

## With EFI software, Silveco is more than just a printing company

In 2019, Silveco celebrated 30 years of operation. Once a family-owned business, it expanded to a leader in design and print, with a growing professional staff. "Just as we develop a relationship with our employees, we have also developed a special relationship with our customers," explains Matjaž Gombač, CEO of Silveco. "By investing in development, we have become a printing company that follows the wishes of our clients, and encourages them to make their ideas even bolder with the latest printing and design solutions." With their own design studio and excellent print production facility, Silveco is able to provide complete graphic services — all in one place.

### **More than just a printing company**

Silveco is continuously updating and adapting their graphics business to meet market needs. Their diverse technologies enable them to provide a variety of solutions including digital and offset printing, personalisation and finishing, as well as CD and DVD replication.

The company is especially committed to providing quality products and services, responsive service, and affordable prices to their customers. They work on the most demanding modern marketing projects, while simultaneously take care of the environment at all the steps of their workflow. Their services meet high environmental standards of eco-friendly printing companies.

### **EFI provides top-notch workflow support**

"We first crossed paths with EFI solutions over five years ago when we purchased the new Xerox Versant 80 digital press. Buying a Xerox machine driven by Fiery has brought greater productivity to our business, as EFI uses SmartRIP technology, which saves us a lot of time processing large or complex files. The program is user-friendly and very easy to use," explains Mr. Gombač.



### **Challenge:**

Silveco works on the most demanding modern marketing projects, while they simultaneously take care of the environment at all the steps of their workflow.

# TISKARNA SILVECO

SILVECO has been in the printing and graphic design business since 1989. The company HQ is in Grosuplje and the main production line and graphic studio are in Stegne, Ljubljana.

SILVECO focus on constantly upgrading and updating their graphic activities, as well as adapt them to demands of the market. Always aware about trends in the industry and they try to ensure the highest quality of their products. Silveco's goal is to offer innovation, creativity and uniqueness. Through innovative technologies, they can offer various solutions for their customer's ideas, from the planning phase right up to the final product or service. Their services include graphic design, digital printing, offset printing, personalisation prints, improvement of prints and more.

Main values of SILVECO are product and service quality guarantee, quick response, affordable prices and availability for their customers.

Silveco Ltd  
Stegne 3,  
1000 Ljubljana  
Slovenia  
[studio.orca@silveco.com](mailto:studio.orca@silveco.com)

Tel. +386 1 420 57 20  
<https://silveco-print.com/>



*Silveco employee using Fiery CWS to manage a printing job.*

## **EFI Fiery Command WorkStation simplifies productivity**

Fiery Command WorkStation®, the print job management interface for Fiery servers, makes printing more productive and powerful. It centralises job management, connects to all Fiery servers on the network, and improves productivity with a variety of tools. The intuitive interface simplifies job management, regardless of the user's level of experience.

Also with Command WorkStation and its productivity tools, crashes are practically non-existent. While this may seem a basic requirement, the company had unpleasant experiences with other DFE solutions. Mr. Gombač adds, "It is especially handy in a Windows environment, which makes it easy to implement and quick to adopt."

Silveco also benefits from the wide range of features in Fiery Command WorkStation. Tools such as Fiery Impose and Fiery Compose allow them to assemble files directly on the machine. They are able to preview jobs for spacing, offset, size, layout, print and other parameters before printing. Fiery Hot Folders automates job submission processes for repetitive tasks for cutsheet printers, saving time and reducing print errors with a simple drag-and-drop operation. It also automates imposition for frequently used job types.

## **Solution:**

"Buying a Xerox machine driven by Fiery has brought greater productivity to our business, as EFI uses SmartRIP technology, which saves us a lot of time processing large or complex files. The program is user-friendly and very easy to use,"

MATJAŽ GOMBAČ, CEO  
SILVECO



Silveco's Fiery driven digital print engine fleet.

### **Automated workflows with Fiery JobFlow**

"We are testing JobFlow™ and we see an increase of productivity while avoiding costly surprises," says Mr. Gombač. "By learning how to use it, we are creating more complex and automated workflows, minimizing mistakes. It can be very powerful tool combined with its scripting option." They started with JobFlow Base, which is a free version. He adds, "We now plan to invest in the EFI Fiery JobFlow program, mainly due to the advanced scripting, which allows us to build our own prepress processes accordingly to suit the variables of printed materials. It is extremely powerful and highly flexible, and as far as we have found, it has no real competition."

### **Personalisation with Fiery FreeForm Create**

Silveco first saw FreeForm™ Create at a Uni-Biro workshop about EFI software for Slovenian printers, and quickly found uses for this free application. "We first started to use it as a quick VDP tool, but we've found it is a powerful tool for VDP barcode generation on the fly, which saves us a lot of time. Similar applications are not free of charge or they don't integrate with other personalization functions," Mr. Gombač explains.

### **EFI DirectSmile VDP Studio for unique personalisation**

Silveco also uses the world's leading personalisation technology EFI DirectSmile VDP Studio. "This year we purchased EFI DirectSmile VDP Studio software to upgrade our services. The program enables image and text personalisation, creating attractive personalised letters, flyers, and campaigns for direct contact with our clients' customers," says Mr. Gombač.

"With personalised images, we can get maximum attention from recipients and also surprise our customers with completely unique advertising material that communicates on a personal level," emphasises Mr. Gombač.

To enable this, all digital hardware systems at Silveco are linked to specific EFI software that enables the naming and variability of printed materials, especially for text and photographs. This way, each copy can be different and unique — even for large runs.

### **Result:**

"We now plan to invest in the EFI Fiery JobFlow program, mainly due to the advanced scripting, which allows us to build our own prepress processes according to suit the variables of printed materials. It is extremely powerful and highly flexible, and as far as we have found, it has no real competition."

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## **Cleaner dry offset printing**

In addition to the classic offset printing technique, Silveco produces printed materials using dry offset printing technology. They are among the first printing companies in Southeastern Europe with this kind of technology, which takes responsibility for the environment, employees, and end consumers by not releasing hazardous chemicals into the environment. They also use soybean-oil-based inks to help the recycling process. As Gombač emphasises: "By using dry offset printing technology and recycled or certified paper, we can actually produce more environmentally friendly printing."

## **Silveco today and tomorrow**

At Silveco, they constantly upgrade their knowledge. By continuing to explore the capabilities of EFI's products, they expand what they can offer to their clients on a daily basis. Mr. Gombač sums it up, "This is a way to constantly develop our services and provide even more comprehensive advice to our customers."

## **EFI fuels success.**

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity.

Visit [www.efi.com](http://www.efi.com) or call 0808 101 3484 (UK only) or +44 (0)1246 298000 (UK), or +61 (0) 7 3625 9200 (ANZ and Asia Pacific) for more information.



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