

Powering Industrial Production Print in Brazil with Fiery Impress



From Xerox to Atexco, Brazilian print industry veteran Luis Iglesias shares how Fiery Impress is his go-to DFE for industrial print applications

CASE STUDY



Much more than printers

From providing technical support to becoming a strategic partner for thousands of companies, [Gomaq](#) offers complete solutions in printing, scanning, and process automation software. With over 60 years in the market, Gomaq operates in a consultative manner, understanding the real needs of each client to deliver tailor-made technology that generates efficiency, savings, and control.



Why Fiery became the go-to digital front end choice

A business like Gomaq has a relatively simple goal: provide print shops in Brazil with the equipment and solutions that maximize their success. From smooth, highly automated workflows to brand-critical color quality, a production print room lives or dies by getting the best results out of its equipment.

Thanks to his decades of personal experience as to the power of Fiery digital front ends or DFEs, Iglesias knew Fiery was the go-to choice for delivering maximum results for print businesses. Now he includes Fiery as the default option in nearly all of his press sales.

"Today, Fiery is included in virtually every production system we sell in Brazil. In my division, which focuses on production printing, it's a standard part of the solution," Iglesias says.

Whether it's a full production environment with a dozen presses, or a brand-new shop just starting out, Fiery's focus on delivering the capabilities that print businesses need makes it Iglesias' go-to choice. As Iglesias explains, a powerful DFE is essential to support applications from variable data to intensive production runs and ensures seamless integration with workflows and prepress environments.

"Fiery plays a critical role in connecting the press to the production environment," he explains. "It integrates with prepress tools, manages color workflows, and delivers the RIP processing power needed to keep presses running at full speed. In short, it adds real value to the overall solution."

A lifetime in production print

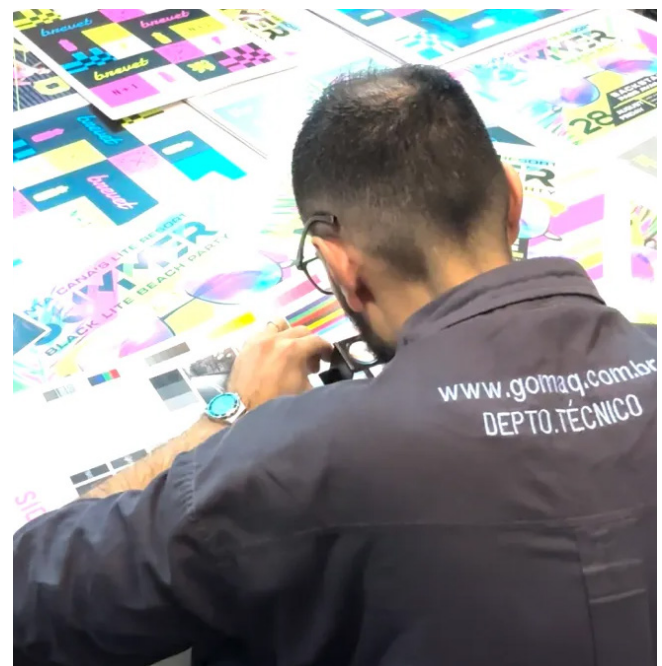
With more than 30 years of production print under his belt, Luis Iglesias knows exactly what makes the print industry in Brazil tick. Having held both technical positions and managerial roles, from HP to Xerox, he now serves as Division Manager for Gomaq, a provider of printing, scanning, and corporate automation solutions for companies and resellers across Brazil.

Over the years, Iglesias has had a front-row view into the growth of Brazil's digital print market – and how Fiery's technology has reshaped the industry during that time. Iglesias also holds a unique honor: he was one of the first people ever to achieve a Fiery technical certification over three decades ago.

"In 1992, when I was working as a technical representative, I was the first tech rep sent to the U.S. for training on the Xerox 5775. Around the same time, Fiery was first introduced as a digital front end, and I ended up attending one of the very first Fiery training sessions," he recalls.

"Over the course of my career, I've seen the full evolution of Fiery, from its earliest systems to today's high-end production platforms. I've worked with virtually every generation of Fiery technology," he explains.

