

CASE STUDY



ADDING DIGITAL PRODUCTION ALONGSIDE A LITHO DIVISION

How Oxbow, in partnership with FUJIFILM, helped Pioneer Print Solutions extend digital production across the full range of stocks its work demands.



Customer background

Established in 1903, Pioneer Print Solutions (pioneerprintsolutions.co.za) has spent more than a century in commercial print. A litho division still handles a large share of the work, and the business needed its digital production to stand alongside that capability rather than sit behind it.

Case Study at a glance

Challenges

Digital production had to meet the same demanding standards as the established litho operation. The work spans an unusually wide substrate range, from 60gsm NCR through to 1200mm banner stock. Any device had to integrate cleanly alongside the litho division rather than run as a separate island.

Oxbow & Fujifilm Solution

Thorough consultation to establish the full spectrum of the business's specialised print work. Rigorous testing on 60gsm NCR, 350gsm cardstock, embossed media and 1200mm banner stock. Selection of the FUJIFILM C750 as the device proven across every substrate tested.

Benefits and Results

Consistent performance across every substrate tested, from lightweight NCR to heavy banner stock. High-speed output with consistent colour accuracy across the range. Digital production that integrates alongside the litho division rather than competing with it. A broader digital production offering the business can take to its customers.

CASE STUDY



The Challenges

Pioneer Print Solutions has been in commercial print since 1903, and a litho division still carries a substantial part of the work. That sets a high bar for anything digital that sits next to it. A device that handles ordinary office stock comfortably is of limited use in a production environment where the substrate list runs from 60gsm NCR paper to 1200mm banner stock.

The requirement was therefore not simply a capable digital press but one that could be proven across that full spectrum before any commitment was made. Specialised print work leaves little room for a device that performs well on paper and then struggles on embossed media or heavy cardstock in production.

The Oxbow & Fujifilm Solution

Rather than specify from a datasheet, Oxbow worked through a consultation and testing process with the business. The FUJIFILM C750 was put through 60gsm NCR paper, 350gsm cardstock, embossed media and 1200mm banner stock, which is the genuine spread of what the business is asked to produce.

The device held up across all of it, delivering high-speed output with consistent colour accuracy and print quality that did not fall away at the extremes of the range. That performance, combined with its versatility and reliability, made it the right fit to run alongside the existing litho division rather than as a separate capability.

“The FUJIFILM C750, selected after thorough consultation and testing across 60gsm NCR, 350gsm cardstock, embossed media and 1200mm banner stock, for integration alongside the existing litho division.”

The Benefits

The testing process left the business confident rather than hopeful. The C750 demonstrated consistent performance across every substrate it was put through, with high-speed output and colour accuracy holding steady from lightweight NCR to heavy banner stock.

That reliability is what allows the device to integrate alongside the litho division rather than sit apart from it, and the business is now positioned to elevate what its digital production can offer customers. In production print the question is rarely what a device can do on its best day but what it does across the full range of work, and this one was proven on exactly that basis, supported by the ongoing partnership between Oxbow and FUJIFILM.

Thinking about bringing your printing in-house?

Talk to Oxbow about a print solution built around how your business actually works.

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