

Algo + Edición Digital speeds delivery and expands market reach with the VUTEk GS2000Lx Pro

With a mission to grow their point-of-sale business across Spain, Algo + Edición Digital are constantly looking for ways to improve turnaround time. But because they sell their products based on eye-catching quality, they needed to find a solution that would allow them to increase speed and quality simultaneously. They chose the EFI™ VUTEK® GS2000Lx Pro.

If you travel around Spain and listen to the radio, there is a good chance you'll hear the name. Located in Madrid, the company uses radio to reach marketers in need of point-of-sale (POS) materials, display advertising and signage. The company serves cinemas, event companies, banks and other speciality outlets. Because their reach is national, fast turnaround has become of upmost importance.

Founded in 2008, Algo + Edición Digital quickly adopted digital technology to better serve its high-paced customers. From the beginning the company came to rely on EFI technology. When graphic arts supplier, New Solution recommended the VUTEk GS2000Lx Pro in response to the company's need for production-level speed, Algo + Edición Digital's general manager Bernardo Velázquez trusted that this was the right investment.

"We needed production capacity and quality, especially for POS products where it is essential to read small fonts clearly and have the same quality close up or from a distance," explains Velázquez. "In the first few weeks after installing the printer we reduced the time for delivering and assembling orders by one day."

Velázquez also explained that because of his trust in New Solution and his company's experience with EFI products, he didn't hesitate when the dealer recommended the VUTEk GS2000Lx Pro. "We knew it was the equipment we were looking for because it allowed us to work with both rigid and flexible substrates, with high quality and excellent production capacity."



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BERNARDO VELÁZQUEZ, GENERAL MANAGER
ALGO + EDICIÓN DIGITAL

newsolution

New Solution
Rua da Gândara Norte, 148 A
4485-637, Mindelo VDC
Portugal

+351229287810



www.algomas-ed.es

Algo + Edición Digital was founded in 2008 by a group of professionals with over 25 years of experience in various printing technologies—digital, offset and silkscreen. Algo + Edición Digital focuses on large-format applications including point-of-sale materials. The company prides itself on excellence and its ability to produce advertising displays on a wide variety of media and inkjet printing technologies.

A network of professional installers allows them to serve the entire country including Balearic and the Canary Islands.

Algo + Edición Digital

T 918 141 893

info@algomas-ed.es

Quality and flexibility

Marco Filipe Apolinario, New Solution sales manager explains that the GS2000LX offers eight colours plus white and can change from rigid to flexible materials in less than a minute. Productivity is excellent thanks to its speed of 186 m²/h. Velázquez confirms this, pointing out they recently ran 1500 square metres in three days without ever reaching maximum speed; the printer operated over the course of three shifts.

With EFI's "cool-cure" LED technology, the inks dry at a lower temperature than other UV inkjet methods, allowing you to print on heat-sensitive materials. With this capability you can choose less expensive and thinner substrates.

Velázquez claims this is one of the strong points of this new investment. "We make a lot of light-weight boxes; the thickness of the material is extremely fine. With the traditional UV drying technology, fine materials run the risk of creasing or breaking, but with LED cool curing, it doesn't heat up the material and distort the shape."

This device accepts every type of material up to a maximum thickness of 5 cm. Velázquez says he has worked with cardboard, foam board, vinyl, tarpaulin and transparent PVC with ease, with the added benefit of the fast media changing, thanks in part to the ability to create multiple colour profiles. All of this has resulted in increased productivity, which Velázquez sums up as reductions of up to half the time for certain jobs, such as tarpaulin.

Apolinario says that this is possible because the VUTEK GS2000LX Pro offers maximum quality at maximum speed, saving considerable time.

Velázquez also emphasises the VUTEK's quality. "It's really like a colour proofing device, since what you see on the screen is what you get printed, without having to make hardly any adjustments in the client's PDFs."

Environment

According to a Fogra study*, EFI LED printers consume 82% less energy than devices that use traditional curing technology. An LED lamp is guaranteed for three years and a mercury lamp provides 2000 to 3000 hours of usage, which at 7 hours per day, 5 days a week equates to 1.5 years at best. Moreover, with a mercury lamp you have to turn the machine on and wait a few minutes until it reaches its curing temperature. This is necessary every time you change the job which results in a major loss of time.

Solution:

"The VUTEK GS2000LX Pro offers maximum quality at maximum speed, saving considerable time."

MARCO FILIPE APOLINARIO, NEW SOLUTION SALES MANAGER
ALGO + EDICIÓN DIGITAL

* Read more about the research project on the website:
www.fogra.org/EnergyEfficiency/Digital



Recently the company ran 1500 m² in three days without ever reaching maximum speed of the VUTEk GS2000LX Pro.

Apolinario says that the advantage lies in the fact the LED technology was developed by EFI exclusively for these industrial devices, meaning they can provide high speeds and quality that cannot be found in other LED devices on the market. He also points out other environmental benefits: they do not emit volatile organic compounds; they consume less energy and make it possible to print directly onto environmentally friendly materials.

Velázquez corroborates this point. "The environmental question is extremely important for customers who require CO2 emission data using recycled paper, among other requirements. So, possessing equipment that allows us to meet these requirements is a great help".

Despite the economic downturn, Velázquez is positive in terms of the immediate future. "During the crisis of the last few years we've seen demand fall, but we're starting to see things pick up, and that's why we didn't hesitate to invest. This way we are prepared to offer our clients better service, and we can reach out to new markets as well. This is why we're counting on EFI technology and New Solution's support, which has never let us down."

Results:

All of this has resulted in increased productivity, which Velázquez sums up as reductions of up to half the time for certain jobs.

EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit www.efi.com or call 0808 101 3484 or +44 (0)1246 298000 for more information.



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