

## PrintSprint relies on EFI Fiery technology to develop a thriving B2B service business in digital cutsheet printing.

### **Top technologies and integrated ecosystems increase printing profits**

Founded 30 years ago as a photo-typesetting service, PrintSprint, based in Naples, first established itself as a provider of offset plates for printers and publishers, installing one of the first computer-to-plate systems in the region and then expanding its services to digital sheetfed printing. Because of this, when the crisis of overcapacity overwhelmed commercial printing in 2008, PrintSprint saved itself from the fate of other printing businesses. Today, plates still contribute to sales, but the most significant volume and margins come from digital printing, where PrintSprint stands out for high quality and lightning-fast delivery times.

"I spent the first few years of my career in publishing, where I learned the importance of completing complex tasks in a few hours," explains Eduardo Romagnoli, founder and owner of PrintSprint. "If a newspaper can't go out a day late, in the same way, we can't delay a job. Many of our customers have the skills and technology to produce internally, but they don't have our speed. So they entrust us with the most urgent orders. It's not just about technology; it's about mentality. We work 24/7 so that they can deliver the work to their customer the next morning."

### **Only top technology, a key to beat the competition**

In an increasingly tough and competitive market, populated by online competition that often crosses national borders, PrintSprint defends its spaces and has never stopped growing. With limited size and investment capacity — the company has 12 employees and two million euros in sales — technology is one of the toughest challenges.

"We cannot make mistakes, and every day we are called on to identify and choose the right technologies, those that guarantee the productivity and reliability needed to serve our customers," notes Romagnoli.



### **Challenge:**

"To implement our service model, we need to ensure uncompromising technology reliability, process repeatability, and total workflow automation."

EDUARDO ROMAGNOLI,  
FOUNDER AND OWNER  
PRINTSPRINT



PrintSprint is a print service company that has been operating for about 30 years with a particular focus on the care and satisfaction of its customers.

The deep attention to changes and technological innovations, have made it possible for this small service company to grow into a highly advanced company that is among the largest Italian companies producing digital slabs. Professionalism, turnaround speed, and attention to customer needs are their keys to success. PrintSprint's portfolio includes brochures, business cards, personalised postcards and invitations, books, magazines, and catalogues. All are impeccably finished and, if necessary, embellished with UV spot effects and metal foils.

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PrintSprint's story.



Print Sprint operators using the full power of the Fiery B5100.

"There is a constant evolution, and it is difficult to monitor innovation."

Since its birth, PrintSprint has taken a pragmatic approach to technology, investing in rigorous testing and validation processes, always choosing top-of-the-range technologies, including Fiery® digital front ends (DFEs). Today the company can count on a fleet of Fiery Driven™ printers consisting of Xerox iGen4, Konica Minolta C6100, and Canon C10000VP – the flagships of the three manufacturers, recently joined by an MGI JETvarnish 3DS for digital enhancement. Monochrome print is carried out by Canon varioPRINT, while the finishing department is equipped with an in-line Horizon book-on-demand with a BQ-470 binder and in-line HT-80 trimmer as well as several stitching, folding, and lamination units and multifunctional Duplo DC-745 systems. To support its advanced machine fleet, PrintSprint has built a robust and integrated software infrastructure that features EFI™ Fiery technology and its most powerful high-production DFEs. "To implement our service model, we need to ensure uncompromising technology reliability, process repeatability, and total workflow automation," said Romagnoli.

## Solution:

"Thanks to the performance of EFI Fiery digital front ends, we have drastically reduced execution times, from preflight to imposition to file rasterisation."

EDUARDO ROMAGNOLI,  
FOUNDER AND OWNER  
PRINTSPRINT



Operator does last-minute changes with ImageViewer available on the Fiery IC-315.

### ***E-procurement, no downtime, and repeatable colours***

Every day, PrintSprint processes and delivers hundreds of jobs to B2B customers who are by nature demanding and quality-obsessed. This imposes above-average quality and service standards on PrintSprint and is the basis of their choice of the most powerful EFI Fiery DFEs.

“Thanks to the performance of EFI Fiery DFEs, we have drastically reduced execution times, from preflight to imposition to file rasterisation,” explains Romagnoli. “Also, we focused on EFI Digital StoreFront, which powers our e-procurement site and communicates directly with the Fiery DFEs of the three printers, creating an automatic workflow that goes from order to production, eliminating all touchpoints.”

PrintSprint also decided to make the most of EFI advanced colour management capabilities, based on Fiery Color Profiler Suite technology and supported by EFI ES-2000 spectrophotometers. “Being able to linearise even twice a day, in a few minutes and a few clicks, allows us to detect and correct differences when they are still invisible to the human eye, without waiting for the colour to get out of control.”

Using EFI Fiery DFEs on Xerox, Konica Minolta, and Canon engines also allows PrintSprint to reproduce the same colours and spot colours across the three platforms.

### ***Full integration, from order to delivery***

One of PrintSprint’s challenges is to achieve the highest level of automation, integrating workflow management with sales, budgeting, and payment processes. This is why the company hired a software programmer dedicated to system integration. Unique for a small business, the services of the programmer allowed PrintSprint to add to the existing integration between EFI Digital StoreFront and EFI Fiery DFEs and the automatic insertion of cutting marks for Duplo finishers in Fiery Impose and Command WorkStation® — so they could more fully explore the potential of EFI software platforms.

### **Result:**

“EFI Fiery technology allows us to achieve workflow automation and consistent colour quality, without which our company would lose money and not grow.”

EDUARDO ROMAGNOLI,  
FOUNDER AND OWNER  
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"Almost all printers use workflow management systems at 15-20% of their real capabilities — a limit that is not technical, but cultural," says the owner of PrintSprint. "I believe that a push-to-stop model is the only recipe for not burning profits on small orders. It is the only way to earn, grow, and reinvest." Computing power and file processing speeds are among the features that most led PrintSprint to choose EFI Fiery servers. Thanks to the new DFE, the Italian printer can process files of one or more gigabytes in seconds, providing an uninterrupted stream of data to the equipment, and saving hours of downtime every day.

### ***The future is made up of digital ecosystems, sophisticated but viable***

"We look at the future technologies, but in the meantime, we want to fully apply what is usable today," explains Romagnoli. "Having three presses that print the same colour and seeing that every work is printed and finished without any operator touching it are extraordinary and not obvious outcomes. EFI Fiery technology allows us to achieve workflow automation and consistent colour quality, without which our company would lose money and not grow."

PrintSprint's technological and organisational evolution is related to the ability to serve various markets, fragmented into tens of thousands of orders each year, ranging from a single book, up to print runs of 500 or 1,000 catalogues. They are able to do this without losing flexibility and with ever-increasing speed and efficiency.

## 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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