

# KOCH FOLIEN-TECHNIK

ANWENDUNGEN FÜR INDUSTRIE



Year 16 • issue 3

**Koch Folientechnik winner of 3M 'Let's Print & Wrap!' Grand Prize**

Data Image one of the first users of Robotic Material Handler

Promic for mobile presentation systems

Customized walls and interiors

The Future of Work

Brexit for printers

MAGAZINE FOR THE EUROPEAN SIGN AND WIDE FORMAT PRINT INDUSTRY



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# Not what we want?

By Ton Rombout



**Advertising industry opposes further restrictions on advertising for several reasons**

**Research on behalf of the World Federation of Advertisers (WFA) has shown that advertising expenditure is a demonstrable stimulus for economic growth in the EU. Every euro spent on advertising adds seven euro to the Gross Domestic Product of the EU. Such was the conclusion of a study carried out by Deloitte and published last year entitled 'The Value of Advertising'. The EU wide independent research was conducted at the behest of the global advertising federation WFA, in conjunction with a coalition of European agencies, operators and stakeholder associations.**

The European advertising industry is advocating a review of further restrictions on advertising, because these limitations don't usually take these economic interests into account. The WFA's initiative to draw attention to the positive aspects of the impact of advertising in facts and figures is particularly welcome. The research demonstrates that advertising is a key economic factor, which makes a significant contribution to society and the economy. This is why the WFA is asking politicians to show restraint with respect to the demand for legal restrictions such as advertising bans, which often unnecessarily inhibit freedom of commercial communication.

'Value of Advertising' is the first EU wide report to highlight the economic and social contribution of advertising in facts and figures. According to the initiators the study shows the industry's capacity to stimulate economic growth in the EU and to make a positive contribution to employment. Using econometric models the study shows that the 92 billion euro spent on advertising in the EU in 2014 added 643 billion euro to the Union's GDP (4.6 %). The advertising industry also accounts for almost 6 million jobs in the EU (2.6% of the total EU employment total). The study shows that advertising promotes innovation and offers advantages to the consumer. Advertising ensures that consumers can benefit, at a small cost or even for free, from news, entertainment and other means of communication in the overall TV, radio and online media landscape. Major sports events are also facilitated by advertising.

Another development, partly implemented by these same organisations, is also underway. The WFA has now developed a Global Media Charter, which calls for agencies, ad-tech companies, media owners and platforms to work alongside advertisers in order to create a safer, more transparent and more consumer-friendly environment.

The World Federation of Advertisers has published a Global Media Charter designed to create appropriate conditions for a marketing ecosystem that works better for brands and

consumers. The document is available at [www.wfanet.org/mediacharter](http://www.wfanet.org/mediacharter).

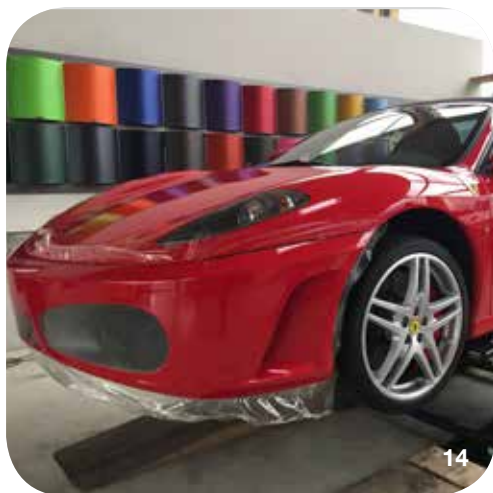
Developed by a dozen or so of the world's top advertisers, as well as advertising associations in the top ten global ad markets, the Global Media Charter sets out 8 clear 'Principles for Partnership' designed to create a better, more balanced digital marketing ecosystem. It seeks to build on the concerns highlighted by Procter & Gamble and Unilever in the areas of transparency, brand safety, ad fraud and viewability by creating a framework that agencies, ad-tech companies and media platforms need to comply with if they want to secure advertising revenues in the future. The WFA has worked in close cooperation with Procter & Gamble, Unilever, MasterCard, Diageo and other companies, as well as advertising associations, in countries including the US, UK, China, Japan, Germany and France in order to develop principles that aim to recalibrate the relationships between the tripartite of client, agency and media owner.

It would be even better if the WFA and brand owners were to pursue more in-depth cooperation with the public organizations and federations that are looking after the environment, in order to develop eco-friendly solutions for the communication and advertising industries. •

**Ton Rombout, Editor-in-Chief  
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[www.signpro-europe.com](http://www.signpro-europe.com)**







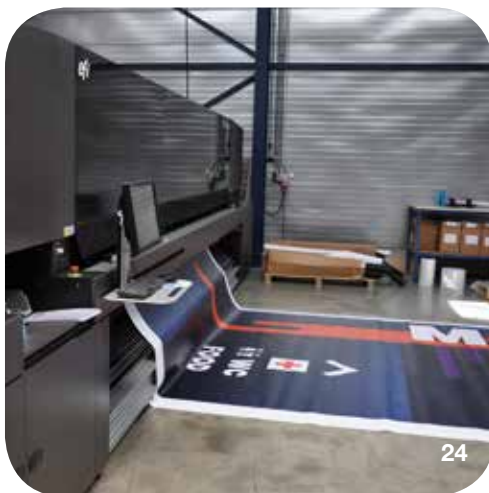
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Cover photo:  
By Sonja Angerer

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## SPGPrints wins patent nullification case against MS/Dover

Boxmeer, Netherlands, 17 July 2018: SPGPrints, a leading equipment and consumables supplier for printing in the textile and graphics industry, has successfully argued before the Dutch court in The Hague that the MS/Dover patent EP2643159 for single pass digital textile printing is not inventive. The Court therefore invalidated the patent for the Netherlands. MS/Dover decided not to appeal the decision. Mr. Joustra, CEO of SPGPrints, comments: "As the inventors of rotary screen printing and a first mover in digital textile printing SPGPrints instantly recognised that the MS/Dover patent was not inventive. We are happy that this has now been confirmed by an experienced patent court." The decision is available at <http://deeplink.rechtspraak.nl>. More info: [www.spgprints.com](http://www.spgprints.com)



## Ivan Tenchev takes World Wrap Masters 2018 Title

Ivan Tenchev from Bulgaria has been announced the winner of FESPA's World Wrap Masters Series at FESPA Global Print Expo 2018 in Berlin, Germany. Second and third prizes went to Casper Madsen and Jan Edelgaard, both from Denmark. The FESPA World Wrap Masters Series is sponsored by HEXIS. More info: [www.hexis.com](http://www.hexis.com)

## Dover Digital Printing and MS Printing Solutions inaugurate Center of Excellence

Dover Digital Printing and MS Printing Solutions have recently opened a new Centre of Excellence at Guanzate in the Province of Como, Lombardy. The 3,000-square-meter, high-tech digital printing facility will serve as an academy and technical training school for the digital printing industry, with a remit to train future machine operators, print technicians and designers. Equipped with the latest printers from MS Printing Solutions, the centre will also showcase products from other Dover Digital Printing companies such as French RIP software specialists Caldera. More info: [www.dovercorporation.com](http://www.dovercorporation.com)



## The Delta Group adding game changing EFI Nozomi

The Delta Group, a London-based global visual communications provider, made an important investment in digital technology at the FESPA Global tradeshow in Berlin, purchasing an EFI Nozomi C18000 single-pass, ultra-high-speed LED inkjet corrugated packaging press from Electronics for Imaging, Inc. The Delta Group made the investment to meet customer needs, including increased demand for faster turnaround times and lower costs. More info: [www.efi.com](http://www.efi.com)



## Elitron launches new Custom Cutting technology

Elitron's cutting system, Kombo TH, reaches new heights in productivity, flexibility and smart workflow management. It is now possible to work using 1 working area (3100 x 2000 mm) or divide the 3100mm width into 2 separate customized working areas, each with an independent gantry and cutting head. The automatic 40-sector vacuum system proportionally divides the sectors between the 2 customized working areas, to ensure the perfect hold of all media in both areas. More info: [www.elitron.com](http://www.elitron.com)

## CoverUp Orders World's First EFI VUTEk FabriVU 340i

The world's first EFITM VUTEk FabriVU 340i soft signage printer, which coincidentally is also the 100th VUTEk FabriVU aqueous soft-signage printer to be sold, has been ordered by CoverUp in Dublin, Republic of Ireland. CoverUp's new printer is an advanced, 3.4-metre wide aqueous dispersed dye ink printer that builds on the original 340 model with the addition of a heated platen and vapour extractor for inline fixation of direct-printed textiles. More info: [www.efi.com](http://www.efi.com)



## LIC Packaging chooses HP PageWide C500 Press

LIC Packaging, an Italian industrial packaging solutions provider, installed the new HP PageWide C500 post-print digital press to meet increasing demand from brands for short runs, shorter turnaround times and creative marketing campaigns. The addition of the press, to be installed next month in LIC's plant in Northern Italy, follows a recent installation of the HP Scitex 15500 for high-value display production.



## Zund showed three innovations at Fespa

With a trifecta of highlights consisting of the LM 100W Cut & Seal Laser Module, dual-beam D3 cutter, and RM-L routing system, Zünd attracted a lot of attention. The LM 100W Laser Module impressed with its efficiency in simultaneously cutting and sealing polyester fabrics. Exceptional productivity and high-level material-handling automation were in focus on the dual-beam D3 cutter with Board Handling system BHS. And on the G3, Zünd showed off the RM-L system's high-performance, fully automated routing capabilities with jobs processing wood and acrylics, illustrating some of the many new opportunities the powerful 3.6 kW spindle provides for routing rigid materials.

More info: [www.zund.com](http://www.zund.com)



## viscom 2019: More live experiences for digital printers and signmakers

viscom 2019 turns signmaking and digital printing into an experience. Held with the slogan 'viscom – go for it!' from 8 to 10 January. On each of the three trade show days, experienced digital printers and signmakers will set up a signmaking fan shop replete with genuine fan merchandise in a special exhibition area right at the entrance to the main exhibition in Hall 14.

More info: [www.viscom-messe.com](http://www.viscom-messe.com)



## Durst wins prestigious EDP award for P5

Durst has been awarded the prestigious European Digital Press Association (EDP) Award for 'Best flatbed/hybrid printer > 250m/h'. The award was given for the new P5 platform with the new Durst P5 250 HS printing system, which was presented at the end of January at the Durst premises in Lienz. The EDP Awards were presented at FESPA in Berlin. "We are delighted with the EDP award because it proves that Durst P5 is a true innovation and the new benchmark in large format printing," said Christoph Gamper, CEO of Durst Group.

More info: [www.p5.durst-group.com](http://www.p5.durst-group.com)



## European launch of the new NoeCha ROLL2

At FESPA Berlin, NoeCha presented the brand new NoeCha ROLL2 for the textile market. NoeCha ROLL2 Sublimation is a wide format roll-to-roll inkjet system dedicated to printing on paper for sublimation transfer, for the fashion and textile industry and particularly for sportswear. Combining great quality and high level of productivity, the machine allows printing on rolls of paper of up to 1,8m width at a linear speed up to 850 linear m/h. The new ROLL2 Sublimation has got a modular head carriage that can be equipped with 1 up to 5 printing heads/colour and for up to 8 colours.

