

CASE STUDY

Laborprint Invests in EFI VUTEK Technology to Boost Business in the Large Format Printing Segment

Laborprint was started to meet the demands of the Brazilian promotional graphic market. Operating since 1995, it has grown and developed into a modern structure that offers complete solutions to produce promotional materials, visual communication and packaging.

Currently it is one of the main suppliers of printed communication in the country, supplying high-quality products to the main advertising agencies and large customers in the automotive, financial, telecom and retail segments, among others. It is prepared to meet any demand, offering intelligent solutions to our clients.

Laborprint invests in the constant training of its collaborators and keeps up with all the world's technological trends, dedicating special attention to service quality, meeting challenging deadlines, and valuing the client's experience.

Digital spin

In 2018, the company felt the need to invest in one piece of equipment that could boost its entry into the visual communication and POS materials market. "We had a large demand for these types of applications and we could no longer miss opportunities. We analyzed several printers, and all of EFI's competitors



LaborPrint
Sua ideia no melhor formato

CHALLENGE

A large demand for applications in the visual communication and POS materials markets

Laborprint launched in 1995, with a spirit of daring and desire to consolidate itself as a provider of communication solutions, offering its customers new possibilities that would go far beyond traditional graphic services. Today, with more than 20 years of experience in the promotional and direct marketing segment, Laborprint is at the forefront of the Brazilian market and has been transforming itself to meet the demands of different forms of communication, such as online services and new virtual technologies, which can be integrated or not the graphic production.

A pioneer in the personalization market and a reference in the development of direct marketing pieces, it stands out for its know-how in managing variable content, leadership in technology and innovation and in the development of differentiated projects with a multitude of ideas and solutions to help your company to generate the best results.

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The company acquired its first EFI printer, a VUTEK® GS2000LX Pro hybrid rollfed/flatbed printer, in 2018, adding an EFI VUTEK LX3 Pro hybrid LED printer less than a year later.

in this segment, taking into account productivity, versatility, image quality and performance. That's when we acquired our first EFI™ printer, a VUTEK® GS2000LX Pro hybrid rollfed/flatbed printer," remembers Laborprint's sales director, Pedro Henrique Camiloti.

At the time, the printing company was facing a repressed demand for several services from clients that already bought a lot from Laborprint. "They wanted materials for visual communication, and it was essential to have the structure to serve them," recalls Camiloti. "Many times, we lost jobs because we didn't have competitive prices, production control faced difficulties, and the final quality did not always meet our standards."

The acquisition of this printer was an important step in Laborprint's trajectory and the investment had all the support of Serilon, exclusive distributor of EFI VUTEK products in Brazil. "With the support of sales manager Rafael Machado, we learned more about the VUTEK printer and its advantages to be able to make the decision that would impact our growth. The VUTEK printers are fast machines, with incredible printing quality, very versatile, with industrial robustness, and easy maintenance. This consultancy even helped us in the financial viability of the business," recalls the print shop director.

SOLUTION

"We analyzed several printers, and all of EFI's competitors in this segment, taking into account productivity, versatility, image quality and performance. That's when we acquired our first EFI printer."

PEDRO HENRIQUE CAMILOTI, SALES DIRECTOR



The VUTEK LX3 Pro printer allowed Laborprint to enter the large format segment, consolidating its presence in the market. There was an immediate increase in demand of more than 5%, including printing on materials such as plastics, canvas, and adhesives.

Machado recalls the first contact with Laborprint and how the negotiation with the client went. “At first, Pedro asked us to purchase equipment with a capacity of 20 square meters per hour. Analyzing the size of the print shop and the clients’ potential, we guaranteed that he needed equipment for at least 100 square meters per hour, and he accepted our suggestion,” remembers Machado. “It didn’t take more than a year for Laborprint to upgrade to the current machine, with double the capacity – an EFI VUTEK LX3 Pro hybrid LED printer that runs more than 200 square meters per hour.

Significant profits

With the VUTEK LX3 Pro printer installed and running, Laborprint started operating in the large format segment, consolidating its presence in the market. There was an immediate increase in demand of more than 5%, including printing on materials such as plastics, canvas, adhesives – even in small quantities. The printer started to work with new substrates, among them foam, MDF, canvas, Polionda, and electrostatic adhesives. “Our client portfolio increased and it was possible to grow horizontally, also meeting the new demands of clients that were already in our base. The result of all this was a direct increase of more than 15% in our sales,” Camiloti celebrates.

The market felt Laborprint’s improvements with the expansion of the service portfolio and the level of excellence from service to order delivery. “For the client, managing a single print supplier that can 100% fulfill their campaigns is much more dynamic, even more so if it is a company they already trust,” says Camiloti.

Laborprint’s VUTEK printer was delivered with a Fiery® proServer Premium, which combines Fiery XF with EFI’s cutting-edge server hardware, providing color management, production tools, workflow and EFI’s FAST RIP technology for wide- and superwide-format printing. “We work with major brands that need, among other parameters, to maintain the color standard in their visual identities. Fiery completes the VUTEK printer’s versatility with flawless color management,” says Camiloti.

RESULT

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PEDRO HENRIQUE CAMILOTI,
SALES DIRECTOR



The list of famous brands that make up Laborprint's portfolio of customers is the best proof of the service excellence offered by the printing company – Disney, McDonald's, Girafa's, Itaú, Burguer King, Cacau Show, Aurora, Magazine Luiza, and Claro among others.

The Laborprint director assures that “we tend to grow even more in this business, there is a lot of market share to achieve, and our short-term idea is to bring one more EFI equipment to complete this story and thus grow even more in this segment, which is one of Laborprint's three pillars of development.”



Let's be brilliant. Together.

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