

Revolutionising regional printing services with FUJIFILM Revoria

Inteliprint's transformation from a localised printshop to a versatile, forward-thinking enterprise



In the heart of regional New South Wales, Wayne Hunter has been quietly transforming his small but agile business, leveraging the capabilities of his new FUJIFILM Revoria Press PC1120 6C with Revoria Flow Digital Front End.

Inteliprint is no stranger to the region, having continuously served the Hunter Valley and Central Coast since 1991. Originally focused on educational printing, the business has expanded under Wayne's leadership to offer a full range of commercial and private print services.

With a management background in large data, and only photocopier sales experience from his early career, Wayne has come a long way – and new horizons are opening up every day. Inteliprint is positioned for a bright and colourful future in the print industry as the team embraces new technology, focuses on innovative quality and leverages expert support.



Challenge

Growing market share and productivity against resource constraints, rising costs and urban competition.

Solution

- Revoria Press PC1120 6C
- Revoria Flow Digital Front End
- Feeding and Finishing including Banner-capable Air Suction Feeder
- Static Eliminator
- D1 Inserter, D6 Finisher
- Specialty Ink swap kits for 2 x White Ink, 1 x Gold, Silver, Pink & Clear Inks

Benefits

Significant productivity boost

- 35-40% labour productivity improvement
- Potential for 30-40% increase in throughput for future growth

Expanded service offerings

- Significant reduction in turnaround times
- Quantum leap in colour versatility and bespoke colour service
- Outstanding colour consistency and print quality

New market penetration

- Entry into new Australian and global markets
- Diversification into new product ranges

The Challenge



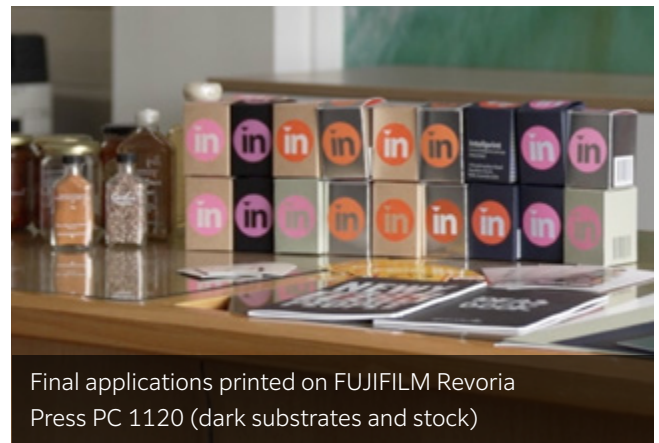
Inteliprint faced several challenges common to regional printers: labour constraints and the need to offer greater versatility and faster service for increased profitability. For Wayne, the pandemic period and Australia's economic recovery have been an eye-opener that led him to pursue new directions for the business.



"I think we've been fairly smart in using what's happened over the last few years to really re-evaluate the business."

— Wayne Hunter.

The last three years have culminated in a newly launched self-service website offering a Canva design guide. This website is backed up by the printing versatility and capabilities of the new FUJIFILM Revoria Press installation, supported by Inteliprint's peripheral die-cut and finishing machines.



Final applications printed on FUJIFILM Revoria Press PC 1120 (dark substrates and stock)

The Game Changer



The game-changer for Inteliprint came in the form of the FUJIFILM Revoria Press PC1120 6C. Installed in late 2023, this advanced printing solution offers:

- unparalleled print quality with one-pass, six-colour capabilities
- total versatility in size and stock options
- fast, cost-effective production for both short and long runs
- specialty ink options, including White, Gold, Silver, Pink, and Clear

Wayne reports that the delivery and installation were flawless and fast, and the commissioning and initial training were prompt and comprehensive. Between local service agent Viatek and further support from FUJIFILM Business Innovation Australia's expert technical and colour profiling team, Wayne and his team quickly picked up on the features and operation of the custom setup. They were off and running. Support from Viatek and FUJIFILM Business Innovation Australia is just a call away, with technical and industry experts on hand as Wayne considers new possibilities (as do all good business owners with an eye on the future).

The FUJIFILM Revoria Press transformed Inteliprint's operations, addressing the challenges head-on. Its innovative 6-colour technology delivers practically infinite gamut flexibility, setting Inteliprint's production apart with stunning high-definition printing. The Revoria's specialty ink options - White, Gold, Silver, Pink, and Clear - open up creative possibilities, enabling unique, eye-catching colours and graphic effects using the variety of substrates and stock colours that make Inteliprint's products truly stand out from the crowd.

Added to that is the Revoria's versatility in printing on just about any media from standard to the most unusual substrates without compromising speed, quality or efficiency. Combined with the colour possibilities, Inteliprint is set to open up new markets over time and attract a more diverse clientele.

Commercially speaking, because of the speed of output for both short and long runs, Inteliprint is able to compete for new avenues of business while maintaining quality: a crucial balance in an industry with tight margins and fierce competition.



“The biggest thing for me is the amount of productivity we’ve gained, and that’s... given me back time to do more and concentrate on other strategies.”

— Wayne Hunter.

The impact of the Revoria solution on Inteliprint’s business can be measured both quantitatively and qualitatively. Besides having the time freed up to focus on more strategic matters, Wayne can also say ‘yes’ to customer requests for more innovative applications.

And the numbers, just since commissioning in late 2023, tell a compelling story of growth and efficiency: a 35-40% increase in productivity (time saving as well as increased volume), coupled with an emerging understanding of the possibility of a 30-40% increase in throughput even with the small existing team. These figures represent not just improved performance, but a fundamental shift in what’s possible for a small, regional print shop.



FUJIFILM Revoria Press PC 1120 printing final applications (dark substrates and stock)

“We are able to turn around those two jobs... within the space of six hours. Previously, it would’ve taken six hours for each one.”

— Wayne Hunter.

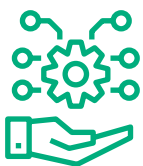
The reduction in turnaround time for urgent jobs has been impressive. Projects that once required whole days can now be completed in mere hours, allowing Inteliprint to meet the most demanding deadlines with outstanding consistency and without breaking a sweat. This agility has not only impressed existing clients but has also attracted new business from companies that prioritise speed and reliability.

“We’re still coming to grips with the full potential of the six colours and combination of stocks I think that (potential) in itself is going to raise our profitability over the next couple of years.”

— Wayne Hunter.

Now that the team is totally attuned to Revoria, together with the launch of the new website (containing over 12,000 templates!), perhaps the most exciting development is expanding into new markets, including attracting business from local and interstate clients. Inteliprint is especially benefiting from the advantage of the two White stations, ideal for printing on darker stocks and substrates, particularly for specialty packaging such as chocolate boxes.

Lessons Learned



Embrace technology

Even small businesses can leverage cutting-edge solutions to compete with larger competitors.



Quality matters

Superior print quality and colour consistency open doors.



Versatility is key

The ability to handle diverse jobs, including specialty inks, expands the client base.



Support is crucial

Having reliable technical support and colour profiling expertise realises optimal machine potential.



FUJIFILM Revoria Flow Digital Front End solution

The FUJIFILM Business Innovation Australia advantage

“The biggest success of our relationship has been the fact that we know we can count on support when we need it.”

— Wayne Hunter.

The Inteliprint team appreciates “not being a number on a computer account”. With layers of support available, from local agent, Viatek to FUJIFILM Business Innovation Australia’s technical, account management and business development experts, Inteliprint knows they can expect responsive help to ensure consistent, high-quality output from their Revoria setup.

Call us today to discuss how the Revoria solution can be customised to boost your printing business. Call **13 14 12**.

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