

Producing more with a single system.

When it came time to replace their rigid-media printer, Austria's Trevision chose flexibility. They chose a printer, the EFI™ VUTEk® GS3250LX, that could handle both rigid and roll-to-roll media which increased their capacity while expanding their capabilities.

By concentrating on superwide format, Trevision has quickly assumed a leading position in the German-speaking market. Today the company, located in Grossehöflein, Austria produces some 30,000 jobs a year, printing around 600,000 m² of flexible and rigid media. With a global network of partners, they can support customers as far away as Asia and North America.

A full-service enterprise

"We develop solutions that go far beyond merely printing: We support our customers all the way from budgeting, design and production right through to logistics and assembly," explains Jürgen Marzi, general manager.

Trade and exhibition construction are now among their main customer segments, but resellers are also playing an increasingly important role for Trevision. In contrast, traditional advertising, where the company actually started out, has declined sharply and now accounts for less than five percent of its sales.

The right technology mix is crucial

"Customers expect you to deliver the best quality; that goes without saying," says CEO Martin Wikturna. "To meet the diverse demands of the market, getting the right technology mix is crucial." Trevision were using four superwide-format machines with only one dedicated to printing on rigid materials.

According to Wikturna, when they were planning a replacement they discovered the VUTEk GS3250LX from EFI. They were impressed with its 3.2-metre print width and the ability to print on rigid as well as flexible materials. This was perfect, he emphasised, as the popular rigid materials are 3.2 metres wide and the



Challenge:

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Located in Grosshöflein, Burgenland, Austria, Trevision is one of four companies in the Trevision Holding Group. Trevision, specialising in superwide-format printing, provides comprehensive solutions for visual communications. Sister companies include NTD, producers of LED technology for backlighting, slimframes and interior design; GBMT specialists in large-format structures and assemblies; Context, a graphic design agency. The four companies work together to provide the full range of services for clients.

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printer could serve as backup for jobs requiring flexible media. The VUTEk would allow Trevision to work with substrates as thick as 5cm. The competition was unable to offer a comparable solution.

The importance of service and support

For a company of this size, system availability is a critical issue. Production operations running 24 hours a day, seven days a week is the rule. "The system was installed and we launched production the same day," says Wikturna. "In terms of service, he continues, EFI now has a considerably better position in eastern Austria because it has its own service technician for a 100-kilometre region. EFI really has done everything necessary to raise service and support up to the level we require."

Optimum balance between productivity and quality

According to Wikturna, the white ink channel achieves a high opacity that is unsurpassed by the competition and does so in a single pass. With this system, users can print up to three layers of white to achieve a desired effect on opaque and transparent materials. The machine prints at either 600 or as much as 1,000 dpi and can therefore "hold its own in the absolute high-end segment," he says.

Twelve-picolitre droplets at 1,000 dpi provide smooth, harmonious transitions in difficult skin tones and colour gradients. The use of eight colours is another contributor to sustained, high-quality performance, although as the Trevision team points out, 600 dpi

Solution:

They were impressed by the VUTEk GS3250Lx printer's ability to print on rigid as well as flexible materials and the high opacity of the white ink in a single pass which is unsurpassed by the competition.



The white channel achieves opacity that is unsurpassed by the competition and does so in a single pass.



The VUTEk GS3250Lx integrated smoothly into the existing technical infrastructure at Trevision in Grosshöflein.

are sufficient in most cases and the company has found the perfect balance between productivity and quality at this level. For instance, in practice, the team generally turns out some 60 m² an hour. When it comes to printing flexible media, this figure will undoubtedly be higher, emphasises Wikturna.

Trevision expanded its capabilities with the VUTEk GS3250Lx. Exploiting its potential is much easier because it is capable of processing both flexible and rigid media. Mixed production functions totally smoothly, and changeover is completed in just a few steps.

“Although we had very strong ties to one brand over the last few years, it was purely rational thinking that tipped the balance in favour of the VUTEk GS3250Lx,” says Wikturna, once again pointing out the flexibility, the format and the considerable opacity of the white ink. “The machine has been running since the very first day, and after just one week had gone by, the production crew could hardly imagine how they mastered all the jobs before without the VUTEk GS3250Lx,” he adds.

Results:

“The machine has been running since the very first day, and after just one week had gone by, the production crew could hardly imagine how they mastered all the jobs before without the VUTEk GS3250Lx.”

MARTIN WIKTURNA, CEO
TRÉVISION

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