

McGowans starts a new era with the EFI Nozomi C18000

McGowans Print in Ireland has always been an all-digital print house and according to founder and owner Mal McGowan, a mathematician by education who describes himself an entrepreneur rather than a printer, the business was developed because of digital print technology: "I started with a retail store with a colour photocopier that could connect to an Apple Mac in the late 1980s and we've been through the entire list of digital technology. We've always employed the newest and best when it came."

That trail of equipment since then has included early adoptions of a range of wide-format print devices, from an electrostatic device to a photographic media printer, to the a flatbed printer that, at 120 sheets per hour McGowan says was "a quantum leap" at the time. Nearly 10 years later, that printer is still in use.

In addition to direct mail, financial and other commercial small format work and large format outdoor media, the company produces high quality retail display point-of-sale materials for an array of big-name clients and brands that includes L'Oréal, Coca-Cola, Lidl and Tesco using flatbed wide-format printers from a variety of vendors, but founder and owner Mal McGowan says, "They were good, but they didn't differentiate us".

Differentiation with Nozomi prints

The key to finding that differentiation was an EFI™ Nozomi C18000 single-pass corrugated digital press. McGowan says, "the Nozomi press is a new era for printing digitally," thanks to its quality, size and speed. The machine was installed in July 2017, the second in the world after Spanish packaging specialist Hinojosa and has been in production ever since.

McGowan says that the flatbed printers his company uses are all much the same in terms of quality of output but the Nozomi press' finish sets it apart - the UV inks developed for EFI Nozomi C18000 are



Challenge:

"They [other wide-format printers] were good, but they didn't differentiate us."

MAL MCGOWAN, FOUNDER AND OWNER
MCGOWANS PRINT



Established 25 years ago, McGowans Print is an all-digital print company that serves a wide range of customers with corporate, commercial, outdoor display, retail and point-of-sale work. The principal site in Dublin, Ireland, has 130 employees, complemented by a facility in Belfast, Northern Ireland, with 18 staff.

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intrinsically glossy. “The print jumps off the board, there’s a real ‘wow’ factor. You can tell a Nozomi print from a mile away, it’s the easiest sale,” he enthuses.

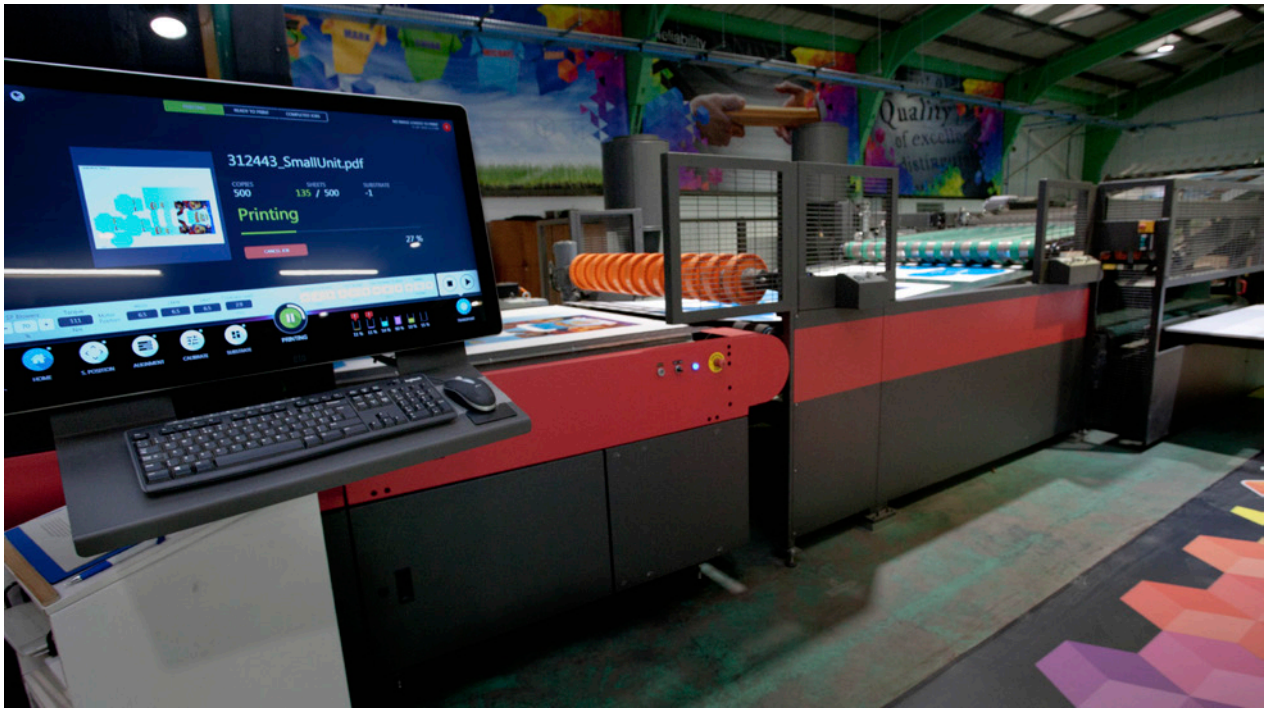
The 1.8 x 3 metre capacity of the Nozomi press also sets it apart from single-pass competitors which are limited to 1.2 metre width, making it suitable for producing point-of-sale and floor display units as well as packaging. The speed is described as “phenomenal,” with McGowan contrasting the 5,000 or more 1.78 x 1.78 metre sheets per hour from the Nozomi press against 140 or so from existing flatbeds. “I couldn’t have designed it or specified it better,” confirms McGowan, “It’s a new era for us.”

Another attraction of the EFI Nozomi C18000 press was the forthcoming ability to print with white ink. “This will allow direct print to craft boards with stunning results,” says McGowan, also noting that the option to add extra primary colours for an expanded colour gamut would allow more than 97 per cent of Pantone colours to be matched. He also comments on the design and ease of use of the press, noting that “the EFI Fiery® digital front end is very clever”.

Solution:

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EFI Nozomi C18000 in action at one of McGowans Print's factory building

The EFI Fiery NZ-1000 provides accurate colour quality with any functionality you need to make print results truly exceptional. Not only can it keep the Nozomi press fed at any time, it saves you time when managing jobs for both short and long runs.

Entering new markets

McGowans is developing a new company, McGowans Packaging, to capitalise on the opportunity that the Nozomi press offers, adding dedicated finishing equipment to the process to provide an on-demand packaging “virtual warehouse” service, which is being offered as a trade service to other printers as well as to direct clients.

“We’re a display company that would like to do packaging, attacking market from the bottom,” says Mal McGowan, contrasting his position against large dedicated packaging print businesses.

McGowan explains that Ireland imports a lot of litho-laminated packaging from Turkey and China. “It’s cheap but requires high volumes to be pre-ordered and delivery is slow,” he explains, also pointing out the environmental impacts associated with the long-distance shipping. The recyclability of board printed on the Nozomi press is another sustainability advantage as well: “Everyone’s aware of their carbon footprint, so anything we can give brands here is fantastic,” he adds.

The new company offers whatever the customer wants, whenever they want it without having to store it. “The EFI Nozomi system has allowed us to grow our export markets into Europe and the UK via our Belfast, Northern Ireland factory,” McGowan reports, adding that it is a simple matter to produce different language batches for France, Germany or Eastern European countries, or even “20 units of Pringles to go to the West Bank”.

“It’s hugely significant and will only be more so in the months and years to come,” he concludes.

Result:

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MAL MCGOWAN,
FOUNDER AND OWNER
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