

CASE STUDY

# A 50% productivity boost drives growth and leads Brazilian printing company to invest in a second EFI printer

Founded in 2005, Grupo Fera Brasil, headquartered in Santo André (SP), has built a solid path in the visual communication sector, serving major retailers and signage contracts across Brazil. With a 3,500 square meter facility and about 70 direct employees, the company has always prioritized continuous improvement, summarized in its motto C.A.S., an acronym for “Compreender, Atender, Superar”, which means “Understand, Serve, Surpass.”

In recent years, the growth in workload and the increasing demand for shorter deadlines began to strain production capacity. The company’s existing structure, based on multiple printing technologies – including UV, solvent, latex, and sublimation – could no longer meet the agility and consistency required by the market.



## CHALLENGE

“The growing demand and the expectations of major retail clients required higher productivity and greater stability in our printing processes. We needed to evolve to stay competitive,” says Marcelo Mazzi, Director of Grupo Fera Brasil.



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### Searching for a Solution

The decision to modernize the printing operations resulted from a thorough research process. After a technical visit to Europe, CEO Fernando Bramante and the technical board sought a solution that would combine high productivity, quality, and reliable after-sales support.

“We conducted an in-depth study of the international market, visiting manufacturers and analyzing technologies. That’s when EFI™ stood out, especially due to the robustness of its equipment and the after-sales structure, which is essential for any industrial operation,” explains Mazzi.

In early 2024, Grupo Fera Brasil selected the EFI Pro 30h hybrid UV LED printer known for its versatility and ability to print on both rigid and flexible substrates with high quality and productivity. The decision was supported by Serilon, EFI’s long-standing partner in Brazil, responsible for sales and technical support.

“The Grupo Fera case is emblematic: in less than a year, they not only transformed their productivity with the EFI Pro 30h but also realized the need to further expand their delivery capacity.” Felipe Chaves, EFI Sales Manager for Brazil

### The Solution

The arrival of the EFI Pro 30h printer represented a major leap in productivity and quality on the shop floor. With higher speed and color consistency, the printer enabled greater output of banners, billboards, panels, and point-of-sale materials, reducing turnaround times and improving operational predictability.

The gain was so significant, around 50%, that in just eight months the company decided to take the next step and acquire a second EFI printer: the EFI VUTEK® M3h hybrid printer, a more robust and industrial model offering advanced features such as a continuous feed system, flatbed and roll-fed printing capability, and increased production capacity.

“When we started working with the Pro 30h, we quickly noticed the performance impact. We gained time, quality, and agility. That naturally led us to the VUTEK M3h, which further elevated our productivity and solidified EFI as a strategic partner,” summarizes Mazzi.

“The VUTEk M3h is an industrial printer with speeds reaching 300 square meters per hour. Its continuous system and versatility for printing on rolls, adhesives, or rigid substrates ensure exceptional productivity and quality.” Jeferson Pimenta, Print Manager, Grupo Fera Brasil

### Results and Future

The combination of the two printers – EFI Pro 30h and EFI VUTEk M3h – brought a new dynamic to the operation. With greater simultaneous job handling capacity and more flexibility for various applications, Grupo Fera Brasil began handling complex campaigns within previously unthinkable deadlines.

Projects such as those for Pernambucanas and McDonald’s illustrate the performance leap: large-scale campaigns, with hundreds of materials, were delivered up to 40% faster. This agility also opened doors to new clients such as Heineken and Rede Globo, solidifying the group as a strategic supplier for major national brands.

“EFI equipment has transformed our operation. Today, we have a much faster workflow with consistent quality and clients who notice the difference,” says Mazzi.

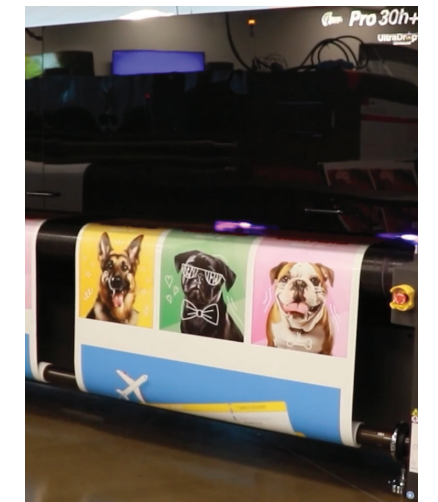
According to Felipe Chaves, from EFI, Grupo Fera’s rapid evolution reflects the company’s technological maturity. “They understood that automation and reliability are strategic growth drivers,” he says. “The second EFI was a natural consequence of the first’s success.”

The group’s future remains focused on innovation and continuous improvement. Upcoming steps include optimizing physical space, expanding the internal training program Fera Academy, and investing in new technologies.

“Evolution is constant. The Pro 30h and M3h marked milestones in our production floor, and every new investment is designed to deliver more value to our clients and partners.” Marcelo Mazzi, Director of Grupo Fera Brasil



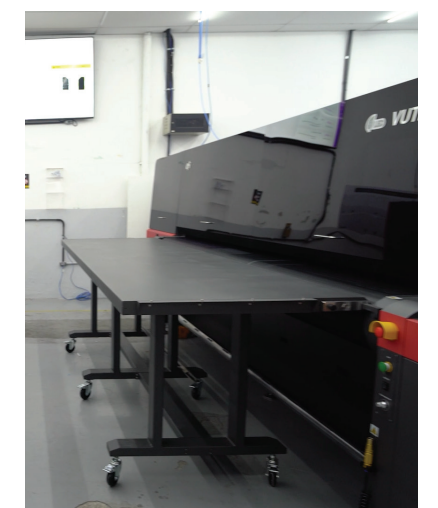
Scan to watch a video summary of this case study.



EFI Pro 30h+



EFI VUTEK M3h screen



EFI VUTEK M3 in flatbed mode

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