

# Coastal Speedpro Imaging achieves record sales and growth with EFI hybrid wide-format printers

When Michael Enright acquired a Speedpro Imaging franchise five years ago, he quickly realized he would need more production capacity and new capability to spur growth and meet his business objectives — specifically, to do UV flatbed printing. The solvent and latex, roll-to-roll printers he was running lacked the throughput and versatility he needed to grow his product mix and customer base. Enright also believed that white ink would be a critical differentiator — a capability that would enable product and color solutions not widely available from other print providers. And he needed a reliable equipment partner that could provide next-generation technology that would set the company apart.

Enright initially purchased an EFI™ H1625 LED hybrid roll/flatbed printer. “My vision was to be the finest wide-format printer in New England, providing top-quality products and outstanding customer experience at a competitive price,” says Enright. “After researching the market, I determined that EFI had the finest product targeted at a business my size, the H1625 LED wide-format hybrid.”

Enright knew that when he committed to acquiring the new printer, he did not yet have the volume of business to support it. But he believed that only by proactively developing the capacity could he acquire new customers and the associated growth. In fact, Coastal Speedpro’s subsequent growth exceeded his projections to the point that he rapidly outgrew the H1625 LED. In late 2017, he upgraded to the latest generation EFI Pro 16h LED hybrid inkjet printer.

The company’s new hybrid inkjet prints flexible and rigid substrates up to 65 inches (165 centimeters) wide and 2 inches (5.08 centimeters) thick. It features four colors plus white ink and single-pass, multilayer



## Challenge:

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Coastal Speedpro, located in Portsmouth, New Hampshire, is proud to be one of coastal New England's fastest-growing, quality-focused, wide-format printing businesses. The company specializes in wide-format printing, with an emphasis on interior environmental graphics: wall coverings, glass and window graphics, posters, point of purchase (POP) displays, and exterior graphics for commercial and retail environments.

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*Coastal Speedpro's Rose Dow reviews a job being produced on the EFI Pro 16h LED.*

printing for greater profit opportunity. Its resolution of up to 1,200 by 1,200 dots per inch enables the production of near-photographic images, saturated colors, and smooth gradations with true four-level, variable-drop grayscale print capability, printing at up to 311 square feet per hour. It includes an EFI Fiery® proServer Core digital front end, which features FAST RIP acceleration technology, as well as RIP and print-on-demand functionality or the ability to print pre-ripped files at the printer interface.

"Having our new EFI printer was a foundational piece of our being able to offer products that opened new markets for us," Enright says, "especially the white ink capability and the fast throughput and high quality that the EFI Pro 16h enables."

### **50% growth year-over-year**

Bringing in flatbed printing work with EFI wide-format LED printers has turned out to be one of Enright's smartest decisions.

### **Solution:**

"Since I bought the business, we have grown at about 50% per year. Had I not invested in EFI hybrid printers, 10% to 20% growth is probably the maximum I could have achieved."

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"Since I bought the business, we have averaged around 50% year-over-year growth," he says. "Had I not invested in EFI hybrid printers, 10% to 20% growth is probably the maximum I could have achieved."

Enright attributes the growth to his ability to produce very high-quality output with short turnaround times. The EFI hybrid printers have also given Coastal Speedpro Imaging the ability to produce complete orders for customers. "Without the printers' flatbed capabilities," Enright explains, "I might get part of an order from my customers or not get the order at all if the customer wanted to single-source a particular job. Now I can produce the entire order, from roll material to direct-to-rigid printing, and that has been a big hit with my customers."

Enright also acquired an Esko Kongsberg cutting table. "Some companies in our segment merely focus on printing and shipping the printed product," he says. "We go further than that to deliver the kind of exceptional service our customers appreciate. We approach the business as a total-quality manufacturing operation, and we go a step further to make sure the products we produce arrive at our customer location without quality issues, and that they've been produced to actually be successfully installed in the field. That's our definition of success — successful installation in the field, without quality issues or rework."

One of Coastal Speedpro's largest clients creates branded retail customer experiences for consumer storefronts nationwide. In addition to providing foam core, posters, banners, and other point-of-purchase (POP) graphics, Speedpro Coastal has found a niche in offering digitally printed wall coverings; applied window graphics (often printed with varying percentages of white ink for beautiful, subtle effects); and high-quality, direct-printed acrylic, PVC, and acrylic rubber/ACM wall fixtures.

### ***Quality, flexibility, and reliability***

"Our success has been a result of ensuring we have state-of-the-art technology," according to Enright, "and EFI has delivered that for us. In addition to the higher quality, faster speed, and excellent white ink capabilities of the EFI Pro 16h, EFI has been a true partner for us.

"They are expert at helping businesses like ours match our quality and throughput requirements to the budgets we have," he adds. "We are thrilled with the quality and flexibility the combination of the printer and its EFI Fiery proServer Core delivers for us. Reliability has been great, and the productivity enables us to quickly fulfill large orders. Our future is bright, and EFI has been a key partner in making that happen."

### **Result:**

"Having the EFI printer was a foundational piece of our being able to offer products that opened new markets for us, especially the white ink capability and the fast throughput and high quality that the EFI Pro 16h enables."

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