

# Brandywine captures digital print growth potential with EFI Pro 16h printer

Established in 1982 as a high-quality offset business, Brandywine Printing acquired its first digital color printer in 2010. The company added two more cut-sheet digital printing devices soon after and transitioned its entire printing workflow to EFI Fiery® digital front ends (DFEs). By 2012 the company sold off all of its analog printing equipment. Brandywine has had a roll-to-roll wide-format printer for several years, using it to capture some signage and graphics business. Growing demand for that type of work led General Manager Derek Brooks to seek a more efficient way to produce signage, especially work on rigid substrates.

“We were doing a lot of signage work with vinyl that required mounting,” Brooks reports. “It would take hours and hours. We used to call it ‘career evaluation time,’ and I just kept wondering, ‘What could I be doing if I didn’t have to do this?’”

In 2018, Brooks attended the EFI Connect users’ conference both to ensure his Fiery knowledge was kept up to date as well as to seek a solution to his sign and display graphics production problems. “I met several other people at Connect who said they had purchased the EFI Pro 16h hybrid flatbed/roll-to-roll wide-format printer as their first board printer,” he said. “They told me that just by purchasing the printer, their revenues went up.”

## **An investment in continued growth**

Brooks started to look very seriously at finding updated technology that could make his sign and display graphics business more productive and profitable. Brandywine Printing owes its longevity in part to careful financial stewardship. Brooks’ conversations with EFI partner Ricoh®, an authorized



## Challenge:

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DEREK BROOKS, GENERAL MANAGER  
BRANDYWINE PRINTING INC



Named for its location in the once-rustic Brandywine neighborhood 30 miles north of Atlanta, Brandywine Printing Inc. has been family-owned and -operated for almost 40 years. The company offers a superior commitment to service and quality, delivering excellent products that are central to businesses' marketing and promotional needs. Keeping up with technology is part of Brandywine's commitment to customer service. The company offers the best combination of high quality, quick turnaround times, and personalization, with full-service web-to-print tools for convenient ordering on all types of projects. Brandywine's growing large format print offering meets customers' high-impact marketing needs for trade show signage and other products.

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dealer of EFI Wide Format technologies, during and after the Connect conference gave him the confidence in knowing the Pro 16h model would be a sound investment.

Brandywine Printing had considered a printer from another manufacturer, but, unlike the Pro 16h with its fully loaded dual white ink, that one was a printer model that required white ink to be swapped in place of other colors when used. "I spoke with users of the competing device, and they told me that it was a real hassle to work with white ink," Brooks says. "I knew white ink would be an important part of our offering, and I found the Pro 16h printer's configuration of four colors plus white ink printing and multilayer printing to be a more attractive offering."

Brooks also liked the fact that the EFI printer includes an embedded EFI Fiery proServer DFE. Not only did it mean the staff would have a familiar workflow, the newest Fiery software at Brandywine would give staff the ability to manage all of their Fiery Driven™ cut-sheet and wide-format digital printing devices from a single Fiery Command WorkStation® interface.

The printer hybrid inkjet printer has been strategically designed to assure a lower total cost of ownership, superior image quality, and access to many different types of applications using EFI's "cool cure" LED inkjet technology. The Pro 16h prints flexible and rigid substrates up to 65 inches wide and 2 inches thick, and its LED technology – which requires less energy for curing compared with UV or latex printers – delivers lower operating costs, a wider range of printable substrates, and multiple environmental benefits.

### ***Versatility and quality in hybrid printing***

The printer, with its four colors plus white ink printing capability, prints in resolutions up to 1,200 x 1,200 dots per inch for near-photographic quality with saturated colors and smooth gradations. Plus, Brooks notes, "The ink for the EFI Pro 16h is affordable and gives us a good yield."

### **Solution:**

"The ink for the EFI Pro 16h is affordable and gives us a good yield."

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BRANDYWINE PRINTING INC



*The ability to quickly produce high-quality, wide-format graphics – particularly direct-to-board work on rigid substrates – has spurred growth at Brandywine Printing.*

The EFI Pro 16h delivers production-quality printing at 476 square feet per hour, something that helps with higher throughput at Brandywine, especially compared to the time it took to mount and laminate roll-to-roll printed graphics onto rigid media.

“We do a lot of yard signs,” Brooks states, “and our previous process for producing 20 two-sided signs took about three hours of labor. Now that we are able to replace roll-to-roll mounting and laminating with direct-to-board printing, that yard sign job takes less than 20 minutes on our Pro 16h.” Brooks also produces roadway signage on 3M™ media, as well as signage on foamboard, aluminum composite, Coroplast, and PVC.

The roll-to-roll capabilities on the printer are useful as well. Brooks cites one recent job for which the Pro 16h was ideal. “We had an order that required 112 rolls of media,” he explains. “It was a wood grain reproduction on colored media. In the past, we would have had to send that job out. Now we are keeping that type of work in-house.”

Brandywine customers are ordering graphics jobs that they would not have bought before – in many cases, clients were sending this type of work to other printing companies.

And in the end, it all adds up to greater revenues overall and path to further growth meeting new and untapped demand for wide-format signage and graphics. “Our revenues are up \$100,000 over a year ago,” Brooks says, “and the only thing we have changed is the addition of the EFI Pro 16h.”

## Result:

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