

NORA saves “150 hours of cutting time” with EFI roll-to-roll printer

Based in Alsace, France, NORA Distribution is a printing and crafts company, specialising in printing, cutting and shaping plastic, metallic and natural materials for visual communication, POP and decorative projects. NORA mainly works for the retail sector (shops, chain stores), mass distribution providers, automobile dealerships, etc. The company employs over 40 people and has premises of almost 6000 square metres, over half of which is dedicated to production with 100% EFI™ VUTEK® machinery. NORA and EFI have been partners since 1999.

NORA Distribution’s latest machine is the EFI VUTEK D3r superwide roll-to-roll LED printer, which was integrated into the shop floor along with two VUTEk h5 LED hybrid roll-to-roll/flatbed printers. “The VUTEk h5 printers are high-performance printers: they can print up to nine layers with resolution of up to 1,200 dpi at one go, with a throughput of up to 109 1.20 x 2.40 metre boards per hour,” says Audrey Altmeyer-Stoll, the daughter of the founder who took the company reins in 2004. “The hybrid configuration also enables occasional roll orders, but with no cutting at the outlet. So, we were looking to invest in a specialised roll machine that offers the same high-quality and volume and also includes a direct cutting system at the outlet of the machine.”

Reliable machinery

Configured in 4 colours plus white, the VUTEK D3r has native 7 pl UltraDrop™ Technology for a true resolution of 1200 dpi. “We don’t often need the white option, but it’s there if we need it,” says Altmeyer-Stoll. “We use it for adhesive materials and its quality and opacity guarantee excellent rendering. In general, the 7pl drops smooth shadows and gradients and offer total accuracy for small print.”

NORA Distribution reaped several benefits from the VUTEk D3r printer. According to Altmeyer-Stoll,



Challenge:

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AUDREY ALTMAYER-STOLL,
GENERAL MANAGER





Founded in 1976 in Alsace, France, NORA Distribution strives to be at the forefront of technology with printers that combine productivity and high image quality. The company has a large premises of almost 6,000 m², more than half of which is dedicated production.

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NORA Distribution was looking to invest in a specialised roll machine that offered the same high-quality and volume as their existing printers, while also including a direct cutting system at the outlet of the machine. Their solution: the EFI VUTEK D3r.

the main quality of the VUTEK D3r is "its stability. Winding and unwinding are quick and easy and performed inline. The machine runs straight!" says Altmeyer-Stoll. Moreover, media utilisation is optimised with minimum wastage of only forty centimetres on each roll loaded.

Additionally, the installation of the VUTEK D3r went smoothly. Altmeyer-Stoll adds: "With regards to training and support, the EFI team have been very involved, attentive and responsive over the years. Shortly after installation, we achieved an output of over 20,000m² in eight days with no stress whatsoever!"

Huge savings in time

The most distinctive feature for Altmeyer-Stoll is the range of 20 cutters installed at the print outlet. "An inline cutting system allows us plenty of extra time for shaping and enables two rolls to work side by side. A small circular cutter provides extremely accurate cutting, an aspect that we had not fully anticipated, but which has

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proven to be crucial," says Altmeyer-Stoll. "We very quickly saved 150 hours of cutting time; the workload could be distributed much more efficiently over the shop floor, which freed up more staff time. After only a few months, we can see that our partner is already well on the way to success. We've saved a lot in terms of volume at the shaping workstation."

Altmeyer-Stoll has also considered new markets for the company to position itself in a flexible and pertinent manner, thanks to the VUTEk D3r printer and printed graphics being close to a final state. "Actually, many of our customers are looking for shaped and finished products, in addition to printing." A customer might be a mass distributor or food industry company requiring signage and communication or a retailer requiring printed panels, decorative elements, communication aids, etc. "We have already tapped a few markets of this kind, but this new equipment has put us in a very competitive and effective position for all things adhesive. LED curing technology has given us added relevance with regards to both external and internal calls to tender, which can be put down to both its conduct and the ecological plan."

Being green with opportunities ahead

NORA Distribution has just received the Imprim'Vert (Green Print) label. For them, running a business with environmentally friendly solutions is very important. Thanks to EFI LED technology, they can do so with ease. The VUTEK D3r printer is very economical with regard to both ink and energy consumption. Altmeyer-Stoll adds: "The COVID crisis will certainly force our trade to grow and develop and face two apparently contradictory issues: pricing and the environment. The VUTEK D3r LED printer is ideal to respond to both these challenges."

And how has NORA Distribution dealt with the ongoing pandemic? "We have had three firm orders from major food companies," says Altmeyer-Stoll. "Of course, we had to adapt and learn to change our way of working very quickly and, at times, it was almost non-stop. But the team pulled together, and all hands were on deck. Thanks to all of them, NORA Distribution is working very well today, and, with our current team and machine fleet, we are fairly optimistic about the future."

Result:

"We very quickly saved 150 hours of cutting time..."

AUDREY ALTMAYER-STOLL,
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