



Exceeding Expectations. Spain's BEME Group Take Digital Signage and POS to the Highest Levels of Customer Satisfaction. And Beyond.



CHALLENGE:

The BEME Group do not like to be left out. The company makes a point of letting all clients know that they are entirely ready, more than willing, and certainly fully able to be involved in every single step of the process related to the creation and implementation of signage and point-of-sale displays that feature digital imaging.

"We asked our design manager to look around for the best UV printer that meets our demands and challenges: high productivity, media flexibility, white ink printing and exceptional quality."

That promise includes everything from concept and design to digital printing and final production, as well as installation, ongoing maintenance – and even follow-up assessment of the displays to help clients determine how effective they are in promoting and marketing their own products and services. After all, that's precisely what BEME Group set out to accomplish with every job they take on.

Which is why "From Design to Point-of-Sale," is one of their fundamental marketing slogans, may actually be a bit on the modest side. For them, it's really much more than that.

Modest or not, the company draws its strength from the dedication and motivation of its skilled employees, as well as from the advanced technological resources they use to actually create their exclusive signage and POS display projects. It is a surprise to no



SOLUTION:

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one in the region that BEME Group are one of the decisive leaders in the digital display industry throughout all of Spain and Portugal.

Self-Reliance and Expertise

“We have know-how, we have confidence, we have a well-balanced team, we have products that offer something new, and we also have production equipment that exceeds all expectations. Those are the reasons why we’re so successful,” contends BEME Group’s Marketing Manager Eduardo Calvo, speaking on behalf of the company from its headquarters in Fuenlabrada, a town about 20 kilometres southwest of Madrid. “We are not just another industrial design and signage firm.”

In fact, they never were. Founded a quarter-century ago by Victor Bouzas, BEME Group trace their roots to the shop owned by Bouzas’ father, an art dealer who also made picture frames. Watching his father work, Bouzas sensed that the quality and aesthetics of signage and displays were just about as important as the products being sold – and not just artwork, but all kinds of marketed goods and services. With that in mind, he started a company called BEME Diseño, approached potential customers such as banks and administrative offices at industrial sites, and built his new enterprise around the concept of replacing dull framed pictures with intriguing displays and showcases that promoted a wide variety of commercial products, programs and events.

“Every display Victor sold had a certain individual touch and style,” Calvo says. “And the company grew from there, step by step, to where it is today.”

Today it is really three companies in one – BEME for design and creation, ExpoCom HD for research and development, and Kort-Kenical for installation. More than 50 employees work within the organisation’s five facilities in Fuenlabrada, and current figures place sales at about eight million Euros annually.

The point of sale, according to BEME Group officials, is once again becoming a marketing method of great importance. Marketing budgets for POS, they say, are increasing, while TV advertising budgets are declining. In turn, budgets for outdoor advertising are going up. “Where you capture public interest is at the point of sale,” Calvo explains. And that’s exactly what BEME Group are all about.

Customer-Focused Attitude

One reason BEME Group do not want to be left out of any process in the mix is because of the company philosophy that success is built on meeting every single need of every single customer; the only way for BEME Group employees to know all the needs of their clients is to truly be part of their world – to stand side-by-side with them from the moment a project is conceived, through the production process, through delivery and installation, and then all the way to service and support. It’s a serious endeavour that

requires stringent planning and organisation, which is at least partially why the Group's five facilities are so specialised, with skilled staff members dedicated to each function. One BEME Group building combines offices with production processes related to woods and plastics; another is devoted almost exclusively to metals; a third concentrates on printing alone; and the remaining two are allocated to warehousing and shipping. That, company executives find, is one of the best ways to focus complete attention on all individual facets of their business – without leaving anything out.

Bouzas and Calvo, joined by Managing Director Enrique Hernández, who oversees daily coordination, comprise just a handful of the professionals at BEME Group whose creativity and commitment end up working promotional wonders for Toys R Us, DIA, Midas, Banco Popular, BBVA, Callaghan (designer shoes), several large shopping malls and many other major clients – more than 150 of them. BEME Group signs and POS displays appear at retail sites, conventions and exhibits, at product launches and for a host of other sales and marketing purposes. The variety of materials they use for digitally-printed signs, POS and other displays range from wood, vinyl and canvas, to aluminium, plastic and foam – and many others in between.

