

CASE STUDY

# Copley Visual Acquires EFI VUTEk FabriVU 340i+ Direct-to-fabric Printer to Expand Range of Client Services

National Print Wholesale (NPW) was founded in 2016 in Atlanta and fully acquired by Whit Copley and his wife Meredith, who had been investors of NPW, in 2020. In 2023, the company was renamed to Copley Visual. Today the business employs 15 team members and primarily offers a wide range of sign and display graphics products, including retail and display graphics, trade show materials, flooring and more.

## Strong industry background

Whit has a strong background in the printing industry, having held several sales positions at major printer manufacturers over almost two decades. “I learned a great deal working for some of the leading suppliers to the industry,” Whit says, “but I wouldn’t trade the experience I have had at Copley Visual for anything. I had the opportunity to help from an operations standpoint in starting the business, really hands on, using the knowledge I gained from selling equipment and visiting a lot of print shops. In those roles, I advised my customers on pricing, helping them understand how to achieve decreasing turn times, and suggesting ways they should approach the market. Now I have the opportunity to do all of this for my own business.”



*Whit Copley and his wife Meredith acquired NPW, now Copley Visual, in 2020. Today the business employs 15 team members and primarily offers a wide range of sign and display graphics products, including retail and display graphics, trade show materials, flooring and more.*



## CHALLENGE

“Especially in the tradeshow business, we’ve been asked about dye sub for years. That market is going to continue to grow, both in the trade show and retail segments.”

WHIT COPLEY,  
OWNER / CEO



Like any good sci-fi novel, the Copley story is about man and machine. They brought together the best people in the business, then equipped them with the best equipment and software available. Copley's machines can print on just about anything but air and water, and their print experts make sure it comes out great every time.

At Copley Visual, they are doers for dreamers. If you imagine it, they deliver it.

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*Copley Visual has made multiple investments in EFI equipment as the business has evolved and grown, with the most recent additions being an EFI VUTEK h5 hybrid printer (above) and an EFI VUTEK FabriVU 340i+ dye-sublimation printer with inline fixation for printing directly to fabric.*

### Serving the trade with flooring, displays and more

Copley Visual produces a lot of flooring materials, including G-Floor, a clear, protective flooring made of PVC. In retail, the company supports several nationwide rollouts for southeastern-US-based chains, such as gas stations. The company also produces wall coverings for corporate interiors and a range of other products.

The company started its journey with EFI™ by acquiring an EFI VUTEK® GS3250LX UltraDrop™ Technology superwide hybrid flatbed/roll-fed printer. “That’s a great printer to start a business with,” Whit says, “but as we grew, it was not enough to keep up with volume demands. So, we upgraded to an VUTEK LX3 Pro and added a Zund cutter.

“When I bought out the original owner, I wanted to take a more long-term view,” Whit says. “I would like to see multiple locations. I would love to see expansion. I want to move into new markets. So that meant additional equipment investments to position us to meet those goals”.

### SOLUTION

“For us, and for our markets, the FabriVU 340i+ ticks all the boxes and the math all adds up. It was a great decision for our business.”

WHIT COPLEY, OWNER / CEO

The next acquisition Copley Visual made was an EFI VUTEK h5 hybrid printer. The 3.2-meter, high-speed LED printer has brought new efficiencies and capabilities, including lowering ink consumption and improving print quality. “We still use the LX3 every day,” Whit says, “but we are producing all our long-run G Floor jobs on the h5, which allows us to print the three layers – color/white/white – we need to produce our striking designs.”

When the pandemic hit, about 30% of the company’s business was in trade shows, which, of course, resulted in a drop in business revenue. “We were able to keep the whole team together,” Whit says, “But as the pandemic eased and the trade show business was beginning to come back, so did our business.”

Copley Visual serves the tradeshow segment in major metro areas, such as Atlanta, Nashville, Charlotte, New Orleans, and more. Copley adds, “We also have two very big customers, one in the Northeast and one in the Midwest, that trust the quality we get off the EFI™ VUTEK® printers enough that sending them a video of the project showing the quality and how the seams line up is all they need. And we blind ship right to the show site.”

### A transformative investment

Most recently, Whit has taken another leap by acquiring an EFI VUTEk FabriVU® 340i+ dye-sublimation printer with inline fixation for printing directly to fabric. “Especially in the

trade show business,” he says, “we have been asked about dye sub for years. That market is just going to continue to grow, both in the trade show and retail segments. As those requests continued to grow, it made sense to invest in the equipment, and it’s been great for us so far. We’ve done almost as much fabric work in the two months since we completed our training than we did all last year!”

### Top level features and benefits of the 340i+

Whit notes that he was skeptical of a printer with the calender built in, thinking it might slow down the printer, but says the FabriVU 340i+ printer is the first one he found to make financial sense. “I love equipment, but if it doesn’t

#### RESULT

It’s a very open and honest relationship with the people I deal with [at EFI]. Plus, the service and support has been great, really responsive. We can work together to figure things out, especially with this new unit. I think it will be really transformative for the business!”

WHIT COPLEY,  
OWNER / CEO



work financially, I can't make that decision," he says. "For us, and for our markets, the FabriVU 340i+ ticks all the boxes and the math all adds up. It was a great decision for our business."

He also appreciates his relationship with EFI. "It's a very open and honest relationship with the people I deal with there," he says. "Plus, the service and support has been great, really responsive. We can work together to figure things out, especially with this new unit. I think it will be really transformative for the business!"

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