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Fiery proServer gives Venture Banners the speed to make the most of specialty printing.

Directors, Scott Conway and Wayne Bodimeade started Venture Banners as a purchasing service to let trade printers add large-format print to their existing portfolio of services. It was only another eighteen months before they were handling a business turnover of close to a million pounds (£). Two years further on, they made the decision to start their own large-format print operation.

Because banners are often part of larger jobs, Venture Banners needs to get them out quickly so the whole job can be delivered at the same time. As a trade press, they also need to provide good pricing so there's room for markup. Time on press and materials are important too because, as Director Scott Conway puts it, "we need two men and a forklift to change some of the rolls of media." As RIP Manager Andy Webb notes, that also idles the presses, "We don't want to put one material on for a limited run. It can take 20-30 minutes to load up a large roll of material. That's the main downtime we try to avoid. So, we don't want to waste any material, but we also want to make the most of the time it's on the press and put everything that's available on it before we change it out again."

It's a tall order, but Venture Banners has made a success of their business by meeting tall orders, wide orders and everything in between.

However, because Venture nest everything to achieve economies of scale, their old RIP server could really slow down if they had bigger files in a given nest. In some cases, they would leave the RIP running overnight. In the morning, they might discover the large file had simply not processed at all and it might take two or three attempts to RIP it.

Challenge:

"We want to avoid printer downtime, and make the most of a materials time on the press putting everything that's available on it, before we change it out again."

ANDY WEBB, RIP MANAGER
VENTURE BANNERS

VB Venture Banners ⟩ TRADE

Venture Banners was started in January 2009 to let trade printers add large-format print to their existing portfolio of services. Growing rapidly from a purchasing service that jobbed out the actual print, Venture opened their own print facilities in 2012.

Today, the Venture staff of 26 focus on fast turnaround, excellent service, and a superb product. Throughout their rapid expansion, they remain dedicated to giving all printers the opportunity to benefit their economies of scale to build a large-format revenue-stream.

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Maximizing printer up-time with Fiery proServer

Venture has grown with an automated workflow that Robin East, Director at CMYUK Digital says, "is the most impressive I have ever seen at any VUTEk® site. In fact I would say any superwide site." Their custom web ordering system is completely integrated with their scheduling system. And the production workflow was developed based on the capabilities of Fiery® and the VUTEk engine, rather than on traditional print workflows. This custom workflow matches their business model of speed, efficiency and cost effectiveness. Plus, as Conway notes, their RIP manager, Andy Webb, "plays Tetris all day on the gang-ups to maximize media and engine usage. If you minimize material waste, you're maximizing profit. Because of the volume we do, that's very important to us."

Because one of their GS3250 VUTEk print engines was under EFI™ warranty, Venture got an automatic upgrade to Fiery proServer 6, this gave them the new FAST RIP technology. As soon as they saw how much faster it ran, they upgraded their other GS3250 proServer to 6 immediately.

Speed, security and flexible planning

According to Webb, Venture Banners has seen a "huge" speed difference. The files RIP much faster, with fewer issues like dropping a banner out in a nest. This gave Venture Banners the speed to be even more efficient, more profitable, and to meet their client needs better.

Solution:

"Upgrading to Fiery proServer 6 gave us FAST RIP technology, we immediately upgraded our second proServer when we saw the productivity gains."

ANDY WEBB, RIP MANAGER
VENTURE BANNERS

Today, Venture has multiple machines and staff that handle everything from production to web development.

Director Scott Conway says they handle about 1300 individual jobs a month and use 12,000 to 13,000 square meters of material every month.

"FAST RIP gives us a huge speed advantage – large jobs that previously took an hour, now process in 6 minutes."

ANDY WEBB, RIP MANAGER
VENTURE BANNERS

As Webb describes it, "The main difference with FAST RIP has been how dramatically quicker it's been. Really large-format banners could take an hour to process previously, which would just kill production. Now I can do it in 6 minutes."

In addition, he says the proServer makes planning more flexible because "it can handle anything we can pitch at it." Because they work to such tight deadlines, they had to do a lot of planning in the past to keep the print engines running. Webb says, "To keep just ahead of the printers, we throw one in as the other comes out. Before we had to decide which ones we had to run in what order. Now we can put them on as they come in. And we can play with formats to make sure things are tight, without being limited by the processing speed.

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