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The Bernard Group Wows Clients with Four Agfa Jeti Tauro H3300 UHS LEDs

**Building additional capacity for future growth in visual merchandising
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“Our evaluation considerations included print quality, performance sustainability, environmental impact, ink cost and mileage, ink and consumable availability, maintenance, service, device flexibility, and vendor relationship.”

The Bernard Group (TBG), one of North America’s leading visual merchandising companies, is taking print manufacturing to the next level by purchasing four Jeti Tauro H3300 UHS LED systems from Agfa. TBG is a 100% employee-owned visual merchandising company that designs and produces experiential environments for the world’s most prestigious retail brands.

“We pride ourselves on staying on the cutting edge of technology and go to excruciating lengths to make sure we get it right,” states Kristopher Parks, Director of Print Production at TBG. “We spent several weeks traveling multiple continents researching vendors, technological updates, new functions, and faster run times to secure the right partner.”

“We have a collaborative and powerful relationship with The Bernard Group,” said Ruben Silva, vice president of sales, Inkjet Solutions, Agfa North America. “We value their market leadership and seek to provide continuous technological advancements to help them maintain a competitive edge.”

Agfa’s Jeti Tauro H3300 UHS LEDs offer TBG roll and board printing that produces identical results in color and quality with a unified appearance across media. TBG achieves color consistency and a more effective workflow by adding fully automated, light, and master roll-to-roll capabilities with the four Jeti Tauro UHS LEDs.

Higher Print Quality and Productivity with a Lower Cost of Ownership

These hybrid large-format UV LED inkjet printers produce prints up to 3.3m wide in four or six colors at speeds up to 905m²/hr (9,741ft²/hr). The Tauro H3300 UHS LEDs combine award-winning print quality, productivity, automation, and low ink consumption.

“The Jeti Tauro H3300 UHS systems have a significant benefit from an environmental standpoint in that they have lower power consumption, and the inks are GREENGUARD Gold certified,” notes Parks. “The ink has a higher pigment load, so you use less of it to get the color you need.”

TBG evaluated the output and projected ink usage based on current data. The company anticipates a swift return on its investment within the first two years of operating the Jeti Tauro H3300 UHS LEDs.

The Jeti Tauro UHS uniquely features a back-to-front camera on the MRTR configuration; an edge TBG was seeking for accurate double-sided printing. The MRTR accommodates two rolls up to 1500 pounds for unattended automated double-sided roll printing. Its integrated camera system reads QR codes to pinpoint the exact location of the image and adjust the print position at the start of every job, ensuring front-to-back accuracy of +/-3mm over 300 feet.

The ruggedly built, heavy-duty Jeti Tauro UHS easily handles multiple shift operations and 24/7 printing. “Agfa also offers a more robust automation system that’s been proven in the field,” adds Parks. “After you load a skid of material, the Jeti Tauro H3300 UHS produces it with little to no manual action from an operator.”

The Jeti Tauro H3300 LED engines are driven by Agfa’s award-winning wide-format workflow software Asanti, which controls the printing process from prepress to production and finishing. It simplifies, optimizes, and automates as many steps as possible, offering a high-performance solution for increased productivity.

With the addition of the four Agfa Jeti Tauro H3300 UHS LEDs, TBG continues to wow its clients with speed to market, the highest quality product, and services that the retail industry requires.

About The Bernard Group

The Bernard Group is a 100% employee-owned visual merchandising company that designs and produces experiential environments for the world’s most prestigious retail brands. They are Scope 1 and 2 carbon neutral and have achieved numerous environmental certifications like EcoVadis Platinum and ISO 14001. Their online printing division, Smartpress.com, operates on three foundational principles: To create premium quality print with world-class customer service and a commitment to social responsibility.

About Agfa

The Agfa-Gevaert Group is a leading company in imaging technology and IT solutions with over 150 years of experience. The Group holds four divisions: Radiology Solutions, HealthCare IT, Digital Print & Chemicals and Offset Solutions. They develop, manufacture and market analogue and digital systems for the healthcare sector, for specific industrial applications and for the printing industry. In 2021, the Group realized a turnover of 1,760 million Euro.

About Agfa’s Digital Printing Solutions business unit

Agfa’s Digital Print & Chemicals division drives the adoption of inkjet printing across various industries. We empower graphic printing and goods-producing industries to become more versatile and efficient through the innovative use of inkjet printing technology. We do so by analyzing their experiences, needs and challenges, and actively partnering with them and industry experts.

Our actual offering consists of in-house developed and designed high-quality inkjet printers, inks, software and services, either as an integrated perfectly matched solution, or as customized components within a larger production process. Our offering is best in class in terms of quality, productivity, sustainability and cost of ownership, with an impeccable service across the globe.

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