

BS2i makes the right choice with an EFI VUTEK 5r+

In order to guarantee the best technology for its customers, in terms of quality, the wide-format print facility at French-based company BS2i has been equipped with a five-metre EFI VUTEK 5r+ LED roll-to-roll printer.

BS2i is a production facility that sells to other printing companies and is dedicated to wide- and superwide-format digital printing, an unusual position in the market that sets it apart. "We never work directly with advertisers. BS2i works in complete confidence with its sales partners on their wide-format projects," says Janette Cacciopo, the company's CEO.

And the way the business, which was set up in Honfleur, Normandy 18 years ago, has developed proves that it has won the full trust and confidence of its customers.

Janette is passionate about digital printing but got into it by chance. After growing up in England and spending her early adult life in France distributing computer products, she and her husband bought a second home by the sea and settled there...like typical Parisians. But after a few years managing both home and children, Janette rediscovered her entrepreneurial flair and decided to take over a small company that specialised in manufacturing wraps and blinds.

"We abandoned the part of the business dealing with blinds but because of digital printing, we decided to retain and develop the part dealing with industrial wraps. One of the staff was very good on the technical side, so I took care of the management and found customers for our huge products. Over the years, we've occasionally, and sometimes more frequently, had to work with a number of print companies who were equipped for superwide-format printing or who had too much work on."

So, BS2i partnered with visual communication professionals, and for years, the company has been displaying its huge printed wraps on the front of



Challenge:

"Our position in the market requires us to be extremely responsive and to guarantee quality at the right price. Which is why it's important to make the right choice with the technology."

JANETTE CACCIPO, CEO
BS2I



BS2i is a production facility that sells to other printing companies and is dedicated to wide- and superwide- format digital printing. BS2i has a team of thirty specialists in digital printing and 5,300 m² of workshop area.

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buildings, mainly in Paris, and at prestigious sites around the Paris ring road. BS2i also provides signage and can print various types of banners, signs, fixtures, and fittings for shops and stalls, from wall décor to floor decorations. "Our position in the market requires us to be extremely responsive and to guarantee quality at the right price," Janette said. "Which is why it's important to make the right choice with the technology."

In 2018, the company bought an EFI VUTEK 5r+, a five-metre-wide roll-to-roll LED UV printer in a seven-colour (CMYKcmk) plus white configuration. Janette said this about the purchase:

"Initially, it was the performance of the UV LED in general compared to the classic UV that interested me. The improvement in both speed and quality. The five-metre printer was the obvious choice for BS2i. So, I looked at what else was on the market. But for an investment of this size, it was obvious that I had to choose a well-known and reliable company with after-sales service and strong technical support that would be able to guarantee end-to-end service provision...so, with the same ethos as BS2i!"

To find out more about the EFI VUTEK 5r+, Janette went to EFI's showroom in Belgium. She met with the team of engineers and technicians and then came back with her production manager and some files for printing. "We were totally convinced by the printer, but I also wanted to confirm what type of relationship I would be having with the EFI team."

A week had to be blocked out for setting up the printer. It was a five-metre printer, after all.

"Installation was completed in two days. I remember that, at the time, we had an order for a wrap to go in a strategic location right in the heart of Paris, on the most beautiful avenue in the world, for an incredibly demanding customer. The tarpaulin was printed on the VUTEK 5r+, three days after it was installed...and the customer congratulated us."

The training also went well. The printer operators particularly liked how simple it was to get the VUTEK 5r+ up and running and how well it had been designed so that parts inside the printer were easily accessible.

After a few months of use, the picture is still looking very positive. "This is a production printer that's capable of taking on large volumes of printing with very high-quality results. The very small drop size (Ultradrop™ Technology – 7pl) allows us to position ourselves at the high end of five-metre printing, especially when it comes to textile

Solution:

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BS2I



Printed Product by BS2i with the VUTEK 5r+.

printing (coated polyester, diffusion fabric, etc.). It can also be adapted perfectly to the current proliferation of requests for backlit."

Although BS2i does not use the "white" option very often, it is essential for a company that, because it never outsources any work, must be able to respond to any request.

LED provides energy savings, and the lamps in particular retain their power throughout their lives. "There is no longer the risk of the printing deteriorating because of the quality of drying," Janette said. "That's really good to know. There's no need to monitor it like the other machines."

But BS2i is about end-to-end service above all else; from order entry to delivery, each step is important and has been thought through and perfected. Since 2017, there has been an ongoing procedure in place to industrialise and rationalise the process, using an ERP and cost control tools throughout the whole process. Because it is so highly automated, the EFI VUTEK 5r+ fits perfectly into this procedure:

"The ability to listen to the customer lies at the heart of our business, and the ability to come up with new ideas involving materials, printing or making our products whenever we need to is our raison d'être. But this efficiency procedure has a number of prerequisites: a powerful and committed team, equipment that is always at the cutting edge of technology, and partnerships with our customers and suppliers."

Result:

"This is a production printer that's capable of taking on large volumes of printing with very high-quality results."

JANETTE CACCIPOPO, CEO
BS2I

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