"I deeply believe that the collaboration with Fiery will make our solutions even stronger going forward."





Recognizable value for high production print.

"In Brazil, Fiery is widely recognized as the leading DFE for production printing, especially in high-production environments. Whether the press is from Xerox, Canon, Ricoh, Konica Minolta or other manufacturers, Fiery is the preferred DFE," he says.

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Powering print customization needs for variable data printing

Variable data printing is one of the fastest-growing applications for Brazil's print shops, says Iglesias, and an area in which workflow software plays a crucial role. Think of all the work that needs to happen before and after a file hits the press queue: from creating the content like variable text, images, and barcodes to applying the right print settings like color output, media selection, and imposition or layout. Without software-driven automation, those are manual decisions every single time – which used to cause major bottlenecks for Iglesias' customers.

"In 2024, we began working with a customer running high-speed variable data applications. Initially, the workflow relied on another solution for basic VDP. However, as we moved into more complex color applications at higher speeds, we began to see limitations, particularly around color consistency and processing performance," he recalls.

Iglesias told them about Fiery Freeform Create, Fiery's high-powered VDP solution that makes variable data printing easy – no matter whether you're a novice operator or a veteran of high-production workflows. Variable text, images, and barcodes can be added into files in minutes, and FreeForm Create seamlessly integrates with Fiery servers for really intuitive efficiency.

"One of our reference customers in Brazil with a color VDP application runs at extremely high-speeds—up to 150 meters per minute, which is close to 2,000 pages per minute. At that level, the workflow infrastructure becomes critical, and that's exactly why we told them they should use Fiery," he explains.

Not just customized products: custom workflow environments too

But what about when it isn't just the output that needs to vary, but the workflow environment itself? This was another problem Iglesias and Gomaq encountered when they partnered with Chinese high-speed inkjet press manufacturer Atexco in Brazil.

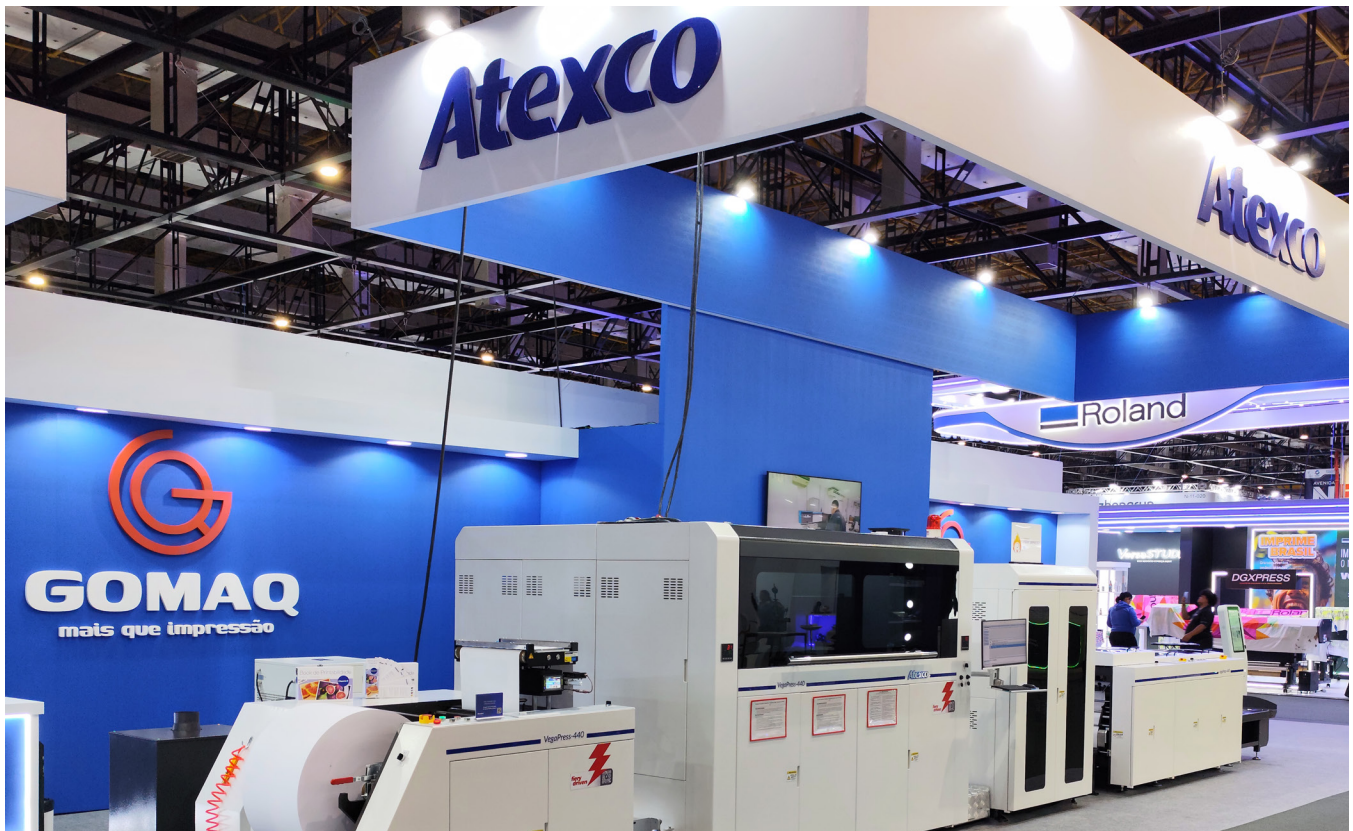
"Many of the applications Atexco works on require very specific configurations, particularly around prepress workflows and the RIP environment," Iglesias explains. With such demanding requirements, not only are automation and color quality essential, but performance power must be front and center to unlock the full capabilities of the press environments.

