

Case Study: STIEFEL digitalprint & eurocart GmbH

QUALITY IMPROVEMENT WITH **ORIS INK SAVER**

How printing quality can be enhanced and costs reduced



REQUIREMENTS

Save ink and reduce costs

SOLUTION

ORIS Press Matcher with the ORIS Ink Saver-Module

BENEFITS

- Improved quality, brilliant print results & sharper contours
- Average ink savings of 20 %
- Improved drying characteristics

By reducing ink, quality improvement is not possible, right? At first glance, most people will agree with this correlation. It's unanimously believed that if you reduce the amount of ink the quality of the print will suffer. However, the opposite is true if you use the right tools as demonstrated here by the international STIEFEL Group.

Situated in Lenting, close to Ingolstadt, the company has 14 printing machines, 2 high frequency welding towers, 4 guil-tines and 3 laminators in their 5500m² production hall.

Every day thousands of square meters of printed materials from giant fabric prints for flags, wall coverings, canopies and tablecloths, complex display banners and building wraps to foil printing for expo booths and vehicle wraps are produced. Direct printing to board and fleece wallpaper with imposing designs complete the STIEFEL portfolio.

This Upper Bavarian company also provides post processing, delivery and assembly of the final product on site. Managing Director Bernhard Stiefel's first priority is providing his customers with the best quality possible. Software from CGS gives him exactly that.

Just over a year ago, STIEFEL installed **ORIS Press Matcher** with the **ORIS Ink Saver-Module**. "What's most important in this solution is very clear to us, and that's the quality improvement that we can achieve with it", Bern-

hard Stiefel comments. "Printed results show considerably improved sharpness, they are noticeably more brilliant and edges are clearly defined" he said with satisfaction.

At first, he didn't expect such incredible results. "We had already tried other ink saving solutions, but none even came close to what we desired and this is why we were not convinced it was even possible. I was very positively surprised, because the results printed with **ORIS Ink Saver** even overachieved what CGS' business partner, DRX Pack, had reported the software would deliver", summarized Stiefel.

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– Bernhard Stiefel,
Managing Director at
STIEFEL digitalprint & eurocart GmbH

As well as the increase in quality, ink saving was also outstanding. On average, the company is saving around 20 % in ink. For example on the Canon Colorado that's 22% in saved ink costs. On certain printing machines the ink saving was even greater.



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Ink savings can depend on factors such as image design, printing substrate and the machine itself.

STIEFEL has a wide range of equipment from DURST, HP, VUTek, Canon and SwissQPrint. “We save most on the foil machines where we see up to 35%”, according to Stiefel.

Over and above the quality and cost saving benefits the Managing Director praised the ease of integration of the software with his existing workflow.

As well as quality improvement and less ink usage, the **ORIS Ink Saver**-Module brings other unexpected benefits along with it. Because there is less ink on the substrate, drying time is reduced so that the production process can be speed up and the printer freed up for additional customer projects.

The origins of STIEFEL lie in the printing of maps. Bernhard Stiefel’s father, Heinrich, founded the company in 1982 with the idea of outfitting every school classroom with geography maps; in those days mostly by offset printing. “In the 90’s we started to use digital printing more and more, particularly as the many changes in European country borders

meant constant map updates and that would not be economical on offset”, explains Bernhard Stiefel, who has led the company with his father since 1990.

So finally, in 2003, STIEFEL digitalprint GmbH was formed alongside the existing STIEFEL eurocart GmbH. Maps in various forms are still produced today though the major part of the business is advertising and display material of every kind and size. The Group has around 100 employees, mostly in Lenting in beautiful Oberbayern.

