CASE STUDY

Using the Full Potential: EFI IQ Adds Print Production Intelligence At STUDIO DAR

STUDIO DAR is a multidisciplinary advertising agency in Bielsko-Biała (Poland), providing comprehensive services in visual advertising and printing. In February 2020, its printing equipment has expanded to include the EFI™ Pro 32r+ roll-to-roll printing platform, featuring EFI's innovative UV LED curing technology. This investment has allowed DAR to broaden the range of provided services to include unique backlit display solutions.

DAR's competitive edge is being built based on modern technology and IT solutions. "We were the first printing house in our region to invest in EFI's UV LED technology for rigid substrates; based on our positive experiences, we have decided to also invest in this technology with roll-to-roll printing," said Bartosz Przybyła, the owner of STUDIO DAR.

"However, I could not imagine this implementation without a dedicated IT infrastructure, which, in my understanding, is an integral part of the printer, allowing us to fully use its potential. Press-supporting software, like EFI IQ and the entire set of applications, provides the necessary information on jobs, the time required for printing or the quantities of materials required for job completion."

Smart Decisions Based on Data

EFI IQ is a suite of cloud-based applications for providers of printing services. Browser-based and mobile apps enable the monitoring of print productivity as well as improving production practices and print quality. The software performs an online analysis of key production indicators, such as the condition of devices, the total number of printed jobs, and printer statuses. This allows print businesses to take actions to improve production practices. EFI IQ brings people, processes and printing machines together, creating alerts and notifications delivered in near-real-time to shorten the response time to production-related problems. This enables the tracking and analysis of printer usage and delivers data on jobs, including ink cost and substrate usage in various stages of printer work cycles. It ensures smooth production by checking the application of appropriate work methods, setting goals for consistency, and comparing machine usage.

CHALLENGE

"Our greatest challenge is TIME […] being able to deal with quick job completion is of key importance."
BARTOSZ PRZYBYŁA, OWNER

DAR.

Based Bielsko-Biał, Poland, STUDIO DAR is a multidisciplinary advertising agency, providing comprehensive services in visual advertising and printing. The company's team currently consists of 20 experienced and dedicated employees, who constantly monitor the quality of our production.

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STUDIO DAR's EFI Pro 32r+ printer operators, production manager, and sales department rely on EFI IQ to improve order cycle, sort jobs, determine job completion time, review ink usage, offer customers competitive pricing, and much more.

"Apart from analytic tools, EFI provides great control software," Przybyła confirmed. "All the computers are connected to the server, so everybody has insight into the status of currently printed jobs without leaving their stations. Graphic designers and machine operators have been greatly appreciating the workflow systems for different media types; this has improved their work significantly. We have used similar solutions before, but they have never been so precise and helpful. Our customers also have appreciated the highest quality of the jobs delivered without extending completion times; the machine is printing fast, so we do not need to give up on the quality we have always delivered on time."

In Response to Time Pressure

"Our greatest challenge is TIME," emphasized the owner of the company from Bielsko-Biała. "Real-time marketing also plays a huge role in the production of

SOLUTION

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advertising that we do. So, being able to deal with quick job completion is of key importance. Customers often require very quick completion times, often being the result of quick media campaigns, and we, as a printing house, must meet these requirements. Our job is more than just printing on specific media. The whole job needs to be planned and manufactured; it must go through post-production and packaging with appropriate shipping. Therefore, continuous improvement of the information and order cycle in the company, in combination with machine software, are the key.

"EFI IQ helps us determine job completion time precisely, and this is a very important element to accurately quoting our customers. It allows us to determine in detail the production capacity and the completion date in individual printing modes. The information on media and ink usage is also very useful, with division into specific workflows that we have implemented. We check ink usage especially with big and repetitive jobs – this allows us to acquire important information that, ultimately, has an impact on the quote value. And the quote, as we all know, is the most important thing for the end customer – thanks to knowing the specific ink usage, we can offer the most attractive pricing. We mostly use monthly reports divided into various sections. The time in which the machine is idle is also very important to us, as it contributes to understanding productivity patterns in a printing house.

