



## Press release

### The Bernard Group Boosts Quality and Efficiency with Agfa Tauro Printers

After an extensive global search for the most reliable and efficient printing technology, [The Bernard Group partnered with Agfa to transform its production capabilities](#). Today, this collaboration not only ensures top-quality output but also drives continuous innovation and mutual growth.

[The Bernard Group](#) is a leading provider of high-end retail graphics and visual merchandising solutions. Serving major brands with demanding quality standards, the company needed a solution that could deliver exceptional print quality, maximize uptime, and adapt to evolving market needs.

#### The Challenge

- Replace aging fleet with robust, high-performance printers.
- Ensure 24/6 production capability, with flexibility for 7-day runs.
- Reduce ink consumption without compromising quality.
- Meet new brand demands for larger color areas and smooth gradients.

#### The Agfa Solution

- [Agfa Tauro printers](#) became the backbone of production, handling the majority of jobs.
- Implementation of six-color configuration with light black for superior gray balance and ink savings.
- Collaborative engineering with Agfa to introduce light magenta by reconfiguring print heads, improving color fidelity and reducing graininess.
- Development of a new pass mode (jumping from 3 to 5 passes) for greater efficiency.

#### The Results

- 24/6 production capability, with flexibility for 7-day runs.
- Significant ink savings while maintaining premium quality.





- Enhanced color reproduction and smoother gradients, meeting brand expectations.
- Continuous innovation through weekly collaboration meetings with Agfa.
- On-site parts locker for immediate access to critical components, minimizing downtime.

“Agfa is the leader in the market right now. From reliable equipment to supporting our future growth, they’ve been a strategic partner every step of the way.”

### **Shawn Daly**

Large Format Print Director - The Bernard Group

**ENDS**

### **Notes to editors**

#### **About Agfa**

The Agfa-Gevaert Group is a leading company in imaging technology and IT solutions with over 150 years of experience. The Group operates through three divisions: Radiology Solutions, Healthcare IT, and Digital Print & Chemicals. They develop, manufacture, and market analog and digital systems for the healthcare sector, for specific industrial applications, and for the printing industry. In 2024, the Group achieved a turnover of € 1,138 million.

#### **About Agfa’s Digital Printing Solutions**

Agfa’s Digital Printing Solutions aims to advance the use of inkjet printing technology across diverse industries, helping businesses become more versatile, efficient, and sustainable. By understanding the unique needs and challenges of each sector, Agfa partners with its customers to deliver innovative printing solutions.

Agfa offers a comprehensive range of high-quality inkjet printers, inks, software, and services. These products can be provided as fully integrated solutions or as customized components within larger production workflows, ensuring exceptional quality, productivity, and cost-effectiveness. With global service and support, Agfa helps businesses achieve outstanding printing results and drive growth.

To find out more please visit: [www.agfa.com](http://www.agfa.com).

**Please note that more information is also available in the Agfa Newsroom:**

<https://agfa.thinkb2bmarketing.com/>

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