“Victor Bouzas has always said that the only way to be competitive is to be different and offer something new,” says Calvo. The BEME Group difference is evident in many ways, including their ability to combine materials, substrates, processes and ideas for a single job; their systematic capacity for installing completed products at client sites and remote venues; and their eagerness to provide additional ideas and suggestions to each client even after the initial job has been completed.

“We are known, and intend to continue to be known, for our professional attitude, our all-around service, our quality and innovation, and our fair prices,” Calvo adds.

While cost-effectiveness is always a BEME Group goal on behalf of its clients, the marketing manager acknowledges that there are some instances where a slightly higher-priced option would be more effective. In those cases, he says, the company does whatever it can to assure the client that the suggestion is wise and well thought out, and that they will do whatever is necessary to back it up with the highest quality and the most value. Clients, Calvo says, know that they can trust BEME's knowledge, their proposals, and their ability to turn every reasonable idea into a practical result.

Customer-Focused Technology

It is that same corporate know-how that has helped BEME Group to select the right components to be used throughout their production facilities to accomplish their often complex goals, considering the range of substrates and materials used for many projects. Their most recent purchase and installation, in January 2010, was a VUTEk GS3200 flatbed and roll-to-roll UV printer from EFI, along with an EFI Fiery XF RIP. The printer's speed, productivity and accessibility have made it the perfect choice for BEME Group. It is the first installation of the product in Spain.

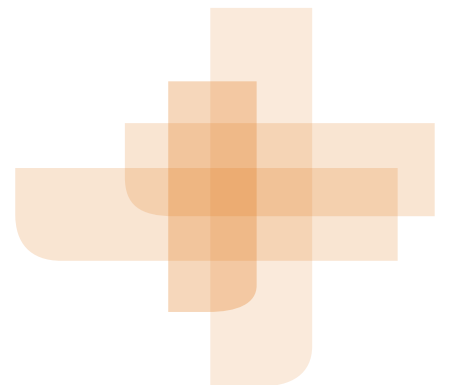
“We asked our design manager to look around for the best UV printer that meets our demands and challenges. He recommended the VUTEk GS3200, and it has exceeded our expectations,” Calvo says. “To be honest, we didn't foresee as many advantages as we ended up enjoying. With the VUTEK, we eliminated all restrictions we used to have in printing wider widths, in our need to print white ink, and in our efforts to save more time.”

The photorealistic-quality printer features 1000 dpi; 12-picolitre droplet technology for all colours including white; three-layer capability for high-impact POS graphics; 223 m²/hr output; continuous board-to-board, board-to-sheet and roll-to-roll printing; a printing width of 3.2 metres; and it requires less floor space than most other comparable equipment.

Once BEME Group removed all limitations, they started to approach businesses and various kind of jobs that they hadn't approached before. In short, if there were markets that were left out just a few months ago due to printing costs, they're not left out anymore.

RESULTS:

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The companion Fiery XF is a fast, high-performance RIP with an automated workflow that reduces production time with its flexibility and ease of use. (The VUTEk GS3200 and the Fiery XF won Best Solutions for Wide Format at the 2010 European Digital Press Awards.)

The VUTEk is the only UV printer that permits three layers of printing in one print run. "As just one small example of how it helps us remove barriers, the unit allows us to print images on both sides of a vinyl substrate so that the images are correct from both sides, which is precisely what is needed for window displays," Calvo explains.

And Beyond

"Once the job is finished, we do not forget about the customer," he continues. "Our eyes are the customer's eyes. It's not just 'From Design to point of sale.' It goes way beyond that."

And that has an even deeper meaning for BEME Group. Unlike many companies of its kind, their R&D department (which they also call their Innovation department) works diligently on products, designs and technological ideas that could come into play three or four years down the road – and beyond. The staff is always thinking not just about their own products and technologies, but also about the kinds of products and technologies that clients will need to market and promote in the future, such as those related to alternative and renewable energy.

"In other words, our continued growth depends both on our customers' needs and on our own ideas," Calvo says.

When both sources of continued growth are combined, as they are at BEME Group, it becomes crystal clear that they will never in any way be left out of the exciting world of high-tech signage, POS and all other forms of digital display and promotion throughout Spain – and beyond.

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