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![Anderson/LA - A Consolidated Graphics Company]

Founded in 1956, Anderson/LA began as a small print shop in Hollywood, California. Expanding over the years, the company occupied several locations in the Los Angeles area, finally moving to its current, state-of-the-art facility in 2007. Through all its location changes, the company has never moved away from providing reliable service and top-quality work. For more than 53 years, Anderson/LA has served a variety of markets, including the restaurant, retail, entertainment, automotive, financial, advertising and design industries.

The company's full-service production operation includes comprehensive offset, digital print-on-demand and digital grand format printing, all of it integrated with a kitting, warehousing and fulfillment offering. As part of one of the nation's largest printing companies, Consolidated Graphics, Anderson/LA continues to anticipate its clients' needs, offering services, products, and solutions geared toward the constantly changing arenas of marketing and communications.

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# Anderson/LA Drives High-volume Graphics Growth with EFI VUTEk GS5000r Installations

## Challenge:

*While it has an established reputation as a top-quality litho print provider to Hollywood studios, Anderson/LA, a Consolidated Graphics (CGX) company, needed ways to capture emerging opportunities for national retailers and restaurants. A relationship with one of the nation's leading restaurant chains was growing into the type of opportunity that would require full-service, superwide inkjet printing to give local managers the ability to get everything they need – from menus and coupons to window clings, floor graphics and banners – from a single-source provider.*

*Anderson/LA executives also found that digital inkjet could be the key to earning a greater share of other clients' marketing spend—money that would have gone elsewhere for high-end out-of-home advertising.*

*"We were able to speak with some of our existing connections at the studios about their grand format work," says Luke Westlake, Anderson/LA's president. Digital inkjet became an important factor in Anderson/LA's establishing a complete, integrated offering with litho, print-on-demand and superwide-format digital, warehousing, and fulfillment – providing virtually everything its clients need.*

![efi logo]

## Solution

"Sales here have grown for six out of the past seven years," explains Westlake, and superwide inkjet printing—which the company added in 2008—is a key part of that continued growth.

While Anderson/LA originally started out with one solvent-ink device and an EFI™ VUTEk® QS3200 hybrid printer, company executives soon learned that installing additional EFI VUTEk UV printers offered significant advantages not only in productivity and quality, but also in consistency—a critical feature in the signage Anderson/LA produces for national restaurants and retailers like Denny's, Nestlé and Pandora jewelry.

"Our machines are calibrated to each other so we can provide the same quality and color consistency across multiple devices," explains Westlake.

The ability to produce consistently across devices has become even more important for the company's newest customer, a leading mobile provider that uses Anderson/LA and another CGX provider to fulfill signage and graphics needs for its entire North American retail presence.

The growing opportunity supporting this new customer requires exacting attention to detail, particularly brand colors, with higher-volume productivity. As a result, Anderson/LA, which already owned a VUTEk 3360, a VUTEk GS3200r, a VUTEk QS3200 and a VUTEk GS5000r, has just added an additional pair of VUTEk GS5000rs.

"The GS5000r's width gives us the versatility we need," explains Westlake. "With our current footprint of EFI printers, we can run 15, five-foot rolls

### Solution:

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Results

And while Anderson/LA's VUTEk printers offer capacity, they also offer more value. Before adding the two new VUTEk GS5000r printers, company officials took into consideration the fact that they could transition much of their grand format work to offset. But, while the company does in fact have a growing need for offset-printed fulfillment work outside of large-format materials, Anderson/LA's digital, UV printing offers important cost benefits.

"We are currently installing a new, 40-inch UV press and, even though our offset business is growing, I'm a firm believer in the digital world," says Westlake. "I could have installed a 73-inch UV offset press to do some of our grand format work, but I can add UV roll-to-roll devices for much less than the millions of dollars I would spend on an offset press of that size. The technology also allows us to offer print-on-demand services to our clientele."

This five-meter, eight-color VUTEk GS5000r roll-to-roll UV printer opens new doors for print shops that need the highest image quality for premium margin applications, and production-level speeds for commercial graphics and long-term outdoor signage, like billboards. The flexible printer produces high-quality point-of-purchase materials, high-speed billboards and everything in-between.

For color-critical, close-viewing indoor graphics used at retailers and restaurants Anderson/LA services, the VUTEk GS5000r offers ultra-high quality printing in up to eight colors with resolutions as high as 1,000 dots per inch. It can also produce the durable, flexible prints needed for fleet graphics and it is the only five-meter printer with UV ink that has its output covered by the coveted 3M™ MCS™ Warranty when using co-branded EFI and 3M inks and printing on 3M flexible media.

Anderson/LA also has the advantage of bi-directional communication between its VUTEk printers and EFI Fiery® XF raster image processors (RIPs) for better job processing and management. The robust processing capability speeds throughput for a number of jobs that come to Anderson/LA from other CGX companies—one-off posters and other products from a variety of sources that require fast RIPing to keep Anderson/LA's high-volume production operations humming.

Print service providers can also seamlessly integrate their Fiery XF-connected printers with EFI's industry-leading suite of MIS and ERP products, including Pace™ and Monarch™ software.

## Results:

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Beat the competition and profit with EFI's integrated Fiery®, VUTEk®, Jetrion®, EFI Wide Format, Print MIS and Web-to-Print solutions. Visit www.efi.com to learn more.

## Why EFI?

EFI™ (www.efi.com) helps businesses worldwide bring their visions and goals to life with a scalable, digital product portfolio. Our powerful servers; controllers; RIPs; inkjet printers, and precise color and imaging solutions help companies increase their brand recognition and market reach on signs, buildings, bus wraps, graphic displays and more. Our business automation software helps companies work faster and more cost-effectively. Our office, enterprise and mobile cloud solutions help companies create, access, and communicate impactful information that can win them more business.