

In pursuit of innovation.

When Voigt Promotion installed the first EFI™ VUTEK® GS5500LxR Pro system with UltraDrop™ technology in Poland, the company also purchased the VUTEK GS3250Lx Pro hybrid, also with UltraDrop Technology. Its goal – meet the needs of its most demanding customers.

Even though Voigt Promotion, located in the town of Police near Szczecin, Poland has operated in the country for more than 20 years, domestic companies are scarce among its customers. More than 90 percent of production goes to foreign markets – mainly to Scandinavian countries, but also to Germany, the UK, France, and the Benelux states. Voigt Promotion's customers mainly include media houses, large advertising agencies and production companies, and success is based on long-term business relationships.

"We try to offer our customers products manufactured almost entirely by us," says Michał Makaruś, vice-president of the Board. "We want to have as much control as possible over the production processes – only then are we able to guarantee the highest level of quality and timeliness. We therefore manufacture our own aluminium sections for the production of backlit banners, and the LED lighting is produced to order, especially for us. This means that our customers, even the most demanding rely on us for products that are, in a sense, unique.

Securing long-term relationships

"Our strength also lies in support and consultancy. These services – apart from the know-how in construction – constitute an added value that we offer alongside our printing services. I also believe that our readiness to solve all of our customers' problems plays a part in maintaining these long-term relationships as well," says Makaruś.

Voigt Promotion also maintains long-term relationships with its suppliers – the best examples include EFI and its Polish distributor Reprograf. "Our customers are very demanding and this is why we also have to be demanding with our suppliers. We work only with



Challenge:

"We want to have as much control as possible over the production processes – only then are we able to guarantee the highest level of quality and timeliness."

MICHAŁ MAKARUŚ,
VICE-PRESIDENT OF THE BOARD
VOIGT PROMOTION



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Voigt Promotion opened its doors in Scandinavia in the 1980s producing displays, flags and banners. In the 90's Klaus Voigt moved the company to Poland. The company has always specialised in textile printing, initially using screen printing technique, and later using digital methods. In the 2000's the company expanded, opening three branches to keep up with production. Then in 2010 the company consolidated the entire operation under one roof in Police, Poland. Klaus Voigt and partner Michał Makaruś continue to operate the business today.

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companies that can offer not only the latest technologies, but also the highest level of service and technical support."

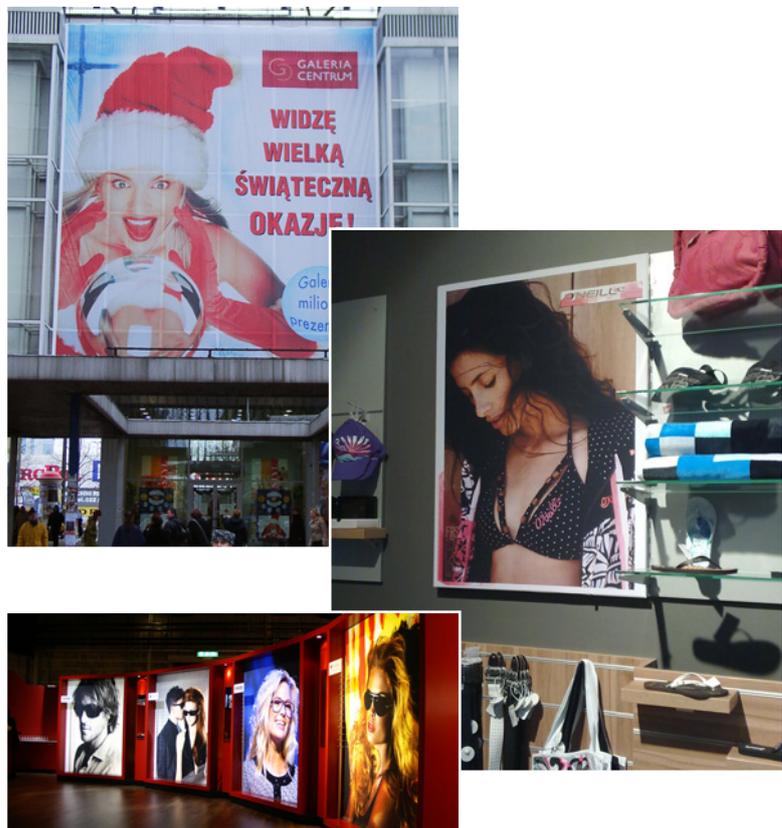
Recipe for success

Voigt Promotion faces stiff competition, but competing on price was never an element of its strategy. "We have no influence over the cost of materials or technologies, but in the age of aggressive price competition, we have to carefully watch the costs and streamline them," says Makaruś. "With this objective in mind, we employ a lean manufacturing method – the financial crisis of 2008 taught us that orders may literally stop coming overnight. In 2008, we employed 100 people; today – more than 70, while producing more.

We have our own, experienced installation team. Our strength also lies in flexibility and our ability to tackle every situation. In spite of our specialisation, we try to remain open to certain applications and to respond flexibly to our customers' needs."

Solution:

Voigt Promotion installed the EFI VUTEk GS5500Lx Pro system with UltraDrop Technology and also purchased the VUTEk GS3250Lx Pro hybrid printer.



Top Banner: A banner for Galeria Centrum.
Middle Smartframe: A smartframe application for O'Neill.
Bottom Textile: Backlit applications on textile are striking.

Voigt's recipe for success is easy to express, but difficult to execute – constant investments. "I cannot imagine us coming to a standstill," Makaruś says. "We invest in new equipment basically every year. If we want to maintain our quality, we cannot afford misguided solutions." Indeed, Voigt Promotion resembles an EFI VUTEk showroom – there are three EFI VUTEk FabriVu 3360 EC series direct and transfer printing machines for textile printing, two 5-m-wide GS series roll-to-roll UV systems, and ultimately three 3.2-m-wide printers will be added.

Thinking ahead

"Constant development and pursuit of technological innovations are yet another element of our business strategy," Makaruś explains. "Hence the investment in the innovative UV LED curing technology by EFI. It enables to offer our customers an even broader portfolio of applications and spectrum of media. Now, we have no problems printing on very temperature-sensitive Kapa foam or static foil, for instance. LED curing also harmonises with our lean manufacturing philosophy – even though the costs of the investment are higher, it pays for itself in the form of lower expenses on energy. Plus, LED lamps have longer service life than the conventional ones, and therefore, thanks to their lower servicing frequency, the operations and maintenance costs are much lower.

Thinking ahead is important in every area of our activity – when installing lighting in the new plant, for example, we decided to go for energy-efficient lighting."

Voigt Promotion's latest acquisitions are equipped with UltraDrop Technology, which combines 7 picolitre-sized ink drops for high image quality at unparalleled printing speed. Thanks to the possibility of covering substrates with such small ink drops while using a four-level greyscale and two ink density levels, exceptionally high image resolution is achieved. UltraDrop Technology provides smooth shadows, gradients and transitions, and superb four-point text quality. "I believe that UltraDrop Technology currently provides the highest quality of print on the market," says Makaruś. "It makes us stand out from our competition – we are able to offer our customers near-photographic image quality in large-format applications, without compromising on order completion times. Apart from this, we work for the most exclusive brands, so the highest possible quality is a must in our case."



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– Michał Makaruś, vice-president of the Board.

Results:

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