

FLEX DIGITAL CASE STUDY

CHALLENGE

Flex Digital is a full-service advertising agency in Birmingham, Alabama. It began as a mail-sorting bureau and has evolved into a one-stop shop for all things creative. They pride themselves on being an omni-channel resource with the ability to create and carry campaigns through every type of medium. This includes in-house high-speed inkjet printing.

In February 2017, Flex Digital purchased a Super Web WEBjet 200D commercial high-speed inkjet press. They acquired it because it offered a two-pronged solution for their printing needs. One, take variable-data and transactional marketing materials to a higher level; and two, satisfy print quality demands of more elite marketing materials.

Running with a 24/60 lb. commodity laser MOCR paper from a local vendor, Flex Digital was completely satisfied with its print results, as were Flex Digital's various clients. Until one day, there was a problem.

A client of Flex Digital had an application come in on offset printed roll paper – known as pre-printed shells. These pre-printed shells were about to go on press to receive variable data when the client said the shells couldn't be used due to an error. As a result, **the printing process needed to start over. And it still had to be completed by the original deadline.**

SOLUTION

With the thumbs up from Super Web, Flex Digital decided this situation was a good time to try the full color capabilities of the Super Web press with **28 lb. Triumph® Treated Universal High-Speed Inkjet Paper from Appvion.** They had already been on the look out for a paper that could handle duplex images with heavy ink coverage at efficient press speeds. Needing the paper to be delivered quickly, they were able to take advantage of Appvion's nationwide warehousing network and Triumph's stocking program. So they went to press, hopeful the promise of image quality, ink coverage and problem-free post production would stand true.

It did. The 28 lb. Triumph Treated Universal High-Speed Inkjet Paper made an immediate impression. Everyone from Flex Digital – from the print production group to the creative team – loved how it ran. **With Triumph, they felt they got print and image quality that was as good as, if not better than, offset pre-print quality.** They were particularly impressed by its capability to **run deep, full bleeds with color that popped off the page.**

Triumph also created efficiencies for Flex Digital. It reduced labor, down time and waste because it proved to be a paper that could be used for both standard variable printing as well as higher-end color work. That meant no longer needing to change rolls and dial up the press for a different substrate with each job. It has trouble-free runnability and post processing. Superior lay flat characteristics, excellent ink adhesion and quick dry times of the 28 lb. Triumph Treated Universal High-Speed Inkjet Paper played a significant role in turning a 4.5-hour process into a 45-minute process. This move to a single pass white paper process was possible by partnering Triumph Treated Universal High-Speed Paper with the Super Web WEBjet 200D full color inkjet technology.

"I like everything about Triumph Treated Universal. It costs a little more, but it's well worth it. The exceptional color, image reproduction... the overall look and feel of it when it's printed really makes it an easy sell to our clients. Because it runs so well and has such amazing post-production qualities, what costs us on the paper is made up for by the time we save using it. Triumph gives us the ability to strengthen our clients' brands and create competitive differentiators for them with full coverage, bold color, and unlimited variable messaging on paper that feels good and looks great. Appvion has really set us up to succeed with our customers. They provided a solution that's really helping us take our clients' messaging to a higher level. Great paper. Great partner."

— Alan Thompson
 Co-Owner, Flex Digital



PRINT QUALITY

↑ **HEAVY INK CAPABILITY ON DUPLEX WORK**

↓ **DRY TIME**

≥ **OFFSET**

RUNNABILITY

RUN TIME IMPROVEMENT FROM 4.5 HRS TO 45 MIN

500%

IMPROVEMENT

INCREASED EFFICIENCIES

↓ **REDUCED LABOR DOWNTIME WASTE**

ONE SUBSTRATE FOR VARIABLE PRINTING & ELITE MARKETING MATERIALS

