

CASE STUDY

EFI VUTEK Q5r's low production costs open up new markets for Mapubli

Based in Valencia, Spain, Mapubli is a print service provider specialising in visual communications applied to retail, brands, packaging, and events. The company develops countless graphic and structural projects from idea to implementation.

Mapubli has been a loyal EFI™ customer for many years. Mapubli Managing Director José Monteagudo states that his confidence in EFI is based on his positive experience with EFI's innovative solutions and professional team: "EFI machines have performed very well for us, and we are very happy with them. The technical support department provides an excellent service. Our operators are very happy with them, so we have no reason to change, especially considering that the machines give us great print quality, total reliability – all with consistently good technical support."



Renewing machinery with EFI

In the last years, Mapubli had a plan in place to renew their entire stock of machinery to stay competitive and better meet customer demands. Mapubli therefore invested in a new EFI VUTEK Q5r roll-to-roll LED printer. "As part of the machinery renewal plan we had scheduled, we needed to add a roll-to-roll machine," says Monteagudo. "The EFI VUTEK Q5r roll-to-roll printer is the latest and most efficient machine from EFI, and that is why we chose it."

This new addition, together with the two EFI VUTEK h5 hybrid roll-to-roll/flatbed LED printers installed in the previous year, has allowed Mapubli to renew their entire stock of equipment. "We can now be more competitive as well as reduce delivery times," says Monteagudo, "...[and] to provide excellent service to our customers and cover all their needs."

"The hybrid equipment we invested in last year gives us considerable versatility, but we are printing a lot of flexible material, so a roll-to-roll printer is the most suitable machine for this type of product," continues Monteagudo. "In addition, the EFI VUTEK Q5r roll-to-roll printer has very short changeover times and much less waste than other roll-to-roll machines, which gives us much more agility."

CHALLENGE

Mapubli needed to print on a lot of flexible materials



Mapubli was founded in 2013 in Valencia, Spain. The print service provider specialises in visual communications applied to retail, brands, packaging, and events.

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Mapubli Managing Director José Monteagudo

With the EFI VUTEK Q5r, Mapubli is now able to carry out all types of work with flexible materials, including vinyl, paper and canvas.

White ink, Y-slitters, UltraDrop Technology and ink savings

The EFI VUTEK Q5r roll-to-roll printer also offers optional Power Tools, of which Mapubli has chosen the white ink option with various multi-layer white ink printing modes and the Y-slitters for separating multiple jobs on a single roll, thereby taking advantage of its full width, minimising media waste, and with waste collectors to make the whole process more streamlined.

“The white and multilayer option enables us to complete jobs with greater added value, such as double-sided printing on transparent materials,” says Monteagudo. “The low production costs have even given us access to a type of work that we had not done until now. In addition, being able to print multiple rolls at the same time allows us to save time and increase productivity.”

SOLUTION

With the EFI VUTEK Q5r, Mapubli is now able to carry out all types of work with flexible materials, including vinyl, paper and canvas.

The printer uses EFI UltraDrop™ Technology with 7pL printheads and multi-drop addressability, which results in high-definition image quality, excellent reproduction of shadows, gradients and transitions, as well as superb text quality with three-point text in both standard and high quality modes, with fewer satellites and more clarity in all printing modes. Additionally, EFI's "cool cure" LED technology helps Mapubli save costs and minimise their environmental impact.

Since using the new EFI VUTEK Q5r roll-to-roll printer, Monteagudo says that they have been able to reduce turnaround times, — a critical factor nowadays, achieve their expected performance as well as save on ink costs. "The cost of inks is lower than that of the inks we already had. This, coupled with a higher yield per litre of ink, results in savings," says Monteagudo.

Monteagudo praises his new EFI VUTEK Q5r roll-to-roll printer: "Thanks to this equipment, we can print up to 5.2 metres wide, up to 672 square metres per hour, up to nine colours, and a true resolution of up to 1200 dpi, which gives us greater production capacity, efficiency and speed in our work, and, ultimately, ensures a better service for our customers."

RESULT

"...this printer gives us greater production capacity, efficiency and speed in our work, and, ultimately, ensures a better service for our customers."

JOSÉ MONTEAGUDO, MANAGING DIRECTOR

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