



**Durable Printing at its best.**



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**Zevik Nur,  
Yahav**



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#### Company Details:

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## Yahav Digital Printing – From beta site to owning 3 printers

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Yahav specialize in all types of wide format and super-wide format printing for a wide range of applications, from giant billboards and building wraps, to medium scale POP signage for shops and malls, theatre backdrops, banners, specialized display solutions for events such as giant balloons, exhibition displays and more.

#### Three Barak Printers in 5 years

Yahav purchased their first 5 meter wide Barak back in 2006 and served as Matan's Barak beta site. At that time, their main production machine was an older 5 meter solvent Blueboard printer that had faithfully served them for several years and was approaching retirement. Yahav was looking to replace this workhorse with a new printer that would provide higher productivity and better quality, with similar reliability and simplicity of operation.

The Barak UV completely fulfilled these requirements and even exceeded them. This first beta printer was replaced 2-years later by an improved version and eventually two more Barak printers were purchased, one in 2009, replacing an HP-Scitex XLJet and the third one in 2011, a 5m Barak iQ, replacing a TurboJet by HP-Scitex which was sold off.

“The purchase of the third Barak was a strategic decision we made” says Zevik Nur, Yahav's CEO. We were very happy with the first two printers and it made good sense to have three machines of the same family. It means that all our operators are well familiar with all three machines and unlike before, when the absence of an operator who specializes in a specific printer would cause machine down time. This also has implications in terms of spare parts and ink stocks”.



## About Matan

Matan Digital Printers has been introducing innovative solutions to the world of digital printing for over 20 years.

Headed by a group of leading print technology experts, Matan continues to deliver forefront digital printers and presses for a wide range of challenging industrial applications. Matan's broad range of products is aimed at three major printing segments:

- Super wide format
- Traffic signage
- Labels, tag, decals, membranes, license plates & sign printing.

Our printing solutions allow users to enjoy excellent productivity, top quality output and high durability, while ensuring low cost of ownership.

## High capacity attracts large volumes

Today the three Barak printers together produce over 75,000 m<sup>2</sup> of signage per month. "One of the things we like best about the Matan printers is their simplicity of operation and their efficient media management " said Nur. "With some printers there is a waste of up to 10sqm on each media load, which in a high production plant like ours adds up to enormous amounts. With the Barak freefall feature there is next to zero media wastage". In certain cases, when an urgent job arrives, it is possible to stop in the middle of a big printing job to switch media for a more urgent campaign, without having to worry about media waste and time consuming media loading and unloading. This allows us great versatility and excellent response time. Together with our high capacity, this makes us a first choice when it comes to large volumes, " Added Nur.

Yahav currently provides the printing for some of Israel's highest profile advertising locations, including the giant billboards along the Tel-Aviv Ayalon Highway owned by Star Media, measuring up to 17 X 10m (55.8x32.8ft). Those prominent billboards, alongside one of Israel's busiest routes, feature the highest profile advertising campaigns, including international brands such as the Benetton "UNhate" campaign of winter 2011.

## Perfect color consistency across 20,000 sqm

In another recent campaign, for the Mizrahi-Tefahot Bank, the advertising agency insisted that the entire signage for the campaign should be printed by Yahav, in order to maintain color consistency across the entire job. Their ability to reproduce just the right colors on first try brought them this lucrative business. The campaign was featured on an exceptionally large billboard space of 20,000 sqm throughout the country, rented from 4 different media companies. Yahav's three Barak printers produced the entire job within 72 hours, with the first 6000 sqm batch ready in 24 hours.

"Matan is like part of the family to us", said Nur."Being a beta site has its obvious advantages, the best of which is the attentive service we benefit from. Our service calls or any other needs are attended to immediately. With Matan we do not have to go through an entire bureaucratic process like with some of our previous suppliers.

[www.yahav.net](http://www.yahav.net)



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