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Agfa and PrintFactory Join Forces to Boost Workflow Integration for The Bernard Group

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The Bernard Group (TBG), a leading North American visual merchandising company, recently purchased four Jeti Tauro H3300 UHS LED systems from Agfa. As TBG sought to enhance their visual merchandising offerings, they evaluated various factors such as print quality, sustainability, environmental impact, ink cost and mileage, ink and consumable availability, maintenance, service, device flexibility, and vendor relationship.

TBG sought a strategic partner who could provide a comprehensive solution, and they found one in Agfa. Agfa's Jeti Tauro H3300 UHS LED systems offer TBG roll and board printing that produces identical results in color and quality with a unified appearance across media. TBG achieved 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 driven by Asanti.

To further optimize their workflow, TBG turned to PrintFactory, a leader in print software. PrintFactory worked with Agfa to integrate their workflows and enable The Bernard Group to take full advantage of the capabilities of the Jeti Tauro H3300 UHS LED systems. This partnership resulted in a streamlined and efficient workflow, which improved TBG's overall productivity and offered greater flexibility to their operations.

The Bernard Group has been partnering with PrintFactory for over a decade to improve color accuracy and consistency and boost productivity across all of their printers and cutters.

"We are delighted to have partnered with PrintFactory to provide a superior solution to The Bernard Group," said Alain Cormond, Asanti Business Development Manager at Agfa. *"By working together, we were able to provide TBG with a comprehensive solution that met their needs and enabled them to achieve the highest quality products and services."*

"With cooperation from Agfa's Asanti development team, we were able to fully integrate our technology to provide TBG with the best solution for utilizing the Jeti Tauro H3300's advanced features, ensuring an exponential increase in

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processing speed due to split data transfer and processing” says Erik Strik, CEO of PrintFactory. “We enjoyed working with Agfa, who like us wanted the best outcome for our mutual customer – The Bernard Group – and hope to provide integrated solutions to other production sites in the future.”

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. Asanti simplifies, optimizes, and automates as many steps as possible, offering a high-performance solution for increased productivity.

With the addition of the four Jeti Tauro H3300 UHS LEDs and the integration of PrintFactory's workflow into the Asanti workflow, 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.

<https://thebernardgroup.com/>

About PrintFactory

PrintFactory is a complete print software ecosystem that helps large format printers to work more efficiently today and prepare for more advanced levels of automation tomorrow. The team are printers themselves, delivering competition-beating workflow software: PrintFactory delivers the highest quality, consistent color to every device, anywhere, with manual control over smart technology that makes it possible to build a better business.

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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 three divisions: Radiology Solutions, HealthCare IT, and Digital Print & Chemicals. They develop, manufacture and market analog and digital systems for the healthcare sector, for specific industrial applications and for the printing industry. In 2022, the Group realized a turnover of 1,857 million Euro.

About Agfa's Digital Printing Solutions business unit

Agfa's Digital Printing Solutions division drives the adoption of inkjet printing across various industries. It empowers graphic printing and goods-producing industries to become more versatile and efficient through the innovative use of inkjet printing technology. It does so by analyzing their experiences, needs and challenges, and actively partnering with them and industry experts.

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Agfa's digital printing 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. The assortment is best in class in terms of quality, productivity, sustainability, and cost of ownership, with impeccable service across the globe.

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