

VUTEK LED inkjet quality and versatility support Aveline's entrepreneurial family spirit

Founded in 1957 in Alsace, France, Aveline is a family-run business founded by André Aveline in 1957, specialising in interior and exterior paint work. Today, the granddaughters run the business, and the company now also provides printing services. Adèle, the older sister, is responsible for administration. Previously managed by Mireille, her mother, and Charlotte, after completing her studies in applied arts and gaining several years of professional experience in prepress, Adèle took over as production manager. She is also responsible for graphic design.

"I learned a lot on the job because I spent years between home and the workshop, lending a hand when necessary and getting a taste for an exciting trade that combines technical expertise and design," says Charlotte Aveline.

The company had a turnover of 2.1 million euros in 2019, of which around 800,000 euros came from printing activities. Aveline also offers wraps, posters, indoor and outdoor shop decoration, and partial or full vehicle coverings. The company supports its visual communication activities with powerful machinery and a selection of trusted suppliers that help the company succeed.

"Aveline has always invested in technology to keep ahead of the game," says Charlotte. "My father is always searching for new technologies and innovative machines, and always on the lookout for new ideas to offer products tailored to our customers' expectations."

Two printers, two visions

The company's first EFI™ VUTEK® printer – a 3.2-metre UV inkjet hybrid flatbed/roll-to-roll model – was incorporated into the workshop in 2013. Many others followed, but business really took a turn in September 2019, when two new printers enhanced Aveline's production capacity: the EFI VUTEK 32h LED inkjet hybrid roll-to-roll/flatbed printer and the EFI VUTEK 3r+ LED roll-to-roll printer.



The Aveline family

Challenge:

"[To] confidently position ourselves in top-level markets with no worries regarding rendering quality or larger volumes."

CHARLOTTE AVELINE,
PRODUCTION MANAGER



Founded in 1953 in Alsace, France, Aveline is a family-run business with two granddaughters, Adèle and Charlotte, now managing the company. The company stayed true to its roots with its exterior and interior painting service but has also successfully grown in providing printing services from vehicle coverings to large format posters.

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Aveline's VUTEk 3r+ printer is configured with four colours, plus white, and is used to print everything from micro-perforated wraps to 4x3-metre blue back paper, to double-sided posters, and unique projects such as kakemono Japanese hanging scrolls.

"Collaboration with EFI is always smooth, and we back their innovative approach to technology," says Charlotte. "So, when we want to reinvest, we always first consider their offer."

The company's VUTEk 3r+ printer is configured with four colours, plus white. It has a top speed of 400 m²/h with a resolution of up to 1,200 dots per inch. The printer's UltraDrop™ Technology, with 7-picolitre drop native printheads, offers high-definition image quality, excellent smoothness in shadows, gradations, transitions and the ability to print small text.

The advanced roll-to-roll printer, according to Charlotte, "meets our requirements for printing large quantities with an excellent productivity/quality ratio."

Many of the printer's features give the company important productivity benefits. "The multi-rolls feature is obviously an advantage," she explains. "Loading different materials at the rear of the machine permits simultaneous production operations and improved productivity. And, the ability to add ink during printing without having to stop the machine is beneficial for long jobs."

Aveline uses its VUTEk 3r+ to print everything from micro-perforated wraps to 4x3-metre blue back paper, to double-sided posters, and

Solution:

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unique projects such as kakemono Japanese hanging scrolls.

The EFI VUTEk 32h LED hybrid printer is configured at Aveline with loading/unloading tables to the front and rear of the machine. It is also equipped with UltraDrop Technology for high-quality, 7-picolitre variable-drop greyscale imaging, and offers maximum productivity of up to 60 1.40m x 2.80m panels per hour.

“We want to go upmarket in terms of quality, while ensuring that we can respond to customers from the media world – sports in particular – and to produce cardboard totems, construction site boards for property developments, window stickers, and mirror image printing,” says Charlotte. “The quality of the white enables us to offer printing with real added value.

“The VUTEk 32h allowed us to bring some of the sales orders that we were sub-contracting back in-house,” she adds. “And, although the hybrid aspect wasn’t a key criterion at the start, it is clear that the ability to switch to roll-fed is definitely an advantage and offers great flexibility in production. The switch is quick and simple, and the printer’s precision is still flawless in roll-to-roll. This is great for emergencies, and in our business, this is an occupational hazard!”

White and green for the bottom line

The company was particular about selecting a white option on the two printers. Charlotte remarks, “Its quality and adhesion, as a base colour or on its own, are impressive. This is a key aspect in a lot of the work we print.

“It is important to be able to guarantee the quality of the white, which affects the fidelity of other colours, and to obtain a final result with true opacity for backlit products, for example,” she continues. “It does require attention and regular maintenance, but servicing equipment is a key part of our technicians’ company culture.”

Result:

“We are[...] very close to Switzerland and Germany. These are markets for which we were not previously equipped, but we can now market ourselves with appropriate solutions.”

CHARLOTTE AVELINE,
PRODUCTION MANAGER

The company sees another important strength that played a role in the selection of the EFI VUTEk printers, the economic and environmental benefits of EFI's "cool cure" LED technology. EFI's LED technology uses less energy compared to other frying or curing methods. The VUTEk LED inkjet technology on Aveline's printers also allows the company to use thin or speciality media that would be damaged using other digital inkjet printing technologies.

"The lamps do not produce high heat," says Charlotte, "so we can print fragile or heat-sensitive media risk-free."

The LED technology from EFI, she adds, "is consistent with an environmental approach, which is very important to us, and is an added value that we share with our customers, who are increasingly more aware of that 'environmental' topic."

New markets, more customers

Aveline is relying on these new printers to enter new markets and expand its customer portfolio. "These machines now enable us to confidently position ourselves in top-level markets with no worries regarding rendering quality or larger volumes," says Charlotte. "We are located in Alsace and are, therefore, very close to Switzerland and Germany. These are markets for which we were not previously equipped, but we can now market ourselves with appropriate solutions."

Charlotte uses her artistic spirit to overcome challenges. "We can create an Aveline brand," she says. "We know how to work with numerous materials, textiles, tapestry; we know how to configure applications, and do much more."

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