*EFI™ VUTEk® h3*
***Case Study***

# With the EFI VUTEk h3, Gescom increases its competitive advantage

Gescom expanded its press fleet with the superwide EFI VUTEk h3 hybrid roll-to-roll/flatbed LED inkjet printing platform, the first to be installed in Italy. This new-generation machine can handle printing up to 3.2 metres wide, high production volumes at 1200 dpi and features high definition 7-picolitre printheads featuring UltraDrop™ Technology.

With its speed, reliability, and white ink printing capability on a wide range of media, Gescom has been able to enter new markets and expand its wide-format production in just a few months. "Large-format printing is what drives the business. We also needed to replace a large-format press for printing on rigid materials; we had no doubt in choosing the latest EFI machine, the VUTEk h3," says Gescom production manager Raffaele Friggi. "EFI is one of our technology partners — we have two VUTEk GS5500LXr Pro machines for printing on flexible materials, and the collaboration we have with them fully meets our expectations, as does the EFI technology, which we have found to be state of the art."

Gescom's activity is divided into four main types: wide-format printing on rigid materials (aluminium, cardboard, honeycomb, corrugated plastic, partially expanded PVC); wide-format printing on flexible materials (PVC banners, mesh, adhesive PVC, fabric); offset printing for posters, flyers, folded flyers, business cards, and catalogues; and medium- and wide-format printing for posters (paper for outdoor use). In addition to printing, the company is able to offer prototyping and graphics design services, including installation.

"Our philosophy is to give our customers total satisfaction," says Friggi. "At Gescom, we are proud to produce communication products that provide our customers with the optimal solution at the best cost per quality ratio. Having a versatile machine that can print on both rigid and flexible media is essential to us.

## Challenge:

"In our work with professionals in the graphics industry and large retailers, the demand for photo-quality work and jobs with white was on the rise."

RAFFAELE FRIGGI,
PRODUCTION MANAGER
GESCOM

Founded in 1983 in Italy, Gescom initially operated as a publishing house. Later, in 1995, it became a preprint service. Today, Gescom Spa, based in Viterbo, is a leading company in digital printing, offering itself as an ideal partner for communication industries, professionals in the graphics industry, and large retail companies. With a dynamic and young structure, which relies on a group of 87 people, Gescom has a turnover of over 7 million euros. The production takes place in two large buildings with a total of over 16,000 square metres over three floors.

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*Aerial view of Gescom's facility.*

The EFI VUTEk h3 gives us the flexibility to print on both coloured and transparent materials and also experiment with new ones, supporting our business philosophy."

The printer can quickly change to different types of media, which means it can produce more work and a wide variety of jobs. As a result, the printer has fast become the most productive machine in the company.

Using "cool cure" LED technology, the VUTEk h3 can print on an extended range of media. The LED curing on the printer has also proven to be an environmentally friendly solution, with low VOC emissions, lower energy consumption, and less waste and consumables. In addition, LED technology ensures faster start-up times.

## Solution:

"The EFI VUTEk h3 gives us the flexibility to print on both coloured and transparent materials and also experiment with new ones."

RAFFAELE FRIGGI,
PRODUCTION MANAGER
GESCOM

*Final printed product.*

### *More colours and lower costs*

With eight colours plus white, Gescom's VUTEk h3 can print up to nine layers, producing vivid and high-density colours. UltraDrop Technology on the printer also allows texts to be printed in high definition, even at high production speeds. "The new machine allows us to achieve the required colour quality at the first run," Friggi also notes. "We don't need to do much colour proofing, and this saves a lot on materials."

