superGraphics

CASE STUDY

Significans AUTOMATION

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Modernizing or Dying = the Case for Automation

PROBLEM

SuperGraphics, a large format printer in Seattle, faced inefficiencies in their manual prepress processes, with errors creeping into the workflow, resulting in a lack of consistency. The company needed to increase quality and productivity to remain competitive in an increasingly technologically savvy industry.

OBJECTIVE

SuperGraphics aimed to modernize its business by investing in prepress automation technology, which would allow the company to scale its operations without increasing staff. The company wanted to be more competitive in future requests for proposals (RFPs) and to be more attractive to new clients.

SOLUTION

In early 2021, SuperGraphics partnered with Significans Automation to acquire Enfocus PitStop with Switch and an automated layout and nesting software from Tilia Labs. This technology became the company's go-forward platform for prepress. Significans Automation helped to identify and support the automation of repetitive tasks and cyclical processes for retail printing, allowing the company to increase its workflow and process efficiencies and competitive advantage.

RESULTS

500 to 700% improvement in processing times.

SuperGraphics experienced a significant increase in productivity and accuracy through automation, resulting in the ability to deliver the same quality with higher precision and less waste. Additionally, the technology offers the company a foundation for e-commerce and future expansion.

"To me, you're either modernizing or dying. Now we can be more competitive because our prepress time has been compressed to just minutes, and we're no longer losing precious time due to manual errors."
- Reid Baker, CEO of SuperGraphics.

EXPERIENCE

Customer Feedback: Collaborative and committed to delivering high-quality results.

Significans AUTOMATION

Significans Automation delivers software and process integration services to the Printing and Packaging industry.

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A large format printer specializing in experiential graphics for environments, retail, event, and fleet. The company manages complex projects sustainably and believe in closed-loop recycling

TIME & COST SAVINGS

On our highly refined workflows, we are experiencing a ***5x to 7x improvement in processing time*** via automation explains Reid Baker, CEO of SuperGraphics. These savings translate directly to fewer prepress hours, and lower operating costs.

QUALITY SAVINGS

"The ***consistency that an automated file produces is really remarkable***, and Significans Automation gave us the opportunity to drive that structure and discipline all the way through our business,"