"That's where the Fiery DFE becomes extremely important," Iglesias says. "Fiery Impress helps us adapt the equipment to the customer's production workflow and optimize system performance in their environment."

When Iglesias discovered that Atexco has integrated Fiery Impress, Fiery's award-winning DFE solution for high-speed inkjet presses, he was overjoyed.

"When we learned that Atexco would begin integrating Fiery Impress, I was honestly very excited. I know how powerful and reliable the Impress DFE is. It has the performance, the color, and the automation tools needed to handle demanding production environments."

"I've worked with Fiery for many years, and I know how powerful and reliable the engine is. It has the performance, the color, and the automation tools needed to handle demanding production environments."



The DFE makes the difference

For Iglesias, ensuring a print shop achieves its best results boils down to a pretty simple idea: providing the DFE and workflow solutions that deliver maximum power and success.

"In high-volume environments, the workflow and the DFE become absolutely critical. If the processing power or workflow tools aren't strong enough, you create a bottleneck that slows down the entire press," he explains. "This is where solutions like Fiery become extremely valuable. The ability to manage imposition, automate book layouts, and adjust files directly in the workflow without having to constantly recreate or resubmit jobs is a unique advantage of Fiery."

From processing performance to color management to integration, Iglesias knows that his customers are in good hands with Fiery DFEs.

"Fiery has the power to support the most demanding production environments," Iglesias says. "Fiery's strong tools for controlling and matching color across devices deliver the range of color capabilities businesses need. And Fiery's integration across devices and workflows is a huge benefit. Being able to share files, balance production between presses, and maintain consistent output makes the entire operation more efficient."

"When you combine all these capabilities—workflow automation, especially with imposition, processing power, color management, and integration—it becomes clear why Fiery is so widely adopted in production printing. Fiery sells itself by how strong it is!"

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About Fiery:

Fiery, LLC is the leading provider of digital front ends (DFEs) and workflow solutions for the global print industry. With a customer base that includes over 2 million DFEs sold worldwide, Fiery's industry-leading software and cloud-based technologies deliver the best possible performance, color, and print quality across a broad range of production printing devices.

Fiery's innovative solutions empower commercial print, industrial, packaging, signs and display graphics, ceramics, building materials, textiles, and more. Through over 30 years of excellent support and service, Fiery has built an unmatched community of customers, dealers, and partners. For more information, please visit Fiery's website and follow us on YouTube and LinkedIn.

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