



# Battlefield Graphics

How the REVORIA PRESS™ PC1120 is the latest nod to Battlefield Graphics' ability to stay ahead of the pack





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**For Battlefield Graphics, the game has always been about being on the cutting edge. In the 1960s, Battlefield was among the first printers in Ontario to offer 4-color printing. In the 1990s, it became a leader in digital printing and workflow technology.**

Enter the 2000s and the Battlefield team was the only printer in Canada to offer 12-color perfecter printing (2005), followed by being the first in North America to print on a custom Heidelberg 7-color UV press.

Founded in 1964 by the Theoret family in Burlington, Ontario, the third generation printer is headed by President Jerry Theoret. The printer, which has clients throughout Canada and the U.S., works in a number of industries, including financial, cosmetic, communications and technology, automotive, pharmaceutical, confectionery, home improvement, retail and packaging goods.

## The Challenge

Before deciding to look around for another wide format inkjet, the Battlefield Graphics team faced several challenges with its previous digital printing equipment. It had been relying on a Ricoh digital 4-color printer with the option for white or clear toner, which had served the printer well since 2016. Additionally, the size limitations of the Ricoh machine constrained their ability to undertake larger projects efficiently.

One of the major challenges was the printer's restrictions on the thickness of stock the Battlefield team could use and its limited duplexing capabilities. After running into too many obstacles, especially as it sought to expand its capabilities and cater to a wider range of client needs, and despite its reliability, Matt Theoret, VP of Manufacturing, knew the Ricoh machine had its limitations.

## The Solution

With the decision to seek another machine, Battlefield started looking at options, including other models from Ricoh and Canon. But when the Battlefield team looked at FUJIFILM's REVORIA PRESS PC1120, the solution became obvious.

"With its advanced technology and enhanced features, the Revoria addressed the shortcomings of our previous equipment," Matt says. "Not only did it offer greater flexibility in terms of stock weight and size, but it also provided expanded capabilities such as the ability to run spot colors, apply textures and achieve clear finishes."

## The Results

The newfound versatility opened up a world of opportunities, enabling Battlefield to take on a wider variety of projects and meet the diverse needs of its clients with ease. "In essence, the Revoria Press PC1120 revolutionized our digital printing capabilities and empowered us to elevate the quality and scope of our services," Matt says. "The Revoria is meeting our needs in more ways than one."

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Another appealing factor is the workflow software, which Matt says is easy to use and is adaptable to its current workflow system. In addition, the Revoria's colour calibration settings and defaults for media can easily be modified to suit each tray or media specific. "These are all capabilities that were very limited or unavailable on our previous equipment," Matt says.

On a recent job, the power of the Revoria more than solidified itself with the Battlefield Graphics team. On a specific job they frequently run that requires an 18pt. C2S material, the sheet run quantities were extremely low. Having the ability to run the 18pt. on the Revoria enabled them to change the way the job was run by moving it to digital and saving on 64 plates and make-ready sheets. "Being able to match the quality of what we would normally produce on a Litho perfecter is also a big deal," Matt says. "Having the capability to save on paper, time, materials and meet the quality expectations of our customer is a win in our books. This would not be possible without the Revoria press."

# At A Glance



## The Challenge

- Battlefield Graphics sought a new wide format inkjet to overcome limitations and expand services with their existing Ricoh printer.



## The Solution

- Battlefield Graphics selected FUJIFILM's REVORIA PRESS PC1120 for its superior technology and broader capabilities, overcoming their previous printer's limitations.

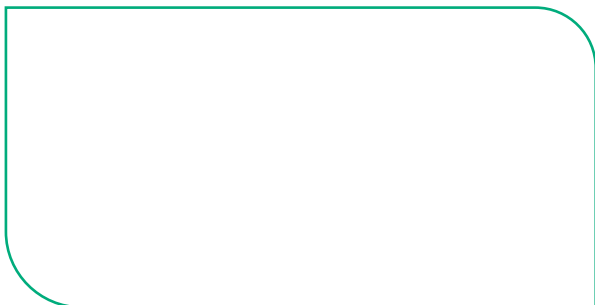


## The Results

- The REVORIA PRESS PC1120 revolutionized Battlefield Graphics by enhancing digital printing capabilities and efficiency, allowing them to meet diverse client needs and save resources effectively.



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[print-us.fujifilm.com](http://print-us.fujifilm.com)



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