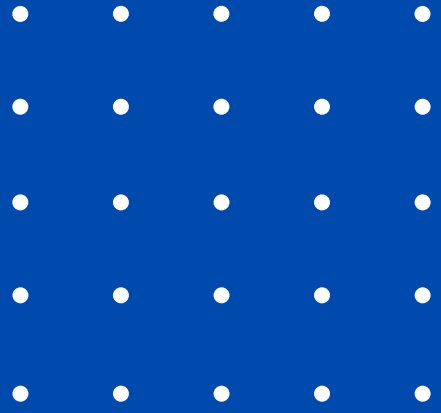




taktiful



# OPERATOR TRAINING

Case Study:  
How Digital Embellishment  
Operator Training  
Awards Your Business &  
Motivates Your Talent



## Case Study: How Digital Embellishment Operator Training Awards Your Business and Motivates Your Talent

### OBJECTIVES

Learning the tricks of the trade from an experienced machine operator is invaluable.

It not only helps operators understand all the correct settings on the machine and when to change them, but it also gives them valuable insight into the very intricate ballet that exists between machine, substrates, foils, laminates and inks.

### HISTORY

Rebecca Arnett is an experienced press operator with a demonstrated history of working in the printing industry. Skilled in graphics, logo design, typography, and adobe creative suite, she has a strong arts and design professional with a bachelors degree focused in graphic design from Southwest University of Visual Arts.

As an intern at Spectrum Graphics, a full-service business printing company based in Tucson, Arizona, Rebecca absorbed all she could in the pre-press department while helping process files for its digital printing equipment. Her operations manager at the time, Ken Huizenga, Technical Operations Consultant at Taktiful, noticed that processing similar files repetitively appeared to be getting mundane for the design and print enthusiast.

"I noticed Rebecca was not being given more responsibility and she seemed bored; I knew we were at risk of losing a talented rising star," says Ken. "I decided to introduce her to the world of digital color presswork."

Rebecca took to it quite quickly. Although educated in design, she loved the actual creation of print. Not only was she seeing projects coming to tangible life, she became curious about how these machines worked. Rebecca was often seen studying the equipment manufacturer's (OEM) technical specs, asking questions about why and how the machines worked, and looking for ways to solve most of the minor issues that frequently affected print quality.

## AT A GLANCE

### Results

- Time saved per job: **75%**
- Cost savings for:
  - Consumables
  - Repairs/Maintenance
  - Reduced throughput delays
- Profitability margins: protected
- Awards:
  - Most creative use of foils for Print Excellence



**Rebecca Arnett**  
Award Winning  
JETvarnish Operator

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"Before training I wasted a lot of expensive foils, sometimes half a roll, because it would wrinkle or print in the wrong place," said Rebecca.

The internship soon became a permanent role as an entry-level technician – and an enthusiastic Rebecca kept the machines running. She was on her way to becoming a digital press operator rockstar - allowing more output in the pressroom and reducing downtime upwards of 30%. As she grew as an operator, Rebecca learned how to improve sheet registration, which digital presses were best for the print job, and how to improve quality. These attributes prepared her perfectly for her next endeavor, digital embellishment.

"When you operate a digital embellishment press, live polymer application becomes more of an art," explains Ken. "Knowing where to place the spot UV, keeping the sheet in perfect registration, and knowing the proper amount of drying time is crucial."

Being a designer, Rebecca was drawn to the company's JETvarnish digital embellishment press. She quickly noticed how her ideas and projects would come to life; even her peers at the shop were impressed at how Rebecca was able to turn a mundane project into a 3-dimensional work of art. She also discovered that operating a JETvarnish added many mechanical challenges and a completely different thought process from that of a toner-based press.

In addition to the technical aspects, operators are responsible for managing consumables, like foils, coatings and inks. Without training, waste and errors can cripple ROI and erode profitability.

This experience is most-often gained over months, if not years, of testing through trial and error. An experienced operator himself, Ken was instrumental in Rebecca's early training, but with twenty other employees to help, constant interruptions were hindering Rebecca's ability to grow from a good operator into a great one.

"I was lucky enough to have a good relationship with some very smart people within the OEM's corporate team," shared Ken. "Whenever the machine needed maintenance that we could not do ourselves, I would request techs that I knew could build on Rebecca's knowledge base."



### HOW OPERATOR TRAINING IMPACTS YOUR ROI

Proper Operator training will save years of trial and error, picking up immediately on the veteran tips and tricks that make the difference between a successful and a failed job. It arms your Operators with the information they need to approach each job with confidence by quickly learning:

- Which settings to use depending on the applications, substrates, and foils.
- How to feed the paper correctly
- How to play with speeds, temperatures and pressures for optimal output and quality
- How to work with the varnish depending on dyne levels and substrates
- How to set up jobs correctly the first time and limit waste
- Selecting the foils that work best and proper application techniques
- How to create multiple set ups for different substrates

### CONCLUSION

Despite her background, the learning curve to a digital embellishment press was steep. It took Rebecca Arnett more than one year to become an experienced digital embellishment machine operator and she agrees that a one-week training course would have shortened her learning experience considerably.

"Before training it took me a full day to complete a job. Now it takes me less than two hours."

By learning how to optimize the capabilities of the press, operators can produce award-winning projects, help optimize profitability, and make sensory print the obvious choice for their customers.

Operator training brought more efficiency and quality to the work Rebecca produced on a digital embellishment press. The resulting reduction in wastage, repairs and maintenance costs helped protect profitability margins. In 2022, Rebecca won the Print Excellence Award for the Most Creative Use of Foils.

### TAKTIFUL CONSULTANT







## ABOUT TAKTIFUL

Taktiful connects people to brands through the science of touch. We are digital embellishment design, sales and marketing specialists, who focus on helping the print industry and their customers make sexy print the obvious choice for all their print needs.

We combine the science of touch with the power of print to give you a taktiful experience worth coming back for, and show you how to use a more customer-focused sales approach which emphasizes value over price.

We help you capitalize on the fact that consumers buy packaging first and products second, and that they are willing to pay a premium for luxury packaged goods and extraordinary unboxing experiences.

Together, we'll adjust your sales and marketing approach and show you how to sell sexy print to all your customers.

## TAKTIFUL SERVICES FOR PRINT SERVICE PROVIDERS





# taktiful

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Taktiful connects people to brands using the science of touch. Our consultants are digital embellishment, sales and marketing specialists, who focus on helping the print industry and their customers make sexy print and universal design the obvious choice for customers and brands. We combine the science of touch with the power of print to give you a taktiful experience worth coming back for. Let us show you how to design, market, and sell sexy print to all your customers.

#SexyPrint #GetTaktified #Print