"Thanks to EFI IQ, we know exactly with which materials the

time of retooling the machine and printing gets increased. With this software, we have been able to optimize some actions, including printing profiles, which significantly accelerated the production. Before implementing EFI IQ, we had been acquiring these indicators and information from ordering systems. We still use them, but they are less accurate. We are planning on integrating them to enable cooperation between these tools."
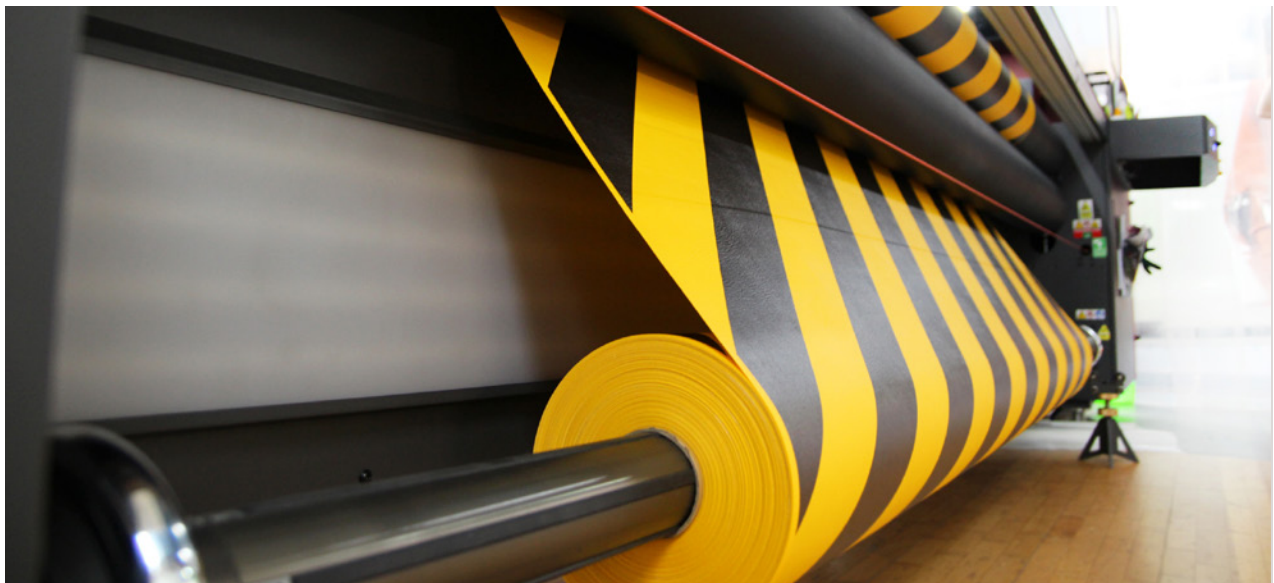
Complete Knowledge in the Company and Beyond

STUDIO DAR has been using the EFI IQ software for a year and a half now, and its main users are EFI Pro 32r+ printer operators, the production manager and, more and more frequently, the sales department, where employees mainly analyze the time required for the performance of individual jobs.

RESULT

"With [EFI IQ], we have been able to optimize some actions, including printing profiles, which significantly accelerated the production."
BARTOSZ PRZBYŁA, OWNER

"The implementation went fast, and the combination of the press with IQ is a quite simple activity," said Przybyła. "The software was smoothly introduced to the team and became used in daily work quite fast. Both the production manager and I use the EFI Go mobile app on a daily basis – it is a very useful monitoring tool, informing us about failures, downtimes and production errors. The application also displays important warnings, monitors material quantity and lack thereof, and informs us when the material on a roll is about to run out, which is very useful with long webs."

The knowledge acquired by the people responsible for production and maintenance in real time thanks to EFI IQ allows for immediate corrective and managing actions. "EFI Insight, one of the EFI IQ applications, allows us to quickly sort jobs according to media, print types, and ink usage, including by a specific color, which helps in estimating (e.g., ink and other media deliveries)," Przybyła summed up. "Weekly reports sent by the application to an email address enables continuous insight into production even beyond the company."

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, building materials and personalized 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 or call 650-357-3500 for more information.