More info: [www.noecha.com](http://www.noecha.com)



## Mimaki Europe announced UCJV Series with LUS-200 inks

The company's UCJV Series with LUS-200 inks will carry the 3M MCS Warranty, the most comprehensive finished graphics warranty in the industry. The 3M MCS Warranty provides full, non-prorated protection for the intended life of each graphic, including fading, cracking, peeling and other aspects of the graphic performance. The 3M MCS Warranty covers up to eight years on some interior finished graphics, and up to six years on some outdoor applications like vehicle wraps when using 3M media and installed using 3M guidelines.

More info: [www.3Mgraphics.com/warranties](http://www.3Mgraphics.com/warranties)

## SIGN CHINA 2018

SIGN CHINA will again be staged at the Shanghai New International Expo Centre in China. This year's edition will run from 19 to 21 September 2018. SIGN CHINA has been attracting overseas buyers from more than 110 countries/regions for 12 consecutive years! It is the ultimate location where you can find sign manufacturing equipment and components, supporting materials and consumables, signage and advertising applications, LED displays, LED illuminants and digital signage, all in one place.

More info: [www.signchina-sh.com](http://www.signchina-sh.com)





## Firstan streamlines production with Esko-to-EFI integration

Firstan Limited, Cambridge, UK, leading independent pharmaceutical packaging and food packaging manufacturer, has successfully piloted a newly developed interface between Esko's Automation Engine Connect and EFI's Radius software applications.  
More info: [www.esko.com](http://www.esko.com)



## Fespa Eurasia 2018 builds Momentum for Sixth Edition

FESPA Eurasia 2018, the region's leading event for screen, textile and digital wide format, returns to Istanbul, Turkey from 6 to 9 December 2018. 82% of visitors consider FESPA Eurasia the most important event in the region. 2018 will be the sixth edition of the exhibition, which has gone from strength to strength, growing its visitor audience by 25% since the first event in 2013.  
More info: [www.fespaeurasia.com](http://www.fespaeurasia.com)



## 3M aims to slash rail operator costs with new anti-graffiti products

3M has launched its two most versatile anti-graffiti wrap overlaminates yet, bringing the potential for huge cost and time savings to the rail industry. The science-based technology company's Anti-Graffiti Wrap Gloss Overlamine 8588G and Matte Overlamine 8590M by 3M are not only easily cleanable but also highly conformable and durable. This makes them suitable for curved surfaces, marking a breakthrough for train operators. Highly durable and able to withstand repeated abrasion from washing, both products are covered for up to eight years by the 3M MCS warranty and the 3M Performance Guarantee. More info: [www.3M.co.uk/graphicsolutions](http://www.3M.co.uk/graphicsolutions)

## Hadera Paper Commits acquires EFI Nozomi Corrugated Press

Continuing its evolution as Israel's top corrugated display and packaging innovators, Caesarea-based Carmel Frenkel (a subsidiary of Hadera Paper) has purchased an EFITM Nozomi C18000 single-pass, ultra-high-speed LED inkjet corrugated packaging press from EFI. Carmel Frenkel will have the complete EFI ecosystem for corrugated production with the Nozomi press, the EFI Fiery NZ-1000 digital front end (DFE), the EFI Corrugated Packaging Suite manufacturing execution system (MES) business and production management workflow and EFI Escada corrugator control software. More info: [www.efi.com](http://www.efi.com)



## Print in Progress – Exhibition in Paris from 10-11 October

The Creative Industries Showroom returns on October 10th and 11th at Paris Event Center (Porte de la Villette). With more than 80 leading exhibitors on their market, 4 trends hubs and a cross-disciplinary conferences program, the trade show continues this year its mission of deciphering the major trends in print and digital, from the Retail, Decoration, Communication and Packaging sectors. More information on <http://printinprogress.fr/en/>

## Esko makes packaging professionals 'Dream Big'

Esko will be conducting a series of five full-day educational seminars for packaging professionals over the next several weeks:  
Stuttgart on Tuesday 11/09 - Düsseldorf on Thursday 13/09 - Malmö on Wednesday 02/10 - Paris on Thursday 11/10 - Manchester on Tuesday 30/10  
These seminars will consist of plenary sessions with expert and thought-leadership content as well as break-out sessions dedicated to specific segments across labels, flexible packaging, corrugated carton, folding carton, sign and display production.  
More info: [www.esko.com](http://www.esko.com)



## ColGraphix European Master Distributor for Foster

US based roll lifter manufacturer Foster has appointed ColGraphix as their European Master Distributor. ColGraphix will be responsible for the sales, marketing, warehousing and shipment of 'The Foster On-a-Roll Lifter family' in Europe. Info: [www.colgraphix.com](http://www.colgraphix.com)





# DAY &

# NIGHT

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New, State-of-the-Art Facility

# EFI Relocates US Inkjet Center to Londonderry

By Ton Rombout



EFI Inkjet Global Innovation Center.



Ribbon cutting ceremony with Guy Gecht.

Electronics For Imaging, Inc. (EFI) recently held a ribbon cutting ceremony to celebrate its move into a new headquarters facility in New Hampshire for its Inkjet business. The 21,000 square meter facility accommodates EFI's current inkjet operations, with manufacturing space for approximately 500 EFI VUTEk printers per year – with room for additional expansion.

A new customer briefing and demo centre in the facility houses EFI Inkjet production printers for signage and graphics, textile and more, along with related EFI Productivity Software and EFI Fiery digital front end workflow products.



### New location

The facility is located in Londonderry, New Hampshire – a city within the broader Boston metropolitan area – and the proximity to Boston gives the company greater access to technical talent for its workforce. Boston has many top universities that help make the Greater Boston area a hub for technology research and expertise.

The EFI facility also is adjacent to the Manchester-Boston Regional Airport, which is less than one mile (two kilometres) away. The company's previous inkjet facility was in Meredith, New Hampshire, 62 miles (100 km) north of Londonderry.

### History

EFI's Inkjet operations in New Hampshire date back 30 years with the former VUTEK, Inc., a business founded by engineers Art Cleary and Peter Duffield in 1988. VUTEK's original innovations in the industry included ground breaking inkjet systems for printing on vinyl, and their successful development of larger, five-metre-wide super wide-format digital printers for higher-quality digital printing. In 2005, EFI acquired the Meredith-based VUTEK organization – an acquisition that changed the landscape for EFI from being a print server and software developer to a manufacturer and developer of advanced inkjet printers.

### New future, new markets

Today, EFI's global inkjet operations are responsible for more than half of the company's approximately USD \$1 billion in revenues. During the 8 May ribbon cutting event for the facility, Matt Gardner, co-General Manager for EFI's Inkjet business unit, stated: "The innovations developed by the nearly 300 EFI employees here at this facility are helping to drive digital printing into the future with new markets, new applications and with better, faster digital printing products. This remarkable location will allow us to continue helping our worldwide customers grow with the best technologies available, backed by the best employees in the industry."

### Expanding digital inkjet printing market

The design of the facility is being modelled on the open concept the company has successfully implemented in its Silicon Valley, California, global headquarters. The facility is more than 25% larger and much more efficient in layout the multiple buildings used to house EFI's former Inkjet operations in Meredith.

The site includes space for additional expansion if needed. EFI has entered into a long-term ground lease with the City of Manchester, N.H., for the Londonderry site, as well as a lease for the building from BTMU Capital Leasing &

Finance LLC, a subsidiary of MUFG, one of the world's leading financial groups.

### Complete portfolio

EFI's complete printer portfolio, which includes highly innovative LED and UV inkjet wide- and super wide-format technologies, along with aqueous textile and ceramic decoration products, gives customers profitable opportu-

nities for 'Imaging of Things', delivering greater product customization and appeal in everything from signage and packaging to décor, apparel and industrial manufacturing. To see many of the extensive, imaginative applications possible with EFI print technology, go to [www.imagingofthings.com](http://www.imagingofthings.com)

More info also at [www.efi.com](http://www.efi.com) •



EFI Manchester tour for first visitors.



People from everywhere visited the ceremony.



# Small stripes and the colour of success

By Sonja Angerer



Attractive Black&White design on a customer's car. Koch Folientechnik was one of the first to print the now common black and white camouflage designs for prototype cars ('Erlkönigs').

**Koch Folientechnik (based in Oberschleißheim – Germany), winner of the Grand Prize - an HP Latex 365 printer - of the 3M 'Let's Print & Wrap!' competition, wouldn't be a business if it wasn't for 3M.**

Over the past 35 years Koch Folientechnik gradually moved from analogue trim-line cutting to foil plotting and digital printing. "And 3M eventually made me into a surface specialist," Peter Koch commented. Being of a technical background, he was eager to start his own business back in 1982.

## How it all started

Although cutting plotters were still a few years away from mainstream usage at that time,

racing and small décor stripes on cars and trucks were all the rage. Based in Oberschleißheim, at the heart of the triangle connecting BMW in Munich, Audi in Ingolstadt and Daimler/Porsche in Stuttgart, Peter Koch decided to carve out a business niche using 3M trim-line, a car decoration system long since renamed 3M Select.

"3,000 to 3,500 euro was all it took to get started back then," he fondly remembers. Setting up his first office in a rented flat, he set to work and taught himself how to create and apply attractive stripe designs. In the early days of personalisation his service was an instant hit with car dealers and end consumers alike. The only other option if you wanted to decorate a car at that time was to paint it, which was quite

expensive even then and just as irreversible as it is today.

By 1986 Peter Koch had been approached by Suzuki and other leading brands, asking him to provide trim-line decoration sets. He maintains that décor sets produced for the automotive industry are still an important aspect of his ever expanding business today.

## 3M the key to success

Koch Folientechnik is still based in Oberschleißheim and now has 35 (full and part-time) employees, including five professionally trained wrappers. The offices, production storage rooms and in-house training facilities cover approximately 1,400 m<sup>2</sup>. Sun protection, anti-graffiti, stone-chipping foil applications, full



service car decoration development, wraps for private and commercial vehicles, as well as a number of other services were added to the portfolio. “Unfortunately SMEs in Germany, contrary to those in nearby Austria, have only modest aspirations in terms of vehicle decoration,” Peter Koch added. The company was handed over to his sons quite a while ago. “I am only the caretaker here now,” he joked. Members of the teams all seem to take the time to stop at his desk for a joke and a chat though. Throughout the expansion of Koch Folientechnik’s operations, one supplier remained key, as approximately 80% of the self-adhesives used originate from 3M – representing an order volume of approximately 1.5 million euro per annum.



Oliver Fischhaber (on the left) and Peter Koch with a box of 3M labels. Fischhaber entered approximately 100 PINs on the 3M ‘Let’s Print & Wrap!’ competition website.



Koch Folientechnik orders from 3M amount to approximately 1.5 million euro every year.



The ‘fake-rust’ Smart was part of a project submitted to the Koch Folientechnik company academy by a trainee mounting technician.



Koch Folientechnik is located in Oberschleißheim near Munich.

### Vital certification processes

“Certification processes are crucial in the automotive industry,” Oliver Fischhaber, who has worked for Koch Folientechnik for 15 years, explained. “Many of our products need to guarantee quick and flawless removal and outdoor durability for 7 years or more. 3M offers the best portfolio of high quality, high durability foils. More often than not, our customers will opt for a certified 3M product. There are cheaper options of course, but in the long run cost doesn’t come into it with a product as long lasting and with such emotional connotations as a car.” Oliver Fischhaber is in charge of the digital printing department he helped to set up. The printer room currently includes five HP Latex printers, four 1.63 m wide 570 models and one 1.55 m HP Latex 260 model, as well as other brands. In the finishing department the 2 Zünd cutting tables, integrated into the company

wide Ergosoft RIP print & cut workflow, make for an efficient production process. Being the winner of the 3M „Let’s Print & Wrap!” competition (which ran from February to June 2018), the company is expecting its new HP Latex 365 printer any day now. Because space is at a premium in Oberschleißheim, it was decided to install the printer in August 2018 at K Systemdruck Spaichingen, a subsidiary specialised in technical screen printing located some 300 km away near Lake Bodensee.

