

# Maverick Concepts leverages EFI ecosystem for diversified product portfolio

As a creative design and fabrication company, Maverick Concepts is always seeking new ways to increase its value proposition, starting with innovative products and services using the latest equipment and technology and the most effective workflow. Evolving the company to the next level on all these fronts through an integrated ecosystem was the ultimate goal.

Maverick Concepts started its search looking to update equipment and technology. It was one of the first companies to put two EFI™ VUTEK® h5 hybrid printers on its production floor. The next addition, to support thermoforming, was a VUTEK GS3250 Pro-TF. Last but not least were two VUTEK FabriVU® 340i dye sublimation printers. In order to increase quality, the company also converted all of its wide format printer digital front ends to EFI Fiery®. To bring the whole ecosystem together, Maverick acquired EFI Pace™ as its core new workflow software.

“We don’t classify ourselves as a printer,” says Phil Macnamara, Partner at Maverick Concepts. “Printing is just one of the fabrication services we offer, albeit an important part of our portfolio. Rather, we consider ourselves a creative design and fabrication company with a wide variety of offerings. Unlike a lot of businesses in our industry, we ideate with our clients upstream, very early in the project planning process; they come to us for design, prototyping, development, fabrication and installation. We provide a variety of services, ranging from marketing campaigns to displays and interior decorations for top retailers and major CPGs.”



## Challenge:

“EFI’s portfolio of wide format printers offers us maximum flexibility in addressing a number of unique product offerings and customer requirements ... [I]t’s very helpful to be able to turn to a single supplier who can support that entire range.”

PHIL MACNAMARA (LEFT),  
PARTNER  
MAVERICK CONCEPTS



Maverick Concepts is a creative design and fabrication lab specializing in the retail, architecture and space planning industries. The company partners with clients to create innovative visual experiences that are impactful and elevate its clients' brand. Its industry-tailored, in-house capabilities are supported by the latest technology and equipment, including a full EFI printing ecosystem. The company has been in business since 2003. The company employs a national sales staff providing coverage across the United States.

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*Unlike other fabrication houses, Maverick Concepts' industrial capabilities include digitally printed thermoformed graphics, using an EFI VUTEK GS3250 Pro-TF printer.*

### **First in its field with a full EFI ecosystem**

Macnamara is proud to be the only EFI customer in the US currently with direct UV, dye-sublimation for both textile and rigid substrates, thermoforming and 3D foiling. "From a printing perspective," he adds, "we are all digital with a full EFI ecosystem."

Macnamara highlights the ability to use thermoforming inks on its EFI VUTEK GS3250 Pro-TF press as an example of one of the advanced services the company offers. "We have full industrial CAD and industrial design capabilities in our creative services department," he says. "We can design or scan, print, create the mold, and thermoform all in house. We've been doing this for a few years and have embraced the challenge of forming with distortion printing."

Maverick acquired its first VUTEK FabriVU 340i at PRINTING United in 2019. Macnamara notes. "We can print direct to textile or to paper for transferring offline for maximum flexibility. Plus, we have a unique process that allows us to print on transfer paper on our FabriVU 340i and sublimate offline to rigid substrates."

### **Solution:**

"EFI is a good company to work with – good listeners, they take our suggestions to heart"

PHIL MACNAMARA,  
PARTNER  
MAVERICK CONCEPTS



*Maverick Concepts has developed a unique process that enables its team to use the VUTEk FabriVU 340i to print on transfer paper and then sublimate offline to rigid substrates.*

Macnamara cites an example of a national retailer with over 1000 locations that wanted 5,000 pieces of rigid sublimated items that Maverick would produce, kit and ship using this technique. "We expect to see more of these kinds of projects as our clients learn about our capabilities," he says. "In fact, we are in the process of acquiring a second FabriVU 340i to accommodate those requests."

### ***EFI Midmarket Print Suite simplifies print management***

Maverick is also replacing its existing workflow system with an EFI Midmarket Print Suite system featuring EFI Pace MIS/ERP software. "Our more innovative and creative projects may have 20 plus complex components," Macnamara explains. "With EFI Pace, you can easily manage these types of complex projects. Plus, with EFI Fiery integration, we can have two-way communication between Pace and our EFI printing equipment, so we truly know capacity and efficiency metrics. And we can manage all of our printers from a single Fiery Command WorkStation interface, with profiling, color management, and equipment workflow all within one system. We are excited about the efficiency boost we will get from Pace, including everything from more timely estimates to project management and workflow to accounting."

Maverick Concepts has been using EFI equipment for about seven years. "I like working with EFI because I consider them to be an

### **Result:**

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PARTNER  
MAVERICK CONCEPTS

innovative company as well," Macnamara says. "They are constantly pushing for additional features on their equipment to do creative and innovative things, the same as us, and we are aligned there.

"They are responsive as well; when we have issues, they respond quickly. EFI is a great company to partner with – good listeners, they take our suggestions to heart. And they follow what we are doing, reaching out to us from time to time to ideate on new ideas. You need all that in a good partnership."

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