

Mapubli increases production capacity with new EFI VUTEk h5

Founded in 2003 in Valencia, Spain, Mapubli specialises in customised visual communication, designing, manufacturing and implementing graphic and structural POP projects, signage and digital printing to diverse sectors, such as food, fashion, pharmacy and industrial supplies. Its extensive list of machinery currently includes four EFI™ printers, its latest addition being the EFI VUTEk® h5 hybrid roll-to-roll/flatbed LED printer.

Mapubli Manager José Monteagudo needed a new hybrid printer for its facility to increase production capacity, “We wanted a new machine since our old EFI printer was a roll-to-roll unit,” he says. “We looked at EFI’s printer portfolio to see which unit was the most suitable for us, and we decided on the EFI VUTEk h5 because it was a hybrid model with LED technology, which helps us save on power consumption. In this way, we gained in terms of quality and productivity and were able to work on materials as diverse as vinyl, canvas, PVC, cardboard, aluminium, and wood – in thicknesses of up to 5cm.”

Monteagudo adds, “We immediately thought of EFI because we are very satisfied with the printers that we have, and, above all, because the maintenance service is very professional which for us is fundamental. After purchasing the machine, EFI offered training for two of our technicians and from there, the technicians were able to handle the small repairs themselves with the support of EFI’s maintenance service. This way we can solve problems that may arise more quickly without having to wait for an external technician.”

Production improvement

Mapubli creates more than 12,000 projects per year across the whole of the Iberian Peninsula and equips 4,000 retail outlets. The company has a specialisation in display and a production area of 10,000 m² with a total of 50 industrial machines – and needed a piece of equipment that needed to further increase production capacity.



Challenge:

“We were looking for hybrid equipment that would offer us quality and productivity and allow us to work on a variety of materials”

JOSÉ MONTEAGUDO,
MAPUBLI MANAGER



Based in Valencia, Spain, Mapubli is a printing company specialised in visual and media communication. With a team of 115 people, Mapubli has for the last 15 years focused on boosting brand recognition of its clients in retail, events, packaging, etc, such as Panama Jack, Norauto, Adidas and Mercadon.

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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.

According to Monteagudo, "Although the VUTEK h5 was installed last March, only 15 days before lockdown was decreed due to COVID-19, it has nonetheless been working 24 hours a day to meet the demand for protective products and equipment," such as screens, face masks, vinyl signs, disinfection points for hydroalcoholic gel and anti-contact devices.

Monteagudo is impressed with the machine's productivity. "Although the EFI VUTEK h5 grants us speeds of over 400 m² per hour and over 100 boards per hour, we work more or less at half capacity and can run our entire production without problems, and with the peace of mind that we have the opportunity for growth when better times come. Because it is a hybrid machine, we can change jobs easily with almost no make-ready and no minimum run requirements. We do jobs from one unit to 100 rolls in formats up to 3.2 metres in rolls and 2 x 3 metres rigid."

Differentiation from the competition

For the manager of Mapubli, this equipment has also enabled the company to differentiate itself from the competition because Mapubli can now offer window dressings with vinyl that can be seen on

Solution:

"We decided on the EFI VUTEK h5 because it is a hybrid model with energy-saving LED technology."

JOSÉ MONTEAGUDO,
MAPUBLI MANAGER



both sides. "Until now, making this type of vinyl was a very time-consuming and artisanal work," Monteagudo says. "Now, with the EFI VUTEk h5, we can complete these kinds of projects with up to nine layers of ink in no time, and it's also cheaper for the customer."

The VUTEk h5 production systems are also of great importance according to Monteagudo. "Thanks to its wrinkle detection system, head shock prevention and media height measurement to improve accuracy and uniformity, we have no problems with production," he says. "LED curing is also very important as it allows us to print more quickly on much thinner plastics and thus produce many more types of work."

Regarding the EFI VUTEk h5, Monteagudo also points out that "it enables printing with white ink at quite high speeds, as well as reproducing Pantone® Colors without any issues. The 30% saving in ink consumption compared to what we had previously is also significant, so more square metres can be printed per litre of ink."

Monteagudo concludes that "the EFI VUTEk h5 was purchased to replace other equipment, but has become a company centrepiece thanks to its reliability, productivity and quality. Many jobs are derived from it and currently 30% of Mapubli's production is carried out on this equipment."

The EFI VUTEk h5 is a new generation of high-volume hybrid superwide format inkjet printers offering up to 1,200 dpi resolution, a choice of four or eight colours plus white, and the ability to print up to nine layers. It also has greyscale print heads with 7pl UltraDrop™ Technology that allows companies to arrange points accurately and produce homogeneous prints at high speed.

See what else Monteagudo had to say:



Result:

"The EFI VUTEk h5 has become a company centrepiece thanks to its reliability, productivity and quality. Many jobs are derived from it and currently 30% of Mapubli's production is carried out using this equipment."

JOSÉ MONTEAGUDO,
MAPUBLI MANAGER

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