

Studio Dar chooses EFI for reliability and unique applications

Founded in 2009, Studio Dar is a multidisciplinary advertising agency from Bielsko-Biała, Poland, providing a broad spectrum of visual advertising and printing services. In February 2020, Studio Dar purchased the EFI™ Pro 32r+ roll-to-roll LED printer via dealer Atrium Centrum Ploterowe, enabling the company to extend its range of services with unique backlit solutions.

“At that time, we were offering mainly visual identification products and internet marketing services,” says Bartosz Przybyła, owner of Studio Dar. “This gave us a solid foundation to serve large customers who require full support from a branding agency in their visual communication activities and - at a later stage - production as well. As the company developed and customer demand increased, the team suggested that we invest in our own machinery. Currently we specialise in large format printing on rigid and flexible substrates, but Studio Dar is not only a large format printing house. Thanks to our experienced and talented team we create signage, illuminated ads, stands, displays, and beginning in 2020, we have developed our own sewing room focused on beautiful illuminated backlit solutions, thanks to the technology provided to us by EFI.”

Studio Dar builds its competitive advantage on innovative technological and IT solutions. “We were the first printer in our region to invest in UV LED technology for rigid substrates,” says Przybyła. “Based on this positive experience, we decided to invest as well in roll-to-roll printing. There was only one choice for us when choosing the supplier, and that is EFI.”

Reliability at the forefront

Przybyła underlines that one of the main factors that determined the investment in the EFI Pro 32r+ was its reliability and functionality: “The machine works whenever we need it. The operators come in, run the



Challenge:

“Our biggest challenge is time. Customers often impose very short production deadlines, caused by ad-hoc promotional cross-media campaigns, which we - as a printing house - have to meet.”

BARTOSZ PRZYBYŁA,
OWNER
STUDIO DAR

DAR.



Founded in 2009, STUDIO DAR is a multidisciplinary advertising agency from Bielsko-Biała, Poland, providing a broad spectrum of visual advertising and printing services. The company specialises in large format printing on rigid and flexible substrates such as signage, illuminated ads, stands, POS, and backlit displays.

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The multi-roll function of the EFI Pro 32r+ is helping Studio Dar achieve faster printing times.

machine, and it always prints the same as the previous day. The repeatability of colours even after a longer break between orders is astounding, and the UV LED curing technology satisfies all current needs. We have all the necessary certificates to perform very complex orders in places that require the highest environmental standards. The very low power consumption compared to similar machines also deserves recognition. The system has very extensive software architecture that helps us to carry out orders efficiently, and it can be controlled remotely from a smartphone thanks to the EFI GO application.”

Investment in options

Przybyła opted to include several options to increase productivity and improve business operations: “The automatic slitters during printing allows us to ease our cutting plotter. The operator receives the output ready for further processing. The automatic blackout is also another very useful feature that guarantees perfectly matched graphics on both sides of the material when printing double-sided. We also often use the multi-roll function, which dramatically reduces the printing time. Multiple queues allow us to print different artwork on different roll widths, e.g., 2x160 cm or 3x106 cm. The

Solution:

“[The EFI Pro 32r+] prints quickly. We do not sacrifice quality and always deliver on time.”

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machine automatically recognises the loaded rolls and their widths, and we print different jobs on each individual roll at the same time.”

The EFI Pro 32r+ roll-to-roll LED printer has a maximum speed of 256 m²/hour, designed for reels up to 320 cm wide and weighing up to 200 kg. The machine offers simultaneous printing, e.g. on two 160-cm rolls placed next to each other (multi-roll system). The Pro 32r+ is equipped with Ricoh Gen-5 heads with a 7 pL drop and prints in UltraDrop™ technology with a resolution of up to 1200 dpi, providing photographic print quality, fine text and saturated colour reproduction. The UV LED curing technology can print on “classic” materials such as PVC banner films, self-adhesive films and paper, but also on more difficult materials such as textiles (samba), heat-sensitive and elastic materials. Prints are immediately cured and ready for further processing right after printing.

Business optimisation with EFI software

“Our biggest challenge is time,” says Przybyła. “Customers often impose very short production deadlines, caused by ad-hoc promotional cross-media campaigns, which we - as a printing house - have to meet. The whole order has to be planned, produced, finished, and packed for shipment. This is why we strive for continuous improvement of our business workflow.”

Production software such as EFI IQ™ and the entire productivity pack provides Studio Dar the necessary information needed on jobs, allowing the company to optimise processes. “EFI provides ingenious information management software,” says Przybyła. “All computers are connected to the server, so everyone can see the status of the jobs currently being printed without leaving their workstations. Graphic designers and machine operators have greatly appreciated the workflow systems created for various types of media; this significantly improves our operations.”

Result:

“We are delighted with the multilayer prints and night-and-day applications... we are one of the few companies in the marketplace with this printing capability.”

BARTOSZ PRZYBYŁA,
OWNER
STUDIO DAR

Przybyła adds: "The machine prints quickly, so we do not sacrifice quality and we always deliver on time. The jobs that we print with white have been positively received. We are delighted with the multilayer prints and night-and-day applications. I think that this is the future of backlits, and we are one of the few companies in the marketplace with this printing capability."

EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalized documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 650-357-3500 for more information.



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