

A.D.S Australia transforms their entire business with one investment

A.D.S Australia's owner Dean Wright has built a business predominantly providing point of sale work, shop fit outs, posters and stand up displays and works with a range of industries across the wide format sector. He has grown his business to have a solid customer base working closely with clients to solve their challenges with innovative solutions. The company enjoy working with their clients to come up with new ideas and prefer to keep all of their work in-house to deliver consistently high level of customer service. The latest EFI acquisition is part of the strategy to go after larger contracts.

Mr Wright purchased the EFI™ VUTEK® LX3 Pro with a three-quarter automated feeder after visiting EFI's global showroom. The decision was based on the printer's high production throughput, higher volumes and shorter lead times, all while maintaining high image quality and its versatility to support the widest range of media and applications.

The new purchase complements the company's existing printers; an EFI VUTEk GS3250 LX Pro, a 3.2 metre wide inkjet printer and a GS2000x Pro, a 2 metre wide version of the LX Pro. Using EFI's latest print head technology, it has been possible to use A.D.S Australia's other two printers and achieve the same colour management from all three. "EFI has spent time with our team to set up consistent colour management across all three printers," says Mr Wright. "Whereas other printers may struggle with colour consistency, with the EFI Fiery suites running on each, we output to the same colour gamut. Having consistent colour management is essential, particularly for our display graphics work." This also means Mr Wright and his team can take a large job and split it across three printers.

Increased capacity and flexibility

Mr Wright places a huge emphasis on customer service and his technology acquisitions are a part of enabling this. "We want A.D.S to be known as always being able to provide a solution," he says. "If a client calls with



"At A.D.S Australia, we pride ourselves on being able to find solutions for clients. We need to ensure if a client calls, they will always walk away with an answer."

DEAN WRIGHT, MANAGING DIRECTOR,
A.D.S AUSTRALIA



Dean Wright has built A.D.S Australia since 2001 is proud of the reliability, skill and creativity of his team. The Melbourne-based company specialise in all areas of the digital wide format print industry including sales and print management, finished art, direct to substrate printing, vinyl mount to substrate application, custom finishing and pick 'n pack distribution.

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a challenging issue, we will always provide a solution – due to the team’s experience and the machines we have delivering a high level of image quality and accuracy”.

Purchasing the EFI VUTEk LX3 Pro has enabled A.D.S to increase their capacity with being able to run four and eight colours, plus the company have additional white being run on our EFI printers. “Our new printer has increased capacity to produce more work in a shorter period of time. It’s also faster and really boosts our productivity, particularly with the ¾ loader attached to it.”

In express mode the LX3 Pro prints 318 metres per hour and in production mode it achieves 215 metres per hour. Mr Wright finds it prints 30 to 40% faster, but together all three machines “have doubled and tripled our capacity and really increased our competitive position in the Australian market”.

“Being able to get a greater amount of work done, has given the company greater flexibility of being able take on more work,” he says.

Solution:

“Our new printer has increased capacity to produce more work in a shorter period of time. It’s also faster and really boosts our productivity, particularly with the ¾ loader attached to it.”

DEAN WRIGHT, MANAGING DIRECTOR,
A.D.S AUSTRALIA



The A.D.S Australia team



“Having this capability gives A.D.S the opportunity to target bigger retail customers, who need point of sale posters across their stores nationwide. With our new set-up we can do this, while continuing to support our existing clients.”

Increasing customer focus

Mr Wright and the team are very excited about increasing their services to new and existing clients. “We are having consistency and quality across our jobs. Plus, we are benefiting from the LX3 Pro complementing our other two printers and it has opened our capacity for great customer work.”

The friendly team at A.D.S Australia would love to hear from you. Contact them on **(03) 9464 7251** or via email **sales@adsaust.com.au**.



Mr Dean Wright, Managing Director

Result:

“Together all three machines have doubled and tripled our capacity and really increased our competitive position in the Australian market.”

DEAN WRIGHT,
MANAGING DIRECTOR,
A.D.S AUSTRALIA

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity.

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