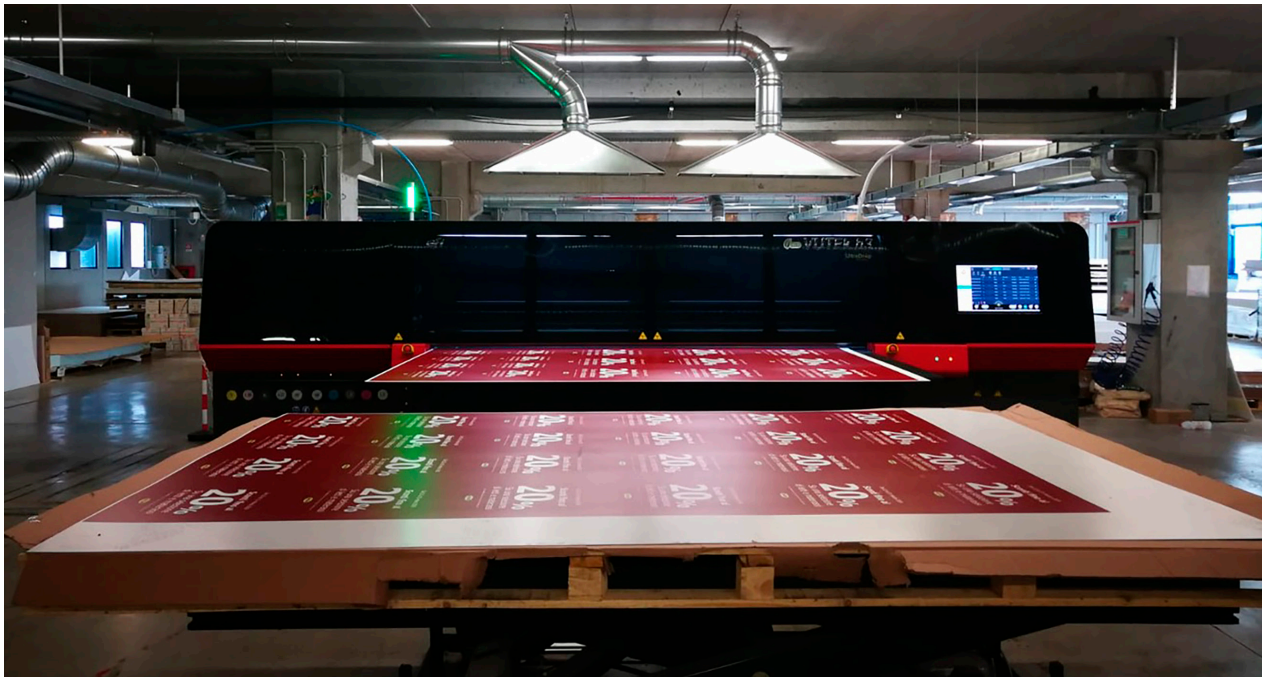
EFI inks are custom-formulated for each inkjet printing system, which is why they can deliver exceptional performance with calculable operating costs. They also have an extended colour gamut, which ensures excellent Pantone colour matching. Gescom has been able to make the most of this and has expanded its types of production, including printing photographs on coloured or transparent media, with excellent results.

"In our work with professionals in the graphics industry and large retailers, the demand for photo-quality work and jobs with white was on the rise," Friggi says. "Our customers have noticed the change in technology and appreciate the new work we have offered printing photographs and white-on-black panels," Friggi says. "This has also allowed us to acquire new customers. Compared to the printer we previously had in production, we have seen improvements in colour accuracy, increased ink adhesion, and considerable resistance to scratches and abrasion."

## Result:

"The new machine allows us to achieve the required colour quality at the first run. We don't need to do much colour proofing, and this saves a lot on materials."

RAFFAELE FRIGGI,
PRODUCTION MANAGER
GESCOM



*EFI VUTEk h3 in action.*

### *Future service*

Gescom focuses on high job volume, quality at the right price, and accurate service in 24 hours through collaboration with major logistics operators in the area. “The majority of our customers are professionals in the graphics industry. For them, it is essential for jobs to be dispatched quickly and to receive additional service, especially in logistics,” says Friggi. “In the future, we will be expanding our range of ancillary services, targeted consulting, and logistics. But the core of what we offer has to be the assurance of flawless production, and technology must always be at the forefront. EFI technology, which is simple to use, versatile, and reliable, is the ideal solution for our future.”

## EFI fuels success.

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