

CASE STUDY

The Delta Group Leverages Nozomi Technology for Fast, Full-Service POS Production

Wander down the aisles of a leading UK supermarket, manoeuvre through the High Street crowds to buy gifts for loved ones, enjoy a drink with friends, or treat yourself to some beauty bargains, and the chances are you'll come face-to-face with the work of The Delta Group.

The Delta Group was founded in 1991 as a specialist provider of retail and fast moving consumer goods (FMCG) activations. Over the intervening 30 years, the group has made significant investments in growth and made staying ahead of the curve a key principle, helping the business cement its status as one of Europe's leading visual communications specialists.

Now the business delivers a broad service portfolio, including creative agency services, shopper marketing, structural design, event management, in-store screens and content solutions, fulfilment and distribution, and out-of-home advertising, to name a few. Achieving its level of success as a full-service provider that can build every aspect of a client campaign has been boosted by The Delta Group's knack for identifying future trends in its key markets, and making assured moves to win and retain market share.



CHALLENGE:

“We aim to align with market trends by investing in our infrastructure, sustainable practices and reducing time to market and cost.”

Dean Smith,
Chief Sales and
Marketing Officer





The Delta Group is committed to service excellence in-store, outdoor and online. We are dedicated, knowledgeable and client focused people who aspire to make a difference every day. We value the long-term partnerships we have with our clients and work collaboratively to lead effective change and empower your strategic goals.

Our clients operate in an increasingly complex world and must constantly evolve to meet the dynamic needs of retailers, e-tailers and consumers. Our services – comprised of three units: Creative, Display and Technology – are designed to reduce the complexity of international marketing campaigns across multiple markets and languages whilst maintaining consistency, increasing localisation and responsiveness.

<http://www.thedeltagroup.co.uk>
hello@thedeltagroup.com

Unit 25, I.O. Centre, Lea Road,
Waltham Cross, Hertfordshire EN9
1AS, United Kingdom



Customer-focused investments bring better business outcomes

Dean Smith, Chief Sales and Marketing Officer, Delta Group, outlines The Delta Group's key sectors as retail, FMCG and consumer brands, and film, entertainment, gaming and outdoor. While The Delta Group's service offering is extensive, Smith explains that "our focus has always been our clients, which is what our reputation is earned through. We aim to align with market trends by investing in our infrastructure, sustainable practices and reducing time to market and cost."

You could argue that they are also known for being first. In 2018, Delta became the first business in the UK to install an EFI™ Nozomi C18000 single-pass digital LED inkjet printer. "We're always asking what we can do differently, what we can do to differentiate ourselves," explains Martin Shipp, Chief Operating Officer, Delta Group. "That's what led us to look at the Nozomi C18000."

SOLUTION:

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Martin Shipp,
Chief Operating Officer, Delta Group

The Delta Group had been looking into single-pass solutions for a while, and its eye for leading the trends and making smart decisions quickly served the business well once again, recognising an opportunity to utilise a digital press created for corrugated printing for better flexibility and efficiency in point of sale (POS) production.

EFI launched the Nozomi C18000 single-pass LED press for printing on corrugated with the capacity to reach speeds up to 75 linear metres per minute. Formulated to support cost-effective, high-quality, direct-to-board digital printing, the 1.8-metre model offers a wide colour gamut, double-lane printing, and the ability to print onto boards up to 1.8 x 3 metres.

The Nozomi C18000 enables businesses to eliminate expenses and a great number of steps associated with printing plates, printing, and lamination in traditional analogue production. For The Delta Group, this was a notable impact on the business following installation. “During the first year with the Nozomi, we started to reduce our need for the litho lamination machines. We retired three of those and very quickly went down to one,” explains Shipp. “We now have only one large format litho press in the group – the C18000 takes on that work.”

From energy consumption to manual labour, efficiencies abound

The moving of work from analogue production to the Nozomi C18000 helps The Delta Group make savings in more ways than one, as Shipp continues, “If we produce something using litho we would naturally waste a substantial amount of paper, and if we mount it as well that wastes even more in the process. With the C18000, we’re producing work with much less wastage, producing on time in full quantities, and we can manage staff more effectively. If you were to litho print a box, you would have a platemaker, a number one and number two on the press, as well as two people on mounting, so that’s five or six people on a box production line. On the C18000, you need two people, especially as we can use the cameras on the system to reduce human error and further reduce

RESULT:

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waste. We've been able to re-assign those employees to help us maintain efficiencies elsewhere."

Energy savings are an additional benefit, helping to lower production costs and playing a role in The Delta Group's cast-iron commitment to sustainability. "Quite early on we noticed the impact on power consumption, because of its single-pass throughput, LED curing, and direct to board capability, we saw a 60% reduction in energy usage for the same square metres printed. The C18000 was a big time energy save."

Another first for The Delta Group soon followed; the business took delivery of Europe's first EFI Nozomi 18000+ LED single-pass digital printer designed for the sign and display graphics market in 2022 – the second installation globally. For Delta, the decision made perfect sense. With the Nozomi C18000 originally designed for solid board production, a Nozomi press compatible with the substrates that are essential to sign and display graphics production was an ideal solution.

The 1.8-metre-wide EFI Nozomi 18000+ LED printer handles substrates from 0.3 mm up to 12 mm thick, is offered with fully automatic feeding and stacking as an option, and prints 1,000+ 1.2 m x 2.4 m sheets per hour. Optional White, Orange, and Violet is available with CMYK printing.

"[The decision to invest in the Nozomi 18000+] wasn't a difficult one for us," Shipp explains. "The C18000 is designed for solid boards, and does that very well, but there is added flexibility for us with the Nozomi 18000+, with the ability to work with more flexible substrates and the ability to change the finish of the print in-line, with gloss, matte, and more all in one process. Before we were limited to a certain range of products that we can offer fast turnaround on. Now that isn't an issue. No matter the challenge, we're equipped to handle it on any substrate."

The Delta Group's investment in the Nozomi 18000+ LED has allowed the business to further reduce its footprint. Shipp adds, "It enables us to reduce our screen print offering down to a single device from three, and close down some of the other multi-pass flatbeds because of the efficiencies of the Nozomi 18000+."

As mentioned, sustainability is a key principle at The Delta Group. Working with high-profile, leading brands means transparency is key, as is ensuring the group is playing a role in supporting clients to meet their sustainability commitments. "It's our responsibility to help our clients contribute to their strategies," explains Smith. "We do this without affecting price, quality, or speed, which are obviously critical for us as a business."

For Delta, its sustainability pledge encompasses a number of elements, from supporting sustainable and charitable initiatives to its award-winning Delta Net Zero model. Reducing waste and significantly reducing energy consumption with Nozomi technology helps The Delta Group meet its goals to reduce the amount of materials used to create POS, reduce its carbon footprint, and meet its net zero targets.

It isn't a stretch to describe The Delta Group as a pioneer in its space, continuously looking to the future and shaping what that future looks like for the business. As well as continuing to lead the way on service, speed to market, and technology investment, being at the forefront of ethical and sustainable environmental practices is just another way in which the business is in first place.

Let's be brilliant. Together.

We understand you want breakthrough technologies to lead you through your digital journey. That's why we're passionate about driving your business growth with a scalable portfolio of products, solutions, services, support, and world-class partnerships for the manufacturing of signage, packaging, textiles, ceramic tiles and building materials, with a wide range of printers and inks. Our unwavering commitment is to increase your profits, cut costs, improve productivity, and optimise efficiency — job after job, year after year. We're obsessed with your success. And we definitely believe we have the right people, technology and experience to help your business achieve its goals. Visit www.efi.com for more information.



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