

## CASE STUDY

# Print shop from São Paulo consolidated growth in printing for fleet owners

A benchmark in the market for top-quality printing on canvas and adhesive substrates, Fix Print uses two EFI Pro 32r+ printers at its industrial park in Guarulhos, Greater São Paulo. This choice has allowed the company to expand its services and its range of clients.

The decision to acquire the first machine took between four and five years. “We needed UV equipment and there were few options in the market. EFI was one of a select group of companies working with this [type of] printer in their product portfolio,” says Roque Finger, a Fix Print partner-owner.

“Upon the acquisition of the EFI Pro 32r+ for the print shop in 2019, we were very successful because our customers had the opportunity to take their materials into the showroom and witness the effectiveness of the equipment in terms of ink and energy savings when compared to other technologies,” says Rafael Machado, sales executive at Serilon, EFI’s distributor.

The impact on productivity was immediate. “The machine is very fast and served us well,” says Roque.

The success of the EFI Pro 32r+ in Fix Print’s operation was so great that the decision to buy a second printer came about eight months after the first one began production. “Some factors were decisive for this purchase, such as durability, since it is industrial equipment, as well as timely technical assistance,” explains Finger. “The old machines ran 30, 35 square metres per hour. With the



## CHALLENGE

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ROQUE FINGER  
PARTNER-OWNER



Fix Print has been in the market for more than 10 years and has been modernising its factory with high-tech machinery, being an effective company in digital printing, painting, fleet stickers, and sider canvas. With this eagerness in business, it has a well-designed factory, together with three branches, totaling 23,000 m<sup>2</sup> with a total of 250 qualified professionals and equipment perfectly synchronised with production, in addition to personalised service for customers.

Rua da Servidão, 149 Vila Nova  
Bonsucesso  
Guarulhos / SP

Travessa da Rua tamotsu Iwasse  
altura do  
nº 1315

(11) 3318.3199  
www.fixprint.com.br



*The search for a UV printing solution that promised both impressive production speeds and improved production efficiencies brought Fix Print to consider the EFI Pro 32r+.*

EFI Pro 32r+ we can triple it, between 90 and 95 square metres per hour,” says the businessman, who is also an engineer and has an affinity with numbers.

### Earning Potential

With the gain in productivity and excellence in printing quality, Fix Print, which already successfully served the the market for truck sides and fleet adhesives, can

### SOLUTION

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extend its range of action and go in search of new customers.

“An example of this is that we have closed the stickering of 130 Ambev Brewery truck bodies to deliver beverages to a new client in the city of Monte Mor,” says the businessman. “This was only possible thanks to the speed and high level of safety in the production of the equipment,” he concludes.

The success of the Pro 32r+ in the fleet and truck sides, where Fix Print operates, is not only due to the robustness and technology embedded in the equipment but also on the whole. “In addition to developing and manufacturing industrial printers, EFI also produces the inks, and this makes all the difference,” comments Rafael. “They are products with specific characteristics for flexible media, which guarantees an impressive final result.”

## RESULT

“We have closed the stickering of 130 Ambev Brewery truck bodies to deliver beverages. This was only possible thanks to the speed and high production safety of the EFI equipment.”

ROQUE FINGER  
PARTNER-OWNER



*Thanks to the EFI Pro 32r+, Fix Print has been able to extend its range of applications and bring in new business, such as with the vehicular stickering of 130 Ambev Brewery trucks.*

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit [www.efi.com](http://www.efi.com) or call 0808 101 3484 (UK only) or +44 (0)1246 298000 for more information.



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