



Customer story

July 2026

If you ask Tomasso Bux, CEO of Digibux Print, how his company began he would describe it as a “gamble”. Five years ago, two founders walked away from traditional printing to bet everything on digital. Today, the company finds itself running a 1,000m² facility, a growing team, and a reputation as one of the go-to names for large-format print in central and southern Italy.

This growth journey has been supported by Agfa almost since the beginning.

From an early investment in an Anapurna press, the company soon found itself scaling and picking up bigger corporate, event, and agency projects, to the extent that it needed more capacity and more speed. This prompted Bux to go looking for the next machine to power Digibux’s future growth.

That machine turned out to be the Jeti Bronco H3300 HS from Agfa, and Digibux would be the first company in the world to test it.

Unbridled potential

Bux describes the switch to the Jeti Bronco as a “significant upgrade” for Digibux Print, and the numbers back him up. The Bronco HS runs 36 printheads on a PLC-based control system, and its installation has changed how the business operates day to day. Machine utilization went from 2 to 3 hours a day to 8 to 10 hours, with runs stretching to 16 hours straight at 110m/hour, without any sacrifice on quality.

Bux remembers Agfa's Massimo Costa checking in after installation, asking how the machine was running. Bux's answer was, “it's too fast!” – a reaction that has translated into real, measurable growth. Production volume is up an estimated 60 to 70%. Turnover has climbed around 20%, even in challenging market conditions. The company has expanded its team across printing, cutting, and packaging, and is now planning further investment in cutting equipment just to keep pace with the printer. The Bronco HS has become the cornerstone of the operation, letting Digibux take on high-volume, short-deadline jobs it would previously have turned down.

“Investing in the Jeti Bronco H3300 HS has been the springboard that transformed Digibux Print from a digital printing company into an industrial production partner for our customers,” Bux explained. “With the Bronco HS in operation, we now position



ourselves as an industrial manufacturer rather than a small digital print shop.”

Expanded applications

Before the Bronco HS, Digibux was hesitant to target major event and sports customers because it could not guarantee the fast turnarounds required for larger runs. Today, high-volume campaigns, trade-fair graphics and industrial-scale projects are a core part of its business, with the Bronco HS giving the confidence to say yes to demanding timelines and complex applications.

The range of materials Digibux now handles in-house has expanded just as much. Cardboard has become a major growth area, covering 200g board, GC1, and microflute for countertop totems, displays, and other POS work. Using vacuum technology and skates, the Bronco HS prints double-sided on boards affected by humidity, warping, or transport damage, all while holding accurate front-to-back registration.

Beyond cardboard, Digibux now reliably prints PET, polypropylene, corrugated polypropylene, vinyl, paper and TNT (non-woven), including double-sided rolls for one-day events such as races and classic car shows. Jobs previously outsourced, especially Plexiglass work requiring strong white ink coverage, are now produced internally thanks to the Bronco HS's eight white heads and stable 3mm print head height control.

Less waste, more throughput

The financial and environmental picture has also improved alongside the production numbers. Ink consumption is down compared to the old setup, and electricity use has dropped even though the shop is producing up to four times more than before. That combination lets Digibux hold its pricing without cutting into margins, so profitability has grown alongside output rather than at its expense.

A partnership, not just a purchase

A recurring theme for Digibux is the quality of Agfa's support. Over years of working together, Bux says the company has never felt neglected, with Agfa's team always on hand to quickly and efficiently handle any questions or issues that emerge. He also notes that Agfa's management and technical staff have never treated Digibux as too small to matter, working alongside his operators on feature requests and optimization ideas. That collaboration is a big part of why the Bronco HS went from a brand-new concept to stable, high-volume production in just a few months.

“Throughout our collaboration, Agfa has provided responsive, effective support,” Bux said. “Issues are addressed quickly, and many are resolved remotely through practical





guidance. Agfa's management and technical teams have always worked with us as partners, remaining accessible and collaborative regardless of our size as a business."

Massimo Costa, Inkjet Sales Manager Italy & Southeast Europe at Agfa, said: "Digibux's growth is exactly what we hope to see when a customer invests in a machine like the Bronco HS. The Bronco HS was built to handle exactly the kind of demands Digibux is now putting on it, supporting high volume throughput on a wide range of substrates without sacrificing quality. Seeing it perform at this level, in a real production environment, from day one as the first installation worldwide, is a strong validation of the platform, and we are proud to have been part of the Digibux journey."

For more information about the Jeti Bronco H3300 HS, [click here](#), or learn more about Digibux Print at www.digibuxprint.it/

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Notes to editors

About Agfa

The Agfa-Gevaert Group is a leading company in imaging technology, with nearly 160 years of experience. Agfa develops, manufactures and markets analog and digital systems for the healthcare sector, for the printing industry, for the green hydrogen industry and for specific industrial applications. In 2025, the Group realized a turnover of 1,086 million euro.

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.

Please note that more information is also available in the Agfa Newsroom:
<https://agfa.thinkb2bmarketing.com/>





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