

Workflow Scenarios

The first area to think about is what kind of production workflow you have and how you will load your phone carriers onto your universal base plate jigs. There are 3 workflow examples below, see if you recognise your workflow in any of these:

Batch Printing

- You print full bed batches of phone cases
- Each full bed includes the same model and design

Solution:

Purchase one base plate and ensure for your most popular phone cases, that you have enough of each carrier to fill the bed of your machine (see carrier compatibility chart) and as many carriers for your less popular cases that you wish to print in one go.

To maximise production by pre-loading the next base plate whilst the first is printing, you should purchase two base plates and consider doubling up on the number of carriers for your most popular cases.

Printing on Demand

- You sell a mixture of phone cases and models
- Items are produced to order
- You have a few best sellers, but there's always a mix

Solution:

Depending on volume we would recommend two 'Universal Base Plates'. Two is best so you can pre-load one while your other bed is printing. For this workflow purchase more carriers for your best sellers and 1 or 2 carriers for your less popular models.



I'm a Newbie

- You are new to flatbed printing or are only just starting out with printing phone cases
- You're not sure which workow applies to you
- Volume and best sellers will be apparent as time goes on

Solution:

Purchase one 'Universal Base Plate' and choose one of each carrier to get used to your way of working, this will give you the flexibility to print many types of phone cases and models. Once you've established your workow you can increase carriers for your star sellers and purchase another base plate to maximise production.

Customer Case Studies

Customer 1:

A printing company that supplies kiosks with non personalised phone cases. They have a Roland LEF-200 flatbed printer and a high volume of orders so wanted to maximise production output with minimum machine downtime.

Orders were mainly for Apple and Samsung phone cases and their current production workow predominantly consisted of iPhone 11, iPhone 11 Pro Max, Samsung Galaxy S21 and Samsung Galaxy S20 Ultra cases, with a few orders for Xiaomi Mi 10T and OnePlus Nord N10. iPhone 11 cases were 70% of their orders.

What did we recommend?

- 1 x 'Bed Base & Ruler Guide' for Roland LEF 200
- 2 x 'Universal Phone Case Base Plates' for Roland LEF 200
- 24 x A3 Carriers (compatible with iPhone 11)
- 10 x B1 Carriers (compatible with iPhone 11 Pro Max)
- 8 x E1 Carriers (compatible with Samsung Galaxy S21 and Xiaomi Mi 10T)
- 4 x E2 Carriers (compatible with OnePlus Nord N10)
- 1 x 'All other Carriers' to give production flexibility



The full bed of a Roland LEF-200 can fit a maximum of 12 'Group A' carriers, meaning they could pre-load 12 onto the second base plate while the previous job was running or they could load up the carriers from 'Group B' (up to a 10 for a full bed) for the next job depending on orders. 'Group E' carriers fit 6 to a bed and as these were less popular items they brought a mix to make up 2 full beds.

Customer 2:

This customer has a Roland LEF-300 flatbed printer and already sells personalised items using our jig system. They have previously fitted our 'Bed Base & Ruler Guide' and use several of our jigs, but have decided to branch out into personalised phone cases, mainly concentrating on iPhone cases.

What did we recommend?

- 1 x 'Universal Phone Case Base Plate' for Roland LEF 300
- 10 x A1 Carriers (compatible with iPhone 12 & 12 Pro)
- 10 x A2 Carriers (compatible with iPhone 11 Pro, X and XS)
- 10 x A3 Carriers (compatible with iPhone 11 & XR)
- 10 x A4 Carriers (compatible with iPhone 6, 6S, 7, 8 and SE 2020)
- 5 x A5 Carriers (compatible with iPhone 12 Mini)
- 5 x B1 Carriers (compatible with iPhone 11 Pro Max, 6 Plus, 7 Plus, 8 Plus & XS Max)
- 5 x C1 Carriers (compatible with iPhone 12 Pro Max)
- 1 x 'All other Carriers' to give production flexibility

They went ahead with this order and after a couple of months approached us about a 'Top up Order'. This included a second base plate so they could pre-load jigs and minimise the machine down time. They also increased the quantity of the carriers for their best sellers so they had a full bed set of each.

Customer 3:

This customer has 2 x Roland LEF-200 flatbed printers, they previously ordered a range of phone case carriers, 4 x base plates (1 to use and 1 to pre-load for each machine) and a bed base & ruler guide for each machine. They operate with a very

high volume of orders across mainly iPhone and Samsung phone cases and their business has continued to grow.

Recently they have invested in a larger machine and have added a Roland LEF-300 to their portfolio, but were worried they would have to start from scratch with jigs for their phone cases.

We explained that our jig system is interchangeable meaning the base plate jigs for the LEF-200 are still compatible with their new LEF-300 but just use part the bed printing space. The biggest benefit however is that our phone case carriers can also be used on any of our universal base plates, they are completely transferable and give you flexibility and control over your printing.

What did we recommend?

- 1 x Bed Base & Ruler Guide for Roland LEF-300
- 2 x 'Universal Phone Case Base Plate' for Roland LEF 300
- Top up best sellers to full bed carriers sets to cover LEF-300 production
 - i.e 'A Group' carriers from 12 to 18 (add 6 of each best seller)
 - i.e 'B Group' carriers from 10 to 16 (add 6 of each best seller)
 - i.e 'C Group' carriers from 9 to 12 (add 3 of each best seller)
 - i.e 'D Group' carriers from 6 to 9 (add 3 of each best seller)
 - i.e 'E Group' carriers from 6 to 9 (add 3 of each best seller)

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