continues to seek and hire skilled personnel to support the company’s growth.

**CHALLENGE:**

“We needed technology that could print inside clear plastic insulated mugs and have the same quality image both inside and out—technology that would change our direction and secure our company’s future.”

—Robert Smithson, CEO, Trinity Graphic USA

Trinity was asked to produce a superior printed solution for insulated tumbler sleeves. Their customer’s previous supplier of the sleeves was using a digital print technology that could only print with CMYK and a white with insufficient opacity. This color process created a good quality image on the outside of the tumbler, but showed a white appearance on the inside. The customer also wanted to create short-run, high-quality custom sleeves within a very short turnaround period.
“I asked my supplier if they had a solution for this type of application,” says Robert Smithson, Trinity’s CEO. “They suggested I go see the latest VUTEk® technology from EFI™, so I went to EFI’s facility in Meredith, NH and was amazed at the quality and speed of the VUTEk GS3200. It was printing CMYK with a layer of white and a second layer of CMYK to create the same quality on both sides of the tumblers.”

Smithson did his due diligence and looked at the range of grand format printers available on the market, but he saw nothing that could compare to the GS3200 in terms of quality and speed. “The GS3200 is the Rolls Royce of superwide printers. It’s well-built, and the EFI VUTEk brand has a strong track record. After seeing what the GS3200 could do, I couldn’t even consider anything else,” says Smithson.

**Jaw-dropping Output**

With its existing prepress capability and the additional technology, horsepower and four-color-plus-white abilities from their VUTEk investment, Trinity is now able to attract completely new business because of the expanded range of applications. “White is the single biggest benefit. This breakthrough helps produce jaw-dropping output on unusual materials such as holographic and clear vinyl substrates,” says Smithson.

Trinity also purchased an Esko I-cut® digital cutting table so they can produce very large labels and decals up to 150 ft long. Previously these labels would have to be produced on a web flexo machine, which would be quite costly. With their new VUTEk GS3200 from EFI, Trinity can customize and regionalize the labels with variable data quicker, easier and cheaper.

Some of the graphics that Trinity produces will be visible in Bed, Bath and Beyond®, Bealls and other high end stores. They have also formed a partnership with ARMagnets, printing full-size images of an athlete’s arm, which is applied just under a vehicle window to give the impression that the driver is resting their arm against the outside of the vehicle’s door. They are printing these for the NFL, NBA, NHL, NASCAR and college teams. They can be customized to suit many applications using the VUTEk GS3200, and their further investment in an I-cut table allows printed pieces to be accurately cut to suit the required shapes.
RESULTS:

“Within a very short period of time, we have changed our direction and we are thriving more than ever with business up 25%.”

—Robert Smithson, CEO, Trinity Graphic USA

Sarasota, Florida, home of Trinity Graphic USA, is a very artistic community, and with the GS3200’s 1000 dpi resolution, the company is now able to produce premium quality output, including giclée prints. In addition, they are now receiving daily requests for Point-of-Purchase applications, their first being for life-size images of the Hillstrand brothers, captains of the Time Bandit on the television series “Deadliest Catch.”

Since installing their VUTEk GS3200, Trinity has won two American Advertising Federation Addy Awards for work performed for the Sarasota Film Festival for design and print, as well as an award for the Time Bandit project. The official Sarasota Film Festival poster, printed on a metallic substrate using four-colors plus white, was also among five finalists for the Hollywood world film poster award.

“Within a very short period of time, we have changed our direction and we are thriving more than ever with business up 25%,” says Smithson. Trinity is now performing work for other print companies that do not have the print quality of EFI’s VUTEk GS3200 and expect to realize a full return on their first EFI VUTEk GS3200 within twelve months. It comes as no surprise that within six months of the purchase of their first GS3200, Trinity had taken delivery of a second GS3200, and already sees the need for a third VUTEk.
Print to win with EFI.

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 maximize productivity and increase profits.