

Press announcement  
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## **B2B Graphics invests in a new Anapurna H2500i LED hybrid inkjet printer with Asanti workflow.**

**B2B Graphics heaps double praise on Agfa. The Bicester based firm wanted to increase its production capacity whilst maintaining quality of output. After making a major investment in an Anapurna H2500i LED hybrid printer with Asanti workflow, the company was not only impressed with the performance of the new inkjet system but also found Agfa's pre-installation, set-up, service and training truly outstanding. And this was the first installation engineer Nathan Green had carried out unsupervised.**



**Caption** (l to r) Chris Dalby, production manager at B2B Graphics and Nathan Green, service engineer at Agfa Graphics.

The company's first priority was to increase production capacity whilst maintaining quality. It had built a reputation for producing display graphics for event companies and sport venues, which requires fast turnaround quality printing, but this work prevented B2B from taking on high volume projects. From the outset the Anapurna H2500i LED enabled B2B to achieve this goal. In the first month the increased productivity covered the extra cost of the entire year's leasing.

"Costs have risen but so too has output. One of the main reasons for this is not only the Anapurna but also Agfa's Asanti workflow, which has alleviated the bottlenecks in production giving us the opportunity to take on high volume jobs we would have previously turned away. Asanti pre-flight picks up errors that would otherwise be overlooked enabling us to verify the files we are sent to achieve the results our customers expect, and colour balancing throughout all the print speeds is superb. It is truly a valuable asset," enthused Chris Dalby, production manager at B2B Graphics.

Agfa Graphics takes pride in the level of service it provides to its customers. The installation and support for this project was given to Nathan Green who joined Agfa towards the end 2016. After graduating in mechanical engineering from Newcastle University, Nathan went to work on North Sea rigs in the oil and gas industry. Last year he applied for a post with Agfa and, after training at its manufacturing sites in Canada and Belgium, worked with other engineers in the UK prior to being given this project to manage.

“After speaking to others who had bought Agfa equipment we expected a high level of service. I have to say, however, that right from planning and pre-installation to the kit being set-up as well as training and follow up visits the whole process has been very professional. This was a big investment leap for us but we always felt confident that Agfa would take care to sort out any issues that might occur. I have to add that Nathan and Agfa have made the whole experience very reassuring,” concluded Dalby.

### **About the Anapurna H2500i LED**

This is a high-speed hybrid UV LED-curable inkjet system. The 6-colour engine has a print width of up to 2.5m and combines high quality with high productivity for outdoor and indoor, rigid and flexible wide-format applications. The automatic board feeder increases productivity even further and the white ink function creates possibilities for printing on transparent material for backlit applications or for printing white as a spot colour.

The Anapurna H2500i LED is fitted with energy saving air-cooled UV LED lights, which are ideal for thin heat-sensitive material, and can be switched on and off instantaneously.

### **About Asanti workflow**

Asanti workflow is an advanced yet easy-to-use workflow software for wide-format printing providing end-to-end quality and data management.

As a completely automated production hub featuring Agfa Graphics’ award-winning colour technology, Asanti integrates with the latest version of Adobe PDF Print Engine (APPE) enabling highly specific functionalities (e.g. nesting, see-through concept, proofing support) together with fast, automatic pre-flighting.

Asanti avoids errors, minimizes manual interventions, shortens pre-print procedures and simplifies the entire printing process.