### Giving fate a helping hand

Oliver Fischhaber came up with the idea of enrolling in the 3M ‘Let’s Print & Wrap!’ competition, using labels from the boxes of the 3M Print Wrap IJ180 mC. Approximately 300 of the 1.22 x 50 m rolls had to be ordered during the time of the promotion between 1 February and 10 June 2018. “As a rule, all our printers operate about 12 to 13 hours per day,” Oliver Fischhaber explained. The promotion ran for quite a few weeks. Even though the prize – an HP Latex 365 to the value of approximately 20,000 euro - has now been awarded to the company, the office is still packed with unused PIN labels. “In the end we only entered about 100 of the unique winning PINs on the website set up specifically for the competition by 3M,” Oliver Fischhaber continued. 3M awarded more than 1,000 prizes, ranging from T-shirts to flat-screens, in the ‘instant win’ round of the competition (odds of winning 1 in 10). Koch Folientechnik, however, struck lucky in the Grand Prize draw in late June 2018 that included all the entries received. “Initially I could not believe it,” Oliver Fischhaber recalls. Being an early adopter of HP Latex technology, he especially loves its durable, odourless inks that work so well with car wraps. “The combination of HP Latex inks and 3M substrate really sets us apart and puts us ahead of competition,” he concluded. •



Oliver Fischhaber looks at the hot folders of the company wide Ergosoft Rip installation.

## Case



Hexis outlines its strategy for the 2018/19 exhibition season

# On the road again!

By Martin Kugler



HEXIS stand.

**Hexis can look back on almost 30 years of success in the self-adhesive media industry, having established a prominent position in developing and providing media.**

Examples include a range of products such as sign vinyl, wrapping film and digital printing media, supplemented over the years by innovations such as anti-graffiti laminates, self-healing wraps, textured decorating films and many other innovations.

## Two manufacturing sites

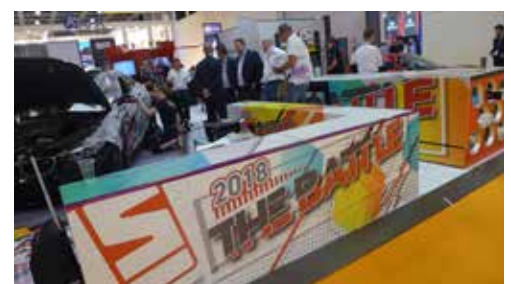
Hexis serves a loyal customer base spread across five continents from its two manufacturing sites in the south of France. Patrice Salvan, Corporate Communications & Marketing Manager at Hexis S.A., explained: "Having the ability to master all production, distribution and training operations, Hexis is able to provide a wide range of solutions to suit its clients' businesses operations."

## Creating awareness at exhibitions

Hexis follows a proven strategy, asserting its market position through its presence at major industry events, which are a welcome opportunity to introduce and demonstrate recent product innovations. During the first 6 months of this year the company already attended exhibitions and other events such as C!Print Lyon and FESPA Berlin. With a new season of trade shows starting in September, members of the Hexis exhibition team will be busy attending an ever increasing number of trade shows, communicating with end users, distributors, subsidiaries and business associates from all key markets.

## FESPA Platinum Partners

Hexis is renewing its platinum partnership with FESPA for another two years in the new 2018/2019 season, to be the exclusive supplier of vinyl films covering all the Wrap Master Cup contests around the world. The latest Wrap Master Cup in Berlin proved to be a resounding



HEXIS at Fespa.

success. The FESPA show train takes off in Johannesburg (South Africa) 12-14 September, followed by Mexico City 20-22 September and Istanbul (Turkey) 6-9 December. The FESPA Global Print Expo 2019, which will run for 4 days from 14 to 17 May 2019 at the Messe München site in Germany, will be staging the super final and crown the winner of the 2018/2019 show tour. At the same time Hexis will feature stands at Sign, Print & Pack in Oslo (Norway) 19-20 September, C!Print in Madrid (Spain) 25-27 September, Print In Progress in





HEXIS famous for carwrapping.

Paris (France) 10-11 October, Viscom Italia in Milan (Italy) 18-20 October and finally, at the SEMA in Las Vegas, Nevada 31 October - 2 November.

#### Recently launched innovations

HEXIS exhibition staff members are keen to explain the ingenious features and potential applications of recently launched innovations covering marking, signage, visual communication, car wrapping, decorating, protection, textile marking, industrial solutions and many more. Salvan added: "HEXIS boasts a catalogue of more than 1,000 different products and we introduce some 30 new products each year!"

#### Three major product lines in the spotlight

The main focus will be on a new concept: HEX'PERIENCE enables users to select and create their own personalised printed media for decorating applications.

Hexis is the first manufacturer of self-adhesive films to allow its users access to a library of editable large format high definition textures.

The creative process is based on 5 steps:

- 1 Choose the printing substrate on the basis of durability, conformity, type of adhesive, indoor or outdoor exposure.
- 2 Download the chosen texture and edit at will via the Hexis website: [www.hexis-graphics.com/hexperience](http://www.hexis-graphics.com/hexperience).
- 3 Print.
- 4 Laminate and/or protect the print using one of the many structured laminates.
- 5 The compound is ready to be installed.

#### BODYFENCE line

The BODYFENCE line is the flagship of the company's innovation master plan. HEXIS

developed a clear self-adhesive PU film with improved surface smoothness to protect vehicles from environmental wear and tear such as scratches, stone chipping, abrasion and UV rays. BODYFENCE makes cleaning easier because it prevents dirt from sticking to the paintwork. BODYFENCE is self-healing and particularly suitable for water based paints, which are more environmentally friendly but also more sensitive to impact and climatic fluctuations, and provides excellent protection without altering the vehicle's appearance. The film is totally clear and available in a matt or gloss version.

#### Green credentials

The Hexis PVC-FREE label covers products that use fewer solvents and have more green credentials. HEXIS has developed eco friendly products that are 100% PVC free. This new production technology is water based and can reduce the amount of solvents used in production by up to 85%.

The 'green' products are targeted at three application areas: the printable and highly conformable HX500WG2 for full wraps; the A5000 available in a range of 16 colours for lettering and general signage and the PC500G2 and PC500M laminates in two finishes (gloss or matt) for long term outdoor UV protection. •

**"We would like to invite everyone to come along our booth to see and experience the benefits our excellent range of products and solutions can offer."**

**Patrice Salvan**



HEXIS stand also looked attractive from a distance.



HEXIS: always colourful.

## News

SignPro Europe September 2018

Portfolio of sign, print and cut services for resellers is expanding

# Durst stays 'preferred supplier' for Probo

Text **Ton Rombout** / Pictures **JulyFilm**



Impression of the 02-Durst P5.



Christoph Gamper, CEO of Durst, and Erwin Postma, founder of Probo Sign.

**Probo.nl, which is in fact an extension to professional resellers, recently decided to order 4 brand new Durst P5 platforms, to be installed this year. The company also introduced new cutting and workflow solutions. Expansions are a steady part of the business at this production house for resellers.**

The recent Probo Festival in Dokkum attracted 1,200 visitors, mostly resellers/customers originating from the Benelux, who came along to find out more about this print, cut and finishing company. At the same time Probo launched a new network for resellers in Germany, based on the same philosophy and using the same 'production tools' it is already employing in the Benelux.

## **Rapidly expanding company**

Travelling through the north west of the Netherlands, you can't fail to notice Probo, one

of the largest, and still growing, printing houses for resellers in Europe. The company produces printed products exclusively for resellers in the sign and display and, now also, the graphics industry. It offers smart services and products, fast and reliable delivery and the latest innovations in print and cut, and the product range is still growing.

Inside the new buildings, housing approximately 250 employees, an extensive range of new printing and finishing equipment is ready to handle the approximately 2,200 orders arriving daily from resellers in the Benelux, and producing approximately 15,000 to 20,000 files every day. Probo is now rolling out its plans to assist German resellers intent on growing their business with a website in the German language and, of course, an efficient and effective delivery service in Germany.

## **Recent investment**

A new, recently opened office building was a



necessity, as a large part of the workforce are involved in IT or marketing, developing new products to offer to resellers. Obviously, printing and cutting equipment is constantly updated with the latest state of the art machines available on the market. Probo achieved a first with the first four copies of the new Durst P5 series, which were installed at the production site in Dokkum in recent months. The four printing systems are mainly used for the production of plates and panels. With a maximum resolution of 1,200 dpi and maximum productivity of 240 m<sup>2</sup> / h in 2-pass mode, these printers are amongst the fastest on the market. They are being integrated with matching finishing systems into four identical production lines. Until now production was based on former Durst printing systems (in fact Probo already used many Durst printing systems for different purposes), which henceforth will act as a back-up.

### P5 Series ventures into the future

When Durst Phototechnik AG introduced its new P5 platform earlier this year, it was not only a major leap forward for the company, but also a potential game changer for the industry as a whole. It heralds the start of a completely new approach to product development at Durst. Initially a small group of users were invited to provide input and ideas during a workshop. They were joined by Erwin Postma, Probo's founder who nowadays focuses on sourcing the best equipment available on the market in order to further expand Probo's operations. During the development process the new P5 series was benchmarked against the previous generation Durst top-notch product, the Rho P10 250 HS wide format printer. The first new product in the P5 range is the P5 250 HS, with the P5 200 HS, 320 and 200 set to join the ranks later. The P5 250 HS is expected to outdo the former Rho P10 250 HS in terms of performance with a 70% plus in productivity, as its output in production mode is 240 m<sup>2</sup> or 70 boards (244 x 122 cm, 4 x 8 ft). With its new five picolitre MEMS print heads, the resolution went up 20% to 1,200 dpi. The print electronics are an in-house solution, which made it possible to reduce the head maintenance time



Erwin Postma received the Master 2018 award from Durst's Christoph Gamber.



Special products made specifically for the Probo Festival on 15th June 2018.

per shift from 10 to 2 minutes, further increasing productivity.

### Many new features

Other improvements include the gearless direct drive media transport with tungsten carbide coating to counteract static friction and a refined print sledge design, facilitating a much faster media change, now just 35 seconds (as opposed to 1 minute on the Rho P10 250 HS). Erwin Postma was particularly impressed by the software of the P5 printing system: "The software is designed to be a virtual cockpit for the printer, to offer both advanced colour management and workflow options and detailed analytics, including performance, technical and maintenance data." Each P5 machine will come with the Durst user interface, workflow and analytics suite, eliminating the need for a third party Rip. However, the open standards will enable print service providers to continue using their existing software and even integrating some of it with the Durst options. In an interview at the Festival Erwin Postma commented that he is keen to see the machines in action, because of their many interesting extra features/specifications. He concluded: "Because the printer shares crucial technical data such as print head



Cake with Probo label at the entrance.

temperature with the Durst servers, problems will be detected and solved before a technical failure stops production, effectively increasing uptime. Durst also plans to roll out its AR (Augmented Reality) servicing solution this spring. A technician in the field carrying out repairs and wearing Microsoft HoloLens glasses, can be assisted by another support engineer looking through the glasses and even projecting hints directly onto the lenses via the internet."

### Automation a must

It is clear that printing systems of this type are a necessity in an environment where 2,200 orders have to be printed each day. Probo

[Read more --->](#)

## Case



consequently requires a very high degree of automation to handle these stages with due care, precision and efficiency, and deliver the printed and finished products to resellers across the Benelux and Germany on time.

Erwin Postma: "Production and delivery automation is key at Probo, combined with optimum customer service tools."

Mirko Vrielink, head of the technical team that handles manufacturing and engineering at Probo, explained what's happening at Probo in terms of production automation, marketing and development.

Christoph Gamper, CEO of the Durst Group, was invited to attend the Probo Festival. He commented as follows: "The new P5 platform, including workflow software and advanced service tools, reflects our key strategy to continue to invest in large format printing technology and beyond. We believe that there is a lot to explore in this market and the P5 250 HS is our first statement in that direction. In an integrated world, printers need to change as well. Our P5 series provides the right tools to promote change and profit, and reflects our firm commitment to continuing innovation in the large format market. P5 relates to five key features at the heart of this technology: productivity, reliability, workflow, versatility and print quality."

#### Constant search for new products

The overall production and delivery philosophy is focused on providing the best price, products and services to resellers. Using the website, resellers have direct access to the largest range of print products available, much more than they would be able to produce on their own equipment. Probo also extends the already large portfolio of options, for example, with free templates to create decorations for exhibition stands, offices or parties. Resellers can then have these printed again and again as desired.

Moreover, Probo is constantly looking for new products to offer to its customers. A typical example relates to the company joining forces with the construction company Dijkstra to introduce a promising and significant innovation at



*René de Heij, Managing Director, looking particularly pleased in front of the first Durst P5.*

the Probo festival in Dokkum: levelling wallpaper. Probo and Dijkstra jointly developed this type of wallpaper, which can be printed digitally in any imaginable variant. Levelling wallpaper consists of a printed textile and an extra non-woven layer, which has a levelling effect making uneven surfaces on the wall invisible. According to Probo levelling wallpaper is an ideal solution to make old or uneven walls look like new - within a day, because there is no need for filling or plastering first. Addressing the audience of resellers at the Probo Festival, Probo MD René de Heij referred to this product as a superb example of the fact that most innovations are created as a result of collaborations between different disciplines, in this case the worlds of digital printing and construction.

Director Biense Dijkstra of Dijkstra Bouw, one of the largest construction companies in Europe, highlighted the huge potential of this innovation: "7.7 million homes in the Netherlands will have to become gas-free over the next forty years. That's 1,000 homes a day. Gas has to go and be replaced by heat pumps. Using levelling wallpaper any subsequent renovation

work can be carried out in all these houses within a single day. This wallpaper is not only levelling, it can also be enhanced with acoustic or thermal properties. This is going to be a huge market! Think, for example, of care homes, hotels and retail. This innovation opens many doors for Probo resellers in terms of assembly."

Levelling wallpaper is available on rolls in widths of up to 300 cm and at room height. It is available in various thicknesses that are suitable for different types of walls, ranging from 3 mm wallpaper with a non-woven backing for walls with indentations to 5 mm paper for cracked walls."

Erwin Postma, founder of the company, commented: "We are not just another printer. We offer logistics services to deliver end products to resellers, enabling them to focus on growth and to save time and money." Durst is a key partner for us, with their ongoing development of interesting printing systems in the P5 series and other products in addition to the P5 250 HS." •



*The festival brought no less than 1,200 resellers to Dokkum.*



# DESIGN TO FINISH CONNECTED



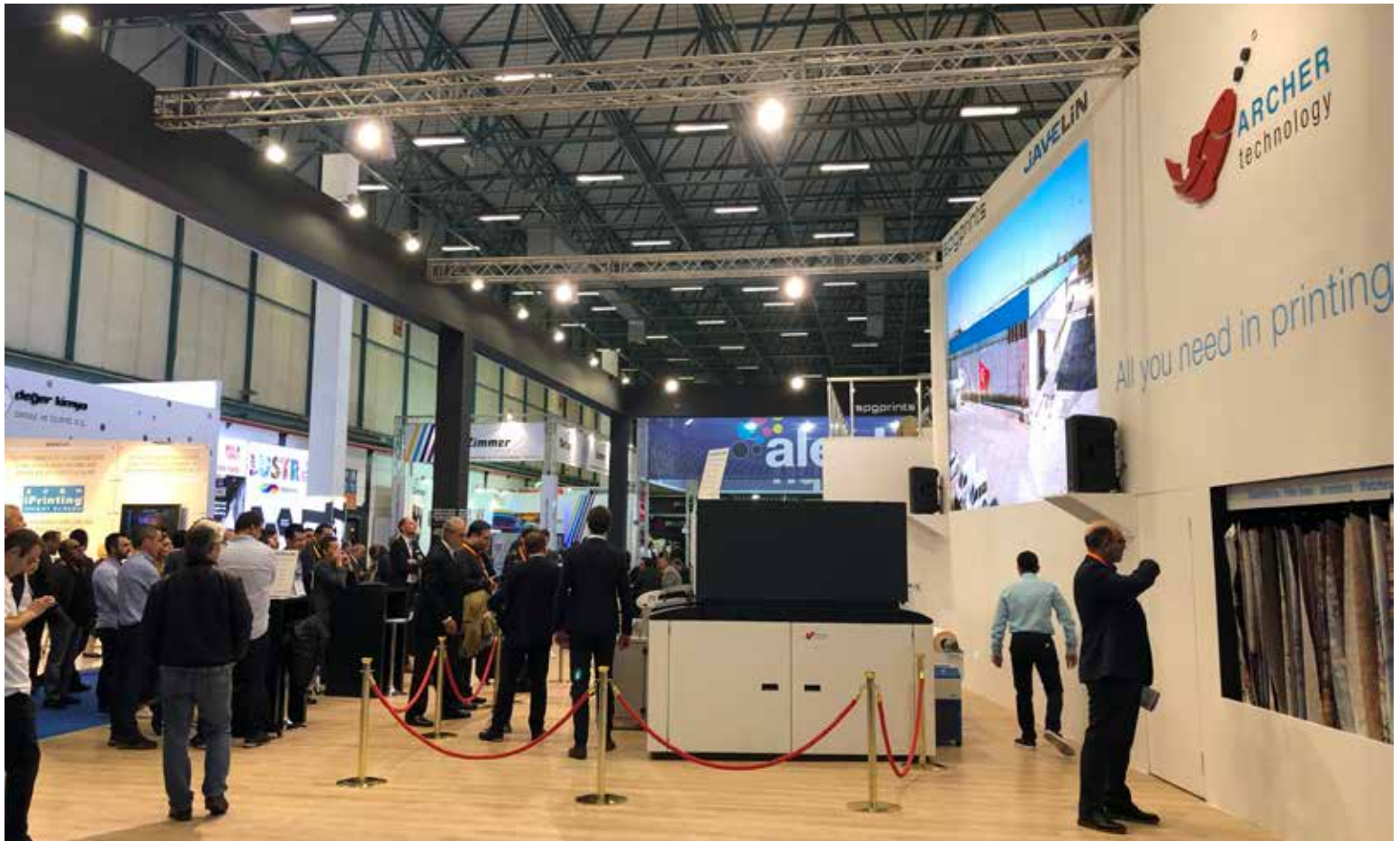
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## Printers ready for transition to digital printing

# SPGPrints provides in-depth information on textile printing at ITM 2018

By Ton Rombout



People are keen to find out more and make their own way through this process.



Visitors from Turkey, but also from Iran, Armenia, Uzbekistan and many other EMEA countries.

**In my opinion Jos Notermans (Commercial and Marketing Manager Digital Textiles at SPGPrints) is one of the most knowledgeable people in conventional and digital printing in the textile printing business. Having travelled extensively to textile production companies producing woven and/or printed textiles for many different applications across the world and for years having visited leading exhibitions such as ITM in Turkey, Febratex in Brazil, ITMA Europe in Barcelona, and ITMA Asia in Sjanghai, he is a true expert in this field. Not surprisingly, he is now also responsible for the worldwide marketing of digital textile equipment developed and produced by SPGPrints.**

Jos: "The large international crowd of the Middle East gathered in Istanbul (Turkey) from

14th to 17th April for the largest textile exhibition in Turkey: ITM. For four days textile printing companies were given access to the latest technologies in textile printing, to find out how printing processes can be optimized and primarily how they can achieve a new, unheard of level of quality. The key message emanating from ITM 2018 – also confirmed during our conversations with visitors - was the growing interest and demand for digital textile printing."

### High quality designs, short runs and quick turnaround

Jos explained: "In conventional printing, which still makes up 95% of the textile industry, the most pressing challenges are the relatively slow turnaround time and not being able to print complex designs and very smooth colour transitions. For us it is a Unique Selling Point towards our digital competitors, because PIKE



and JAVELIN are able to compete conventional in this way. There is an increasing demand from the market for exactly these types of textiles. Customers want to print various complex designs in short runs at a faster production rate, whilst simultaneously being able to guarantee high quality output.”

“Digital textile printing helps printing companies keep up with customer demand. By enabling fast sampling and short term delivery, digital textile printing can help your customers to bring new ideas to the market faster. Because the design can be printed directly onto the fabric, without the use of screens, printing companies save valuable time and money and can print unique designs rather than designs that repeat themselves at every turn of the screen,” he continued. “Moreover, designs can be digitally adjusted on the spot, which gives digital printing companies a competitive advantage over manufacturers using traditional printing techniques. Together with the high image quality that digital printers can produce, digital textile printing offers numerous benefits for printing companies.”

#### From conventional to digital textile printing

“ITM 2018 attracted more printing companies ready to make the transition from conventional to digital textile printing. However, this transition takes time and above all a degree of courage. Printing companies have to abandon their old techniques – which they have been working with for decades – and adopt an entirely new one. At ITM 2018, however, more and more printing companies were collecting insights into digital textile printing and preparing for a transition that could help them gain a competitive advantage,” Jos concluded. He quoted the following example: “A typical example of a textile printing company ready to take the leap and optimize its printing process to meet customer demand is the Turkish textile printer Tekboy Tekstil. Its primary challenge was to meet increased demand from customers for shorter runs, quick turnarounds and on-demand sample production. Making the transition to digital textile printing by purchasing a JAVELIN enabled them to produce high quality designs at a faster rate and bring new ideas to the market within 3 to 4 weeks (also see the video on our website). This was so successful for Tekboy that they invested in another JAVELIN within a year.”

#### Conventional versus digital textile

Jos provided an overview of how companies approach the decision as to whether to make a full or partial transition to digital textile printing: “It’s definitely not an easy decision to make. It involves numerous aspects and takes into account many starting points. In our opinion

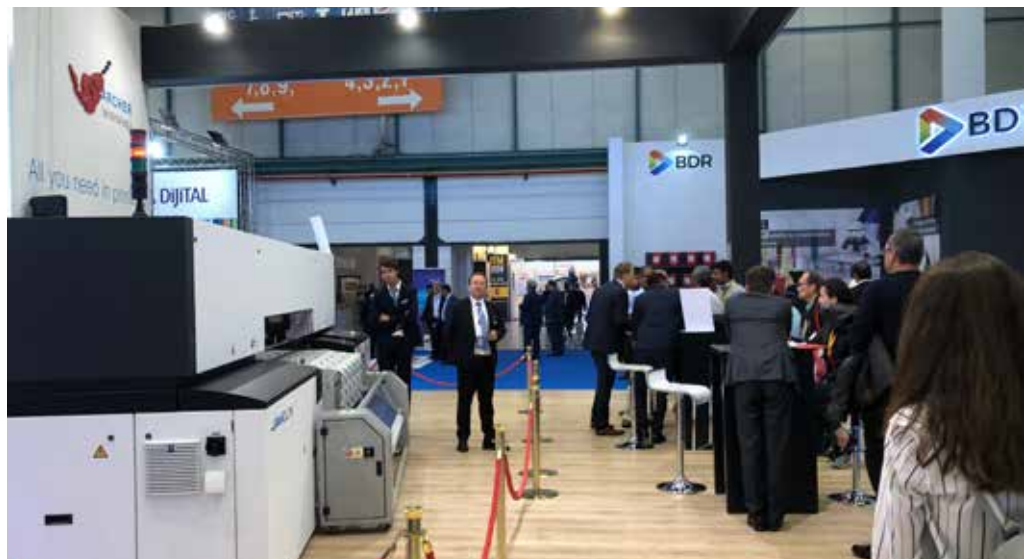
ITM in Istanbul was an excellent show, with visitors originating not just from Turkey (as was primarily the case with the previous exhibition), but also from Iran, Armenia, Uzbekistan and many other EMEA countries. People are keen to find out more and make their own way through this process. Some smaller companies are even venturing into digital textile printing and companies that adopted digital textile are now thinking of buying complementary equipment in rotary screen printing, for very large jobs for which conventional printing is still the better option. Compared to the PIKE, the JAVELIN is easier to buy and sell. Whilst both are digital textile printing systems, people tend to opt for the JAVELIN because the investment is less risky. Buying a PIKE system can be associated with a risk of no return as it necessitates appropriate production requirements and companies are also looking for government subsidies. But the ones who did

invest in PIKE quickly turned to be the leading producer in the world, because volume is not an obstacle anymore.” The SPGPrints website gives access, under the label ‘The Note’, to a really interesting number of developments and arguments, written by Jos Notermans explaining what’s happening in this business, how to cope with it and make appropriate decisions. See [www.spgprints.com](http://www.spgprints.com), under Blogs.

#### Total cost of ownership

In these blogs Jos Notermans explains, for example, why and how you should consider Total Cost of Ownership to effectively compare digital printing and screen printing. He also explains how all parameters can influence your overall printing costs. When making a cost comparison between rotary screen and digital

**Read more -->>**



*Jos Notermans explaining the ins and outs of digital textile printing with the JAVELIN.*



*JAVELIN and PIKE are both based on the famous Archer Technology.*



The JAVELIN of SPGPrints in full production.



SPGPrints delivers top quality equal to conventional textile printing with some extra, big advantages.

printing, the number of colours in use in rotary have to be taken into account. For each extra colour you want to use in rotary, a new screen has to be engraved. Needless to say, the more colours used in a particular design the higher the operational costs. Another positive driver in favour of digital textile printing is the acceleration of the printing process. Lead times can be shortened considerably because there's no need to engrave screens. A digital file of a design can be loaded into the digital printing machine in a matter of minutes and then printed directly onto fabric. This enables printers to keep up

with fast-fashion demands for shorter lead times and the acceleration of the time-to-market.

Another valuable parameter in a cost comparison is the batch length you expect to print using a specific technology. The obvious question is the break-even calculation for both technologies: up to which print length is the cost of digital lower than that of rotary? An independent study conducted by Gherzi (that can be downloaded from the SPGPrints website) estimated the break-even point between rotary and digital. The number of colours and print length are the main direct

cost parameters, which are crucial in a cost comparison between digital and rotary screen printing. However, in order to get a realistic idea of the total price tag of a printing technology, various indirect costs have to be taken into account. Although it is difficult to quantify these indirect costs in monetary terms, they do have a major impact on the way digital textile printing can help save costs and/or attract new business.

#### Other aspects involved in the decision making process

Sustainability is increasingly becoming a key issue amongst textile printers. Digital textile printing can effectively help printers reduce their carbon footprint and improve their green credentials. With their low dye consumption and reduced waste material (95% less waste), printers can cut costs whilst contributing to the environment. Digital textile printing also helps printers reduce water consumption by 60%, power consumption by 55% and cuts back on the use of chemicals.

Digital textile printing enables printers to benefit from new business models, the most significant one relating to printing what's already been sold rather than trying to sell what's already been printed. The flexibility of digital textile printing allows fashion brands to have small batches of a particular design printed and to place repeat orders if the product is selling well. Ideally, this would mean that discount sales will no longer be necessary going forward.

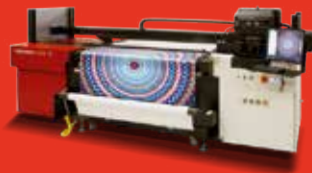
#### Is ITMA Europe a turning point?

We also talked about the upcoming ITMA in Barcelona next spring. Jos: "This exhibition – where the exhibition space is already sold out – could represent a real turning point in decisions to be made by textile print production companies. We expect that ITMA will have a positive impact on these decisions. Finally: being a leading international player in this business, we do have some impact because we offer a range of conventional, very fast printing systems based on rotary screen printing as well as a range of digital textile printing production machines (JAVELIN and PIKE). This means we can offer the best of both worlds to individual print production companies in this part of the industry. Obviously we always look forward to welcoming visitors in Barcelona. Meanwhile, you can also already visit our Experience Center in Boxmeer, the Netherlands, where you can print your designs on your fabrics using PIKE and JAVELIN." •



## Hybrid

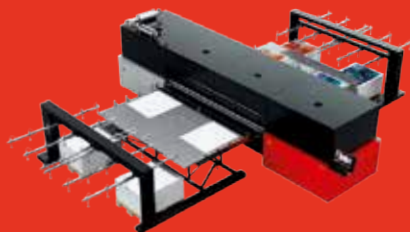
Anapurna H1650i LED  
Anapurna H2050i LED  
Anapurna H2500i LED  
Anapurna H3200i LED



Jeti Tauro H2500 LED



Jeti Tauro H3300 LED



## Roll-To-Roll

Anapurna RTR3200i LED



Jeti Ceres RTR3200 LED



Avinci DX3200



## Flatbed

Anapurna FB2540i LED



Jeti Mira LED



Jeti Titan S/HS



## Workflow

Asanti



## Finishing

Acorta 3120



## Inks

Anapurna, Anuvia, Avinci



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WE EMBODY PRINT

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# Dacar Digital Printing buys 100<sup>th</sup> EFI VUTEk 5r

By Ton Rombout



The prints coming from the 5r are mostly meant for festivals and exhibitions.

**“The 5r runs  
like a sewing  
machine  
offering  
consistent  
quality and  
stability.”**

**- Dennis van der Lingen**



Dennis and Erik in front of the 5r.



**Breaking news in the Benelux: the 100th EFI VUTEk LED roll-to-roll printer, a 5-metre-wide VUTEk 5r, which was installed a few months ago at Dacar Digital Printing in Beerse (Belgium) is now running at full capacity. Dacar Digital Printing offers a complete service to graphic professionals, sign makers, printers, photographers, marketing departments and event and advertising agencies. It is the only wide format printing company in Belgium that works exclusively for resellers.**

As a company trading throughout the Benelux, northern France and part of West Germany, you need a printing system that is capable of continuously producing high volumes in smaller and higher print runs and in excellent quality. Reason for Dacar Digital Printing to consult EFI, a printing and Digital Front-End technology company offering a printing system and solutions that fulfil these requirements and can print from roll to roll at 5-metre-wide. World-wide sales of this VUTEK 5r have already been extremely successful.

#### Unique inline properties

The EFI VUTEK 5r has unique inline properties. Characteristics such as 'multi-roll printing' accommodating multiple rolls alongside one another and the inline finishing system for cutting (a 5-metre-wide XY cutter), with integrated media reception – features that the management of Dacar couldn't find with other suppliers.

"As our market for printing large banners and canvases continues to grow, we decided to add a 5 m wide roll-to-roll printing system to our machinery," stated Fons van der Lingen, CEO and founder of Dacar Digital Printing. "Having tested all the suppliers in this segment against the requirements of our order book, the EFI VUTEK 5r seemed the best buy. The machine's ink price per square meter is highly competitive. There is also very little loss of material when loading new media onto 60-metre-long rolls, and when cutting printed canvases and banners using the 5-metre-wide inline finishing system."

Dennis and Erik van der Lingen, Fons' two sons, are now responsible for the management of Dacar Digital Printing. Dennis commented as follows: "The machine briefly stops to cut after each print and the resulting loss is minimal compared to other systems that we have analyzed. You can safely say that not only are we more productive, but we also save costs and cut waste."

#### High resolution and perfect integration

However, this was not the only reason why Dacar Digital Printing chose to purchase the



*The 02-Dacar premises in Beerse, Belgium.*

EFI VUTEK 5r. Its speed is amazing, as is the 1,200dpi and 7-picolitre resolution of the print heads. This means that the 5r has the same high-resolution heads as some other printing systems in the company's machine fleet.

Dennis van der Lingen explained why this is so important: "It allows us to use the same DFE (digital front end) and workflow solution for all our machines and guarantees the same 'look and feel' in terms of the end result, regardless of which machine we use. We now also work successfully with the EFI Fiery® DFE environment and can use it at will, in combination with the existing workflow environment. When a very large banner, e.g. for the huge Tomorrow Land festival, measuring 20 x 50 metre or even larger, needs to be printed the Fiery is in fact better, because it is even faster in two pass mode."

"We are particularly enthusiastic not only about the high resolution of the fast heads, but also about the open architecture of the machine and about the software, which enables us to easily integrate this printer into an existing workflow," Dennis van der Lingen concluded.

#### Printing on heat-sensitive materials

Dacar Digital Printing uses the EFI VUTEK 5r as a high-volume printer for printed advertising

materials such as Airtex, frontlit, backlit, mesh and blackout banners. The printing system is also used to temporarily print on self-adhesive materials or paper.

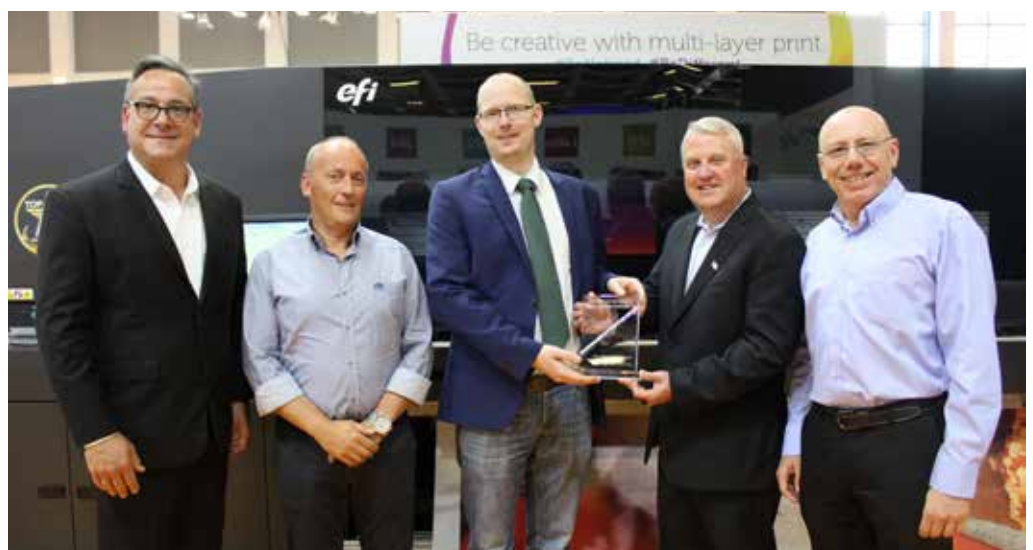
This 5 m wide LED roll-to-roll printer can print on many more substrates, even heat-sensitive, materials as a result of LED based drying, which does not require excessively high temperatures. LED drying technology is also much more energy efficient.

#### Consistent and stable

Having worked with the machine for several months now, Dacar Digital Printing praises the EFI VUTEK 5r highly. "It runs like a sewing machine. The quality is consistent and stable all day long and the media is extremely precise, even over larger lengths," Dennis van der Lingen added. "That is particularly important when you have to print very large canvases for clients."

He concluded: "We chose this EFI high volume printer because it offers, for example, competitive ink prices, low energy bills, high resolution and speed as well as integrated accessories, which enables us to be more successful and keep costs relatively low. Everything we asked for has been delivered." •

**Read more -->>**



*During FESPA Berlin, Dacar Digital Printing got an EFI Award.*

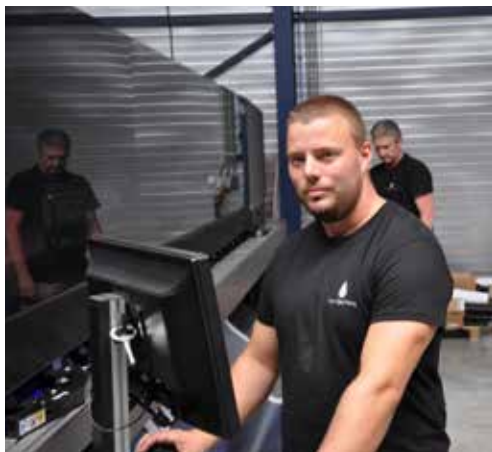
### Dacar Digital Printing

Dacar Digital Printing is a Belgian family business founded in 2004 by Fons van der Lingen. Initially the company was mainly active in lettering and later in the sign & display market. It has experienced considerable growth in recent years, partly because it has positioned itself quite specifically without engaging in the battle to be the cheapest. "We prefer to deliver the best quality at a reasonable price and to be the most reliable in terms of delivery," Dennis commented. Dennis and Erik van der Lingen, who have been working for the company for a number of years, have now taken over the day-to-day management of the company, whilst Fons still provides background support.

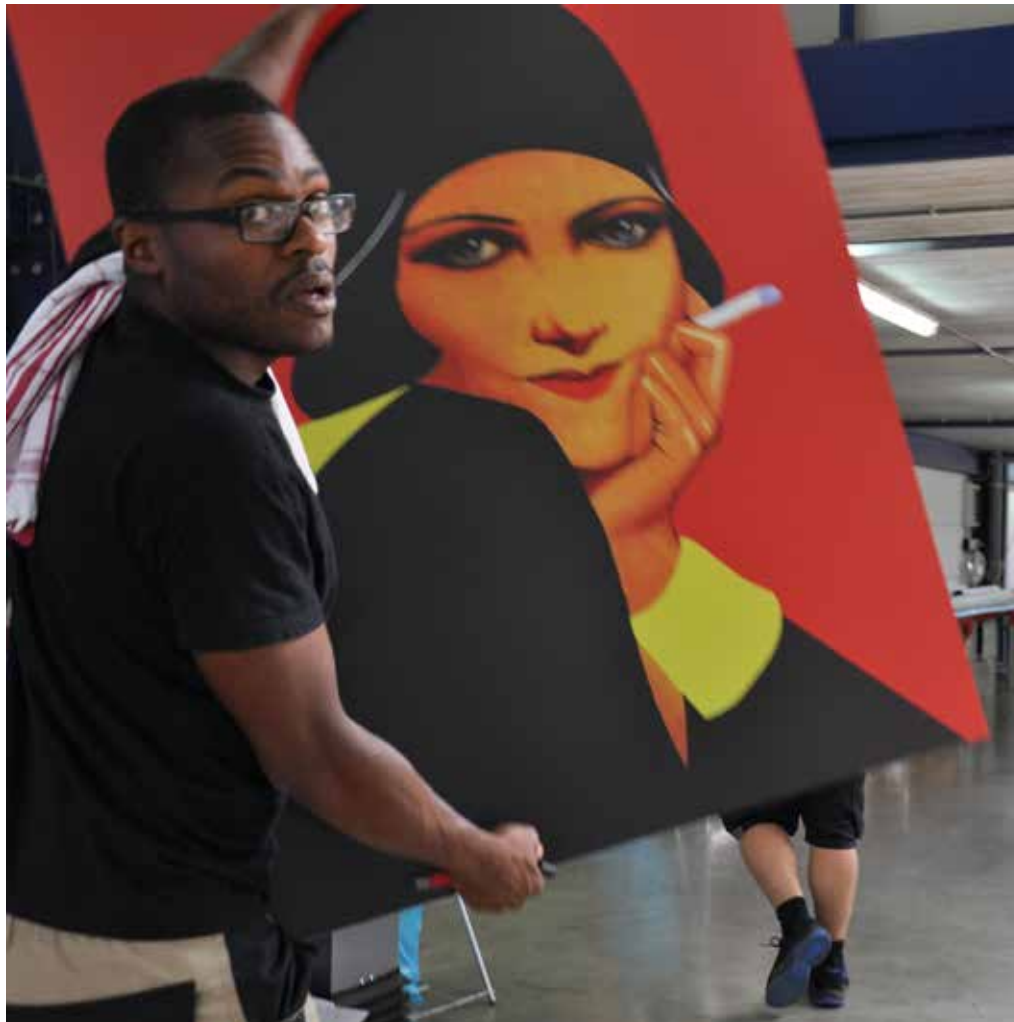
The company trades with resellers, i.e. companies such as festival organizers, stand builders, advertising agencies, photographers, event agencies, fellow sign makers, lettering companies and printers looking for additional volume, formats or materials.

Dennis added: "Stand and/or stage builders are obviously dependent on their own clients when deciding who carries out print assignments. However, we are already a preferred supplier for many because they not only rely on our delivery speed and product and print quality, but also appreciate the fact that we offer extra know-how and provide facility support."

The website is entirely bilingual because, according to Dennis van der Lingen, two thirds of the work originates from French speaking companies, both in Belgium and northern France. Dacar was awarded the 'SI'BON' label in 2009 and re-certified following each subsequent quality control by this Dutch branch organization.



Erik in front of the machine, operator in the back.



The EFI VUTEk 5r has an inline cutting system.

### EFI VUTEK 5r LED roll-to-roll printer

The EFI VUTEK 5r is the most technically advanced 5-metre-wide LED roll-to-roll printer on the market. It provides one maxed out platform that offers the highest image quality at the highest rated throughput speeds, along with the largest range of options resulting in the lowest total cost of ownership.

#### Inks

Equipped with Piezo drop-on-demand inkjet technology and advanced print heads with inherent 7 picolitre drop size, the printing system provides up to 1200 dpi true resolution. Colours: C, M, Y, K, with optional: LC, LM, LK, White. EFI - 3M SuperRange XF LED curable UV inks, providing small dot gain, a wide colour gamut and superb, environmentally friendly durability.

#### Substrate handling

The printing system handles a wide variety of flexible and rigid substrates, with a maximum printing width of up to 500 cm. Roll-to-roll provides free-fall and multi-roll

options (3 x 1.6 m rolls). It also facilitates 300% better media utilization — only 40 cm wasted on each roll loading.

Optional vacuum plate for thin sheets and up to 11 mm thick rigid media. Optional heavy roll loader facilitates working with large media rolls of up to 750 kg for continuous, unattended work.

#### Productivity

Production of up to 460 m<sup>2</sup> per hour, with quick and easy media loading.

#### Other key characteristics

- Inline finishing
- Sheet collector kit
- Vacuum plate for printing on thin sheets and rigid media
- Automatic blackout printing
- Automatic backlit printing
- ID backprint
- Wrinkle analyzer
- Jumbo roll handling system
- White printing

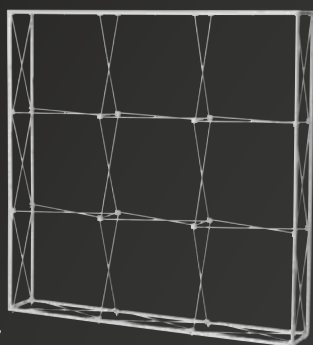


# Pop-Up Impress



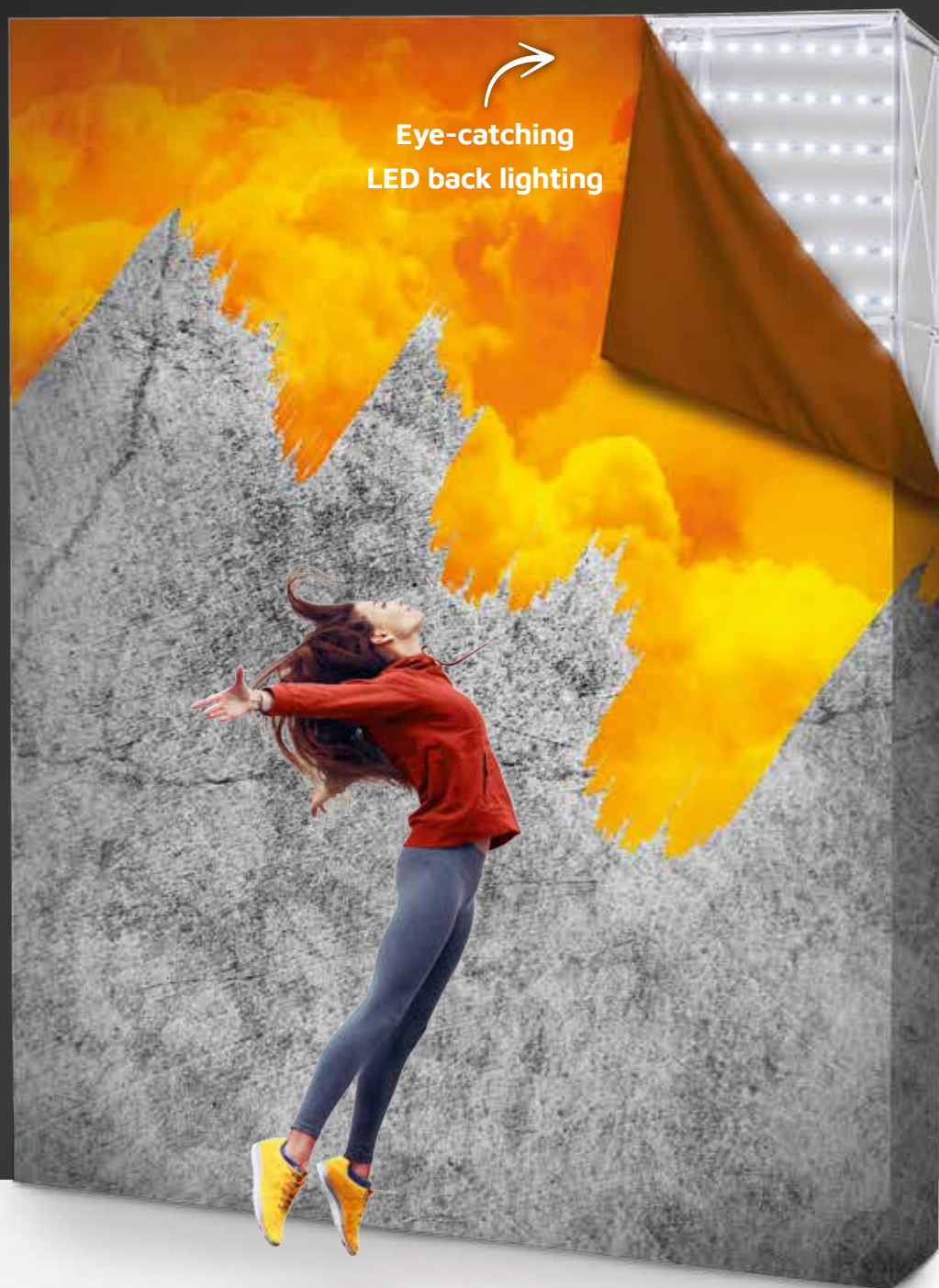
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Where will it end?

# Customized walls and interiors

By Ton Rombout



Hotel Nhow uses print to create more music related experiences.

**“There’s a rebel lying deep in my soul. Anytime anybody tells me the trend is such and such, I go the opposite direction. I hate the idea of trends. I hate imitation; I have a reverence for individuality.” - Clint Eastwood**

**I attended Terence (“call me Terry”) Raghunath’s interesting presentation on wall decoration and complete interiors twice, once at FESPA Berlin and again at Pure Digital in Amsterdam. With his approval, this article is devoted to some of his brilliant ideas.**

As a specialist with HP Inc. he has monitored developments in individualized, customized and/or personalized printing that became possible once digital printing was invented. Now that environmentally friendly, easy to apply substrates are available, he travels the world giving presentations on home and wall

decoration using HP Latex printing systems, thus inspiring and bringing new ideas and opportunities to many people.

## **Customization and trends**

Exploring customized phone cases, cars and jewellery, he considers the future....what will this mass customisation lead to?

Thinking about it, thanks to a technology that makes everything cheaper, more efficient and faster, it is easy to imagine that a simple concept such as ‘a trend’ might disappear. Terry: “You may of course listen to a trend scout or trendsetter to tell you how to dress? What is fashion? Why should I follow it? Trend scouts do have interesting things to say. But I can imagine a future where YOU are the trend. What you wear is fashion to you. The colours and art you like will become crucial to you.”

He continued: “We did a study a few years ago and interviewed several hundred interior decorators. We asked them, for example, what the most important aspects are when engaging





Terence Raghunath during Pure Digital, showing examples where the media come from.



Hotel Marley in Cape Town: French look and feel with printed objects.

with customers. Which elements are key when trying to create satisfied customers? The three most important elements are all related to customization, originality and aesthetic appeal: unique, original, creative, etc. keep coming back when people are asked what they like most. Moreover, today's consumers want it ASAP, which is why e-commerce and short run manufacturing have become so popular."

### Experiences

However, there's more. The next mega trend, after customisation, is 'experience'. Looking at any aspect of your day to day life, you will come across many examples of activities that have become much more than mere transactions. Even something as simple as going to a bakery to buy bread has become an experience:

1. The shop smells of freshly baked products.
2. You can probably see the back of the shop or restaurant, where the bread is baked; proving that the establishment is authentic and you are not being sold an impersonal industrial product.
3. The bread is baked using sourdough, the traditional way to bake bread.

4. The store probably provides brochures that explain why their bread is better than regular bread.

After all, an experience is a combination of one or more of the following aspects: it's educational, entertaining, an escape and/or aesthetically pleasing.

### Lack of patience, always inspiring, new and interesting

Terry: "Talking to Trip Advisor a few years ago, they mentioned the 'Trip Advisor Effect'. In the past the average hotel needed to redecorate every 7 years or so. Thanks to platforms such as Trip Advisor, this time frame has been reduced to 4 years. Why? Because customers are less patient and get bored with interiors more quickly. Everything has to be new and more interesting."

Typical examples: The Marley hotel in Cape Town (South Africa) is based on the aesthetics of the original Château de Marly, a relatively small French royal residence located in Marly-le-Roi, just outside Paris. The Louis XIV style interiors are based on the extensive use of wall panelling (also referred to as French panelling), which is very hard to find and incredibly expensive. What better way to replicate these elaborate panels than with digital print!

### Unique, immersive experiences

The hotel industry is undergoing a structural change. With stiff competition from the likes of Airbnb, the industry is having to redefine the value a hotel brings to the table.

One way to differentiate a hotel stay is by making it memorable through a unique experience. This can be anything from a good night's sleep or a tasty breakfast to an inspiring (interior) design.

In the Nhow Hotel in Berlin (also dubbed the 'Music Hotel') you can record a song, perform for a crowd or, if you are shy, order a guitar from room service. Notice how print and innovative design by Karim Rashid play an important part in creating a stunning interior design.

Terry: "It is the definition of "an immersive and unique experience". I am sure that a stay at this hotel can simply not be 'unmemorable'! Customers publish the pictures on Facebook

**Read more -->>**



Restaurant chain McDonald's tries to provide more experiences and a longer stay.

## Developments



and Instagram. They care for continuous popularity of the hotel.”

**Restaurant experiences**

Restaurants are similar to hotels in that social media play a fundamental role. It’s no longer just about just eating in a restaurant.... It’s all about the experience!  
Have you noticed how the interiors at Mc Donald’s have changed since the red white and yellow of the eighties? All major fast food chains have changed (Burger King, etc.) and are using warmer colours (brown, stone, wood, earthy greens as well as graphics).  
They now want people to STAY in the restaurant when they’ve finished their burger. They want you to consume coffee and use their free Wi-Fi. In fact Don Thompson stated that if the interior of a place makes you feel good, the food will taste better. And that’s absolutely true.....for ALL restaurants....even McDonald’s.

**Museums**

The following is a rather curious example. Have you heard of the Museum of Ice Cream? It is a chain of ice cream stores across the US, in fact



Museum of IceCream: alla bout experiences.



New concepts for the office: decorated by latex prints.



Examples in the showroom stand of HP during Heimtextil 2018.



Carrefour, one of the biggest supermarkets in France, shows food like being on a market.



Conceptstore of Armani, using print for a total experience.

more than just a store, it is a place where people queue up and pay \$35 to get in. Once inside they can obviously consume ice cream, but there are also many decorated sets with ice cream related props where guests can take photos and selfies. Decoration is a key part of the experience!

**Examples from the office environment**

In the office where Terry works cubicles are alive and well. This ‘Dilbert’ landscape is a relic from the sixties. We have learned to function quite well in this type of environment, but I can assure you that younger people do not have the patience to adapt to this set-up.  
Corporate real estate companies are increasingly looking at employee wellbeing from a real estate perspective. What should buildings look like to make people feel better, more productive, collaborative and creative? Obviously decoration plays a vital part in this process.  
HOUZZ is an online community connecting people undertaking design projects with professionals. Terry visited the European HQ of HOUZZ in London, where meeting rooms are

all themed and decorated accordingly. By the way, most HOUZZ employees are millennials!

**The retail and supermarket sector**

Retailers need to create experiences to attract customers who WANT to venture into the store. They consequently need to redefine what they offer. Is it a case of just products on a shelf? No.  
The supermarket and hypermarket sector is also undergoing a major transformation. Why? As you might have guessed online shopping is eating up the business of standard stores. In its transformation the traditional supermarket is dropping the ‘super’ or ‘hyper’ and returning to the concept of a MARKET. Yes, we are going back to our roots. The fruit and vegetables are displayed as if they were being sold in a market. The lighting is more muted and the price tags are hand written in chalk.

**Fashion stores**

In the Armani flagship store in Milan visual effects are created using wallpaper. Armani wanted to create an impression throughout the store to make you feel as if you were in a stone quarry. In one way or another Armani designs are always related to the earth, with earthy colours and effects.

Terry: “In an ever changing world, HP Inc. keeps on reinventing itself, its technologies and what tomorrow holds in order to enable industries, communities and individuals to reinvent the way they operate, conceive ideas and create what matters most. Latex is a key media in the quest to achieve this goal.” •



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\* P10 250 HS

[p5.durst-group.com](http://p5.durst-group.com)





Robotic Material Handler with safety fence.

ESKO demonstrates end-to-end automated workflow to UK sign makers

# Data Image one of the first users of Robotic Material Handler

By Ton Rombout



Packed out Open House at Data Image.

**Sign and wide format print production companies are increasingly recognising the benefits of having a fully integrated, automated large format digital production workflow 'from input to output', to address shorter lead times and handle waste problems. These issues were the main reasons why Rob Farfort, founder and owner of Data Image in Narborough near Leicester (UK), decided to introduce Esko Automation Solutions.**

Being a whizz-kid with the Apple Macintosh right from the start of 'the digital age' and now Managing Director of one of the largest sign

and wide format print production companies in the UK, Rob was particularly impressed by both the latest Esko C66 digital cutting table with its new robotic material handler and Esko's fully automated workflow solutions. Recent investment in the Esko solutions led to the subsequent successful transformation of his business. He commented: "In fact we now eliminate two types of waste: time and material waste."

## Automation crucial

Reason for the ESKO team to ask Rob Farfort to participate in the organisation of an Open House event together with some other partners



in a separate hangar of the company plant, where the new ESKO equipment was installed. The record attendance of more than 80 delegates of sign and wide format print production companies from across the UK, some already ESKO customers, clearly demonstrated that these companies increasingly recognise the benefits of a fully automated large format digital production system. Guests indicated that they often struggled with workflow problems and were eager to find out how to address shorter lead times and waste handling problems.

### “Technology is my passion”

Robert Farfort presented a brief history: “It’s easy to develop a company by increasing the head count in various departments, but is that really how we want to grow - or should we be looking at our processes and at ways of improving them? We are known as early adopters and have always been interested in automation and what it can achieve for the business. Ten years ago we got involved in software automation and have since established a close working partnership with ESKO. Value stream mapping helped us analyse our workflow and gave us a better understanding of our problems. Since then we have implemented significant changes within the company. Where we identified waste we consulted staff to establish the nature of the issues. We also worked on both product and information flows and on identifying how we could improve the running of the business. The equipment on the C66 cutting table and the robotic material handler represent the next stage in linking it all together to become even more efficient and effective.”

He concluded: “Technology is indeed my passion, but more than that it helps to make money because automation produced a 50% growth rate last year.”

### One day event

The one-day event, with a full agenda, included demonstrations on the Esko Automation Engine and focused on file processing and the reduction of bottlenecks. Richard Gamlin, of MIS Clarity Software, highlighted the need for accurate pricing and end-to-end solutions for the large format and graphics industries. This software, which has approximately 2,000 users in the UK, can be integrated in the different parts of the ESKO software, providing actual feedback on pricing during operations. He also made the link to demonstrations by ESKO delegates focused on the Esko Automation Engine for file processing and the reduction of bottlenecks, WebCenter for ordering and job approval and Artios CAD for layout and design. The Open House also looked at market demand for equipment capable of handling more complex designs using a greater variety



*Robert Farfort, Managing Director of Data Image.*

of substrates and, significantly, increased automation for continuous production. Tim James, of NEC Graph-fix in Birmingham, also shared his company’s background and explained how it recently installed an Esko C64 cutting table and Esko feeder and stacker. He commented: “Designs are becoming increasingly complex. Using Esko tools we can accept a greater variety of jobs. ESKO is a key partner for us. It was not easy to optimize the integration and convince the workforce, but by automating our finishing department we can now manage any large format job out there.”

### Taking it all into account

Russel Weller, Product Manager Digital Finishing at ESKO, demonstrated the steps a production company has to take when optimizing upstream as well as downstream processes. From sales request to innovative design, estimation on demand, preprint, approval (both technically and aesthetically correct) to Kongsberg cutting, palleting and shipping – each stage needs to be optimized in terms of quality, speed and ultimately profitability. He added that tools are becoming increasingly sophisticated. The robotic material handler, for example, is three times faster than regular 24/7 productivity. “Moreover, it is equally important to analyze and improve processes”.

### Brainchild

Four years ago Robert Farfort first came into contact with Stuart Fox, Director Digital Finishing Business Development and GTM (go to market) at ESKO. Stuart, who also attended the Open House, is one of the people at ESKO who explored the actual problems prevalent in print and finishing workflows in our market, and the Robotic Material Handler is one of his



*Demonstration of box layout and result.*

**Read more -->>**

## Case

SignPro Europe September 2018



The ESKO Robotic Material Handler at Data Image.



Explanation of the Value of Shape.

concepts. Stuart Fox: “The key to workflow efficiency is to identify all areas of waste and standardize processes to eliminate that waste. ‘Waste’ in this instance not only refers to environmental waste, but also to waste in terms of time and inefficiency, e.g. equipment idle time and errors. Identifying waste in individual processes is not difficult, but understanding each stage in a workflow, and how these stages perform as a chain, can often be complex. ESKO is committed to helping businesses work through these complexities in order to remain competitive in a dynamic market place.”

He continued: “Before jumping to conclusions and converting waste into value-added time every step of the way, you must analyze each single stage of the process. Despite the fact that production companies involved in print and finishing may initially appear more or less the same, there are differences. They use different software with unique specifications and functionalities to drive their production equipment and different MIS software tools to communicate with their customers.”

#### Closing statement

Speaking at the event James Mason, Esko UK Sales Manager, stated: “Esko believes it is vital to have regular events to maintain clear communication channels with customers and partners. Award winning Esko technologies have led the way in the packaging sector and now we are doing the same for the wide format sector. ESKO solutions help convert waste into value-added time every step of the way. ESKO is committed to helping businesses work through these complexities in order to remain competitive in a dynamic market place.” •



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### Caldera RIP successfully certified

# Ready for HP Latex R-series

By Ton Rombout

Software company Caldera confirmed that its market leading RIP, Caldera Version 11.2, has qualified for full certification for driving the HP Latex R series of printers.

The HP RIP certification is awarded to differentiate RIP partners who reach a specific and superior level of integration, compatibility and performance with the HP device in question.

#### Specific licence

Only third-party companies that can demonstrate conformity across a range of criteria are awarded HP Latex certified status. The certification recognizes that Version 11.2 can fully support HP Latex R-series printers for functionalities including printing performance, media management, printer reporting, job generation, job management and application centre integration.

#### Number of interesting features

According to Caldera's Product Manager, Arnaud



The HP Latex R series with Caldera RIP.

Fabre, "Caldera RIP Version 11.2 offers users a number of strengths when it comes to the HP Latex R-series and we already have a number of clients around the world who are running their new R-series printers with Caldera RIP software." Particular areas of strength include white management with special inks feature, for the pre-treatment of substrates such as wood in order to cover the surface texture, post treatment for glass printing in sandwich mode, and for white spot colour. Print & Cut workflow is another area in which V11.2 excels. Users can optimize

media use with the Contour Nesting and Extra Marks features, and achieve better finishing with PrintBleed.

#### Key connections

Version 11.2 utilizes a standardized JDF connection, enabling communication with the HP Application Centre Wall-art and Signage Suite and allowing users to benefit from Nexio API and Caldera automation features.

For more information visit: [www.caldera.com](http://www.caldera.com) •

## News

SignPro Europe September 2018

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## Why digital printing by Mimaki?

# Five ways to improve interior decoration

Edited by **Ton Rombout**



Examples of Printed Wooden Bench and Carpet.

**According to Mark Sollman, Mimaki's Application Manager, digital printing technologies are revolutionizing the interior décor business. Not only can these items be produced more rapidly and with less waste than with traditional manufacturing processes, digital printing offers the ability to customize – or even personalize – interior décor.**

Mark maintains that this is the result of growing demand from retiring baby boomers, Millennials and Gen-Zers [TR: almost everybody?], who are keen on customizing their home environments. Businesses also benefit from the ability to customize their interior décor and the affordability of changing their décor as needed.

### Tips, tricks and ideas

Quite a few people are providing tips and tricks nowadays on how to leverage digital printing to create a more exciting, innovative and relevant interior décor (also refer to the article concerning Terry Raghunath's vision on the use of latex printing in this issue of SignPro Europe). Mark Sollman has five useful tips on how to leverage digital printing to create more exciting décors using Mimaki printers.

WallpaperFor a long time wallpaper had a rather stereotyped and dated image. However, new modern designs and on-demand digital printing



Mimaki showed at FESPA many applications.

have changed this so that the interior design staple from way back has become cool again in recent years. Suppliers can now deliver wallpaper in just about any design, based on their own designs or customers' specifications. Wallpaper based on a specific photograph, colour scheme, structure or fabric is now entirely possible.

### Upholstery

Digital printing and upholstery are a perfect combination. The fabric design no longer needs to be generic and/or suitable for mass production. Various types of fabric (even silk!) can be printed on demand based on any possible design and in any quantity, resulting in unique creations such as curtains, armchair and sofa upholstery, bedding and pillows. Sublimation print technology also delivers brilliant colours so that even bright tropical colours can be applied effectively.



Mark Sollman (right) testing an application for a movie.

### Glass

When you mention decorative glass, most people think about stained glass windows. UV curable digital printing technology now makes it possible to print on an ever increasing number of materials, including glass! An additional benefit of this technique is that the printed designs are scratch and waterproof and don't fade over time. Printing on glass can be used for many purposes other than stained glass windows. It is possible to print more than two thousand transparent or covering colours on standard or structured glass, making it feasible to completely transform a bathroom, conference room, office, hotel lobby or wall.

### Tiles

In addition to glass, it is also possible to print directly onto ceramic tiles. This offers amazing new opportunities with unique designs on floor and wall tiles for kitchens, bathrooms and swimming pools, or to create a complete mural. With printing on demand a design can be seamlessly applied across multiple tiles, even an entire wall. Moreover, using digital printing technology a small batch can be reproduced on demand.

### Wood

For a more rustic, country style atmosphere in a home or business environment, digital UV printing technology can be used to print directly onto wood. This can be done on small objects or panels, but there are large format printers that will print directly onto a door! It gives restaurants, cafés and/or hotels new options to include exclusive printed wooden elements in their interior design. This unique design element is now within easy reach for projects of any size. ●



Example of Upholstery.





## JAVELIN Beyond Limitations.

The JAVELIN® printer from SPGPrints® offers unsurpassed quality and value to textile printers who are taking the first step into digital production. It also offers a step up to high-performance, high-quality production for printers who wish to develop their digital capabilities further. JAVELIN uses several printing modes and 36 Fujifilm Dimatix Samba print heads with a resolution of 1200 dpi. Apart from ease, accuracy and productivity, JAVELIN offers flexibility and may be used with reactive, disperse or acid inks.

Offering the next step up, or the first step into digital textile printing, the JAVELIN® printer from SPGPrints offers unsurpassed quality and value. Available in 1850 mm and 3200 mm widths, JAVELIN has several scanning printing modes that can print high-resolution images up to 1200 dpi on a variety of substrates. Whether for fast sampling or production runs where flexibility is paramount, JAVELIN's capacity to print up to 2 million linear metres per year makes it the perfect solution. Using Archer® technology, it can print fine lines as well as crisp geometric designs, uniform blotches and smooth half-tones.

### ■ Unrivalled print quality

Clear, detailed images and solids without banding (the "soccer field effect")

### ■ Production versatility

Fast, cost-effective production of multiple variations for samples and production runs

### ■ Reduced ownership costs

JAVELIN customers benefit from SPGPrints' Archer print head program



Large selection of new printing systems at and around FESPA

# Technology moves on

By Ton Rombout



**More than 300 suppliers of printed matter, consultants and members of the trade press recently attended the exclusive red carpet event staged by Agfa Graphics in Antwerp, to take a first look at the Jeti Tauro H3300 LED and its exceptional possibilities. Although Agfa did have a stand at FESPA in Berlin, there were no print systems. Visitors only got a virtual impression of what would be shown in Antwerp a few weeks later, which obviously cut down the cost considerably for Agfa.**

Durst, another inkjet pioneer and manufacturer of advanced digital printing and production technologies, unveiled its latest technological developments in large format print, service and software - not at FESPA but during the successful Durst Tech Days on 18-19 May.

## Why FESPA and why not?

Guests invited to the two day event at the Durst headquarters in Brixen (Italy) and other manufacturing site in Lienz (Austria) were told that sales of the company's new award-winning technology, the P5 platform, are building so fast that delivery times can now be up to 10 weeks.

Durst chose not to attend FESPA for two reasons: the P5 equipment was not quite ready and the SGIA Expo in the US proved to be a better option to show the P5 for the first time. Another reason could be that exhibitions such as FESPA are becoming too expensive, even for larger print system developers. Other venues to showcase the equipment are less expensive and possibly more targeted than a show such as FESPA where many visitors look at, rather than buy, equipment.

## Agfa Graphics new flagship: the Jeti Tauro H3300 LED

Following the success of the Jeti Tauro H2500 LED, Agfa Graphics launched the (even) larger, sturdier and faster Jeti Tauro H3300 LED, a printing system that produces detailed, quick drying prints using UV LED curing. It also offers exceptional image quality with very little ink. In fact, the Jeti Tauro H3300 LED is the icon of the EXTREME campaign. According to Agfa no one will have to choose between quality and productivity from now on.

Because Agfa inks contain a lot of pigment and the algorithms of the Asanti workflow system save ink, the ink consumption per square meter is the lowest on the market. Agfa maintains that





Red carpet event featuring flagship Jeti Tauro H3300 LED.

the result is a perfect balance between quality, productivity and cost of ownership.

#### Automatic loading and unloading

“Customers who opt for the automatic version can load and unload with up to four plates, saving time and increasing efficiency,” stated Reinhilde Alaert, Marketing Product Manager Sign & Display at Agfa Graphics. “The exceptional speed is even more striking in the roll-to-roll version, which can handle heavy master rolls in single or double roll mode for a wide range of smooth materials. With the Jeti Tauro H3300 LED we can deliver maximum quality and productivity, thanks to a brand new vacuum table and vacuum band arrangement, which Agfa has patented. The carrier remains close to the print head to ensure that each ink droplet ends up exactly in the right position and the carriers are accurately fed through. “



The Tauro feeder system.

#### New LED versions

“One of the key advantages of LEDs is their durability. They provide consistent light quality for about 10,000 hours,” Reinhilde Alaert added. “The UV curable inks developed and produced by Agfa are also a perfect match for the Tauro’s LED lamps. This guarantees immediate curing and dry output, excellent adhesion to a large number of carriers, good scratch resistance, perfect colour stability, etc. The fact that the Jeti Tauro H3300 LED fully supports this technology is truly unique. It is but one of the many advantages of the machine. This hybrid workhorse can also print visually stunning images on 3.3 m wide carriers at a speed of up to 453 m<sup>2</sup>/hr. It can operate 24/7 