

## A SEAMLESS DESIGN-TO-PRINT-TO-CUT WORKFLOW AT APPLIED COLOURS

Company Name	Applied Colours Pte Ltd
Industry	Graphic Communications
Founded	2019
Location	Kallang
Services	Packaging, Printing
Website	<a href="http://www.appliedcolours.com.sg">www.appliedcolours.com.sg</a>
Relationship with FUJIFILM Business Innovation	6 months



### ABOUT APPLIED COLOURS

Applied Colours was incorporated in May 2019 with a purview to offer a holistic suite of printing services. Despite being a new company, Applied Colours is driven by print professionals who have been in the business for more than 20 years, which formed the starting point for building long-term client relationships. Like most printing companies, Applied Colours began with offset printing. From high quality collaterals to books and magazines, they handled every imaginable print application and eventually distinguished itself from its competitors by offering packaging printing. With consistent, reliable delivery and outstanding print quality, the business expanded to four offices and five production rooms in its first six months of operation. Today, majority clients of Applied Colours include fast-moving consumer goods and information technology companies.

*“Thanks to FUJIFILM Business Innovation’s support and advanced technology, we are able to offer our customers print outputs that we know will meet customers’ expectations. The integration of Kongsberg XN22, Color 70 Press and Esko Studio Viewer have enabled us to strengthen our service offerings and respond faster to customers everchanging demands.”*

– **Mr Eric Boo, Managing Director, Applied Colours**

### VARIED CUSTOMER DEMANDS

Since starting off with offset printing in its early days, Applied Colours grew to attract customers requiring simple short runs, as well as creative and varying packaging formats. What they needed was an end-to-end printing and packaging system that had the versatility to integrate seamlessly into the company’s existing offset presses.

*“As 70% of our business is focused on packaging, we knew that we had to invest in digital technology that would help support our production efficiencies. Our current challenge was in streamlining the proofing process between ourselves and customers as the back and forth led to lots of time wastage and redundancies.”*

– **Mr Eric Boo, Managing Director, Applied Colours**

Adding on to the inconvenience was the sharing of one workplace printer by all nine offices. This resulted in bottlenecks often, due to long printing and waiting times, making the business environment an inefficient one.

### PROMOTING EFFICIENCY

With both internal and external challenges acknowledged, FUJIFILM Business Innovation conducted a detailed study of Applied Colours’ print

workflows and operations, which helped identify new areas to optimise their business.

The business was first equipped with the multi-functional FUJIFILM Business Innovation C70 to support greater design creativity and high-quality prints. C70 is an entry-level production press that offers application versatility and professional image quality. It is engineered to bring out the best in digital printing and would allow Applied Colours to copy, scan and print up to 70 pages per minute in colour. High-quality brochures, presentations, posters, decals and polyester signs can be effectively achieved on the C70.

To stay ahead of client demand for innovative packaging designs, FUJIFILM Business Innovation recommended the Esko Kongsberg XN22 Machine, a specialised digital finishing table designed for the production of packaging, displays and signs. It is compatible with graphics and finishing workflow software such as ArtiosCAD and interacts seamlessly with Esko Studio Viewer. Esko Studio Viewer simplifies the design process by enabling the viewing of packaging mock-ups through augmented reality functionalities. This helps customers visualise 3D mock-ups immediately by placing the products virtually in the



context of their immediate environment. This facilitates and streamlines the client approval process.

FUJIFILM Business Innovation further recommended centralising all printing jobs through a DocuCentre-VII C2273 CPS multifunction device to enable an internal overview of the business' print systems. Besides advanced operability and user-friendly elements, this powerful device features a mobile application and print utility function that would seamlessly connect and integrate all nine office spaces. Intelligent automated processes enabled by the DocuCentre-VII will also allow Applied Colours greater control over the creation and distribution of physical and digital documents. In addition, users would be able to tap on mobile printing instead of sending files for print off the desktop. This would ultimately add convenience and generate greater mobility in an evolving service environment.

## A DIGITAL TRANSFORMATION

Leveraging the superb image quality, robust media latitude, flexible finishing options and modularity of the C70 has transformed Applied Colours' business proposition.

Clients could enjoy high-quality print output with vibrant colours and incredible detail in 2400 x 2400 dpi resolution. In addition, with the printer's pantone matching capabilities and Emulsion Aggregation (EA) toner with ultra-low melt technology, customers were able to achieve superior halftones, vibrant colours and an offset-like finish. This superior digital quality has enabled the business to offload a substantial proportion of print jobs from their offset presses, enabling the efficient management of both high-volume and short print runs.

Making the switch to the Kongsberg XN22 has raised productivity and performance at Applied Colours. It has shortened the set-up time for large-format cutting, and eliminated the need to wait for a die. With the integration of versatile tools such as the AristoCAD and i-cut Suite, Applied Colours was also able to enjoy a dynamic workflow and automate its entire pre and post-press production process. By creating the most accurate and efficient cutting path for the Kongsberg table, Applied Colours' transformed finishing process has enabled extraordinary throughput and speed, eliminated errors, as well as reduced wastages.

The Esko Studio Viewer has also reduced and simplified approval workflows for

clients. Viewing 3D models on the Esko Studio mobile app instead of printing and mailing actual products has led to time savings of up to 75% as clients were able to view multiple designs on the app concurrently. With designers also able to directly upload edited mockups for customers to review instantly, this enabled great efficiencies between both parties.

Finally, with the DocuCentre-VII, Applied Colours has enhanced business operability and redefined the user experience. The new set-up has achieved seamless workflow integration, enabling secure and contactless printing anytime, anywhere. Applied Colours' total control over its print activities has also given the business better management over its costs. Visibility over its print environment, complete with the delivery of key operating information such as pre-emptive alerts, usage data and required resources, has also maximised machine uptime. Taken together, the DocuCentre-VII has helped maximise productivity and reduce overall operating costs.

*“The C70 delivered exactly what we needed in one solution. Producing professional, colourful collateral with productivity-boosting inline folding and square fold trimming functionalities have never been easier. With the C70, print volume rose from 100 to 10,000 copies a day.”*

**– Mr Eric Boo, Managing Director, Applied Colours**



### Objective

- To redefine its design-to-print-to-cut workflow for greater efficiency and convenience

### Challenges

- Print bottlenecks due to the sharing of one printer by nine offices
- Long client approval times due to the use of physical packaging mock-ups

### Approach

- To update its digital printing capabilities by leveraging the latest in print technology

### FUJIFILM Business Innovation Solutions


- Color 70
- Esko Kongsberg XN22 Machine
- Esko Studio Viewer
- ArtiosCAD
- FUJIFILM Business Innovation DocuCentre-VII C2273 CPS


### Benefits & Results

- Time savings up to 75% with the ability to view multiple designs on the Esko Studio mobile app

- Contactless printing and a mobile workforce
- Virtual 3D mock-ups for faster client approval
- Convenient and efficient print administration within their business environment
- Increased production capacity from 100 to 10,000 copies per day
- Faster finishing speeds to enhance productivity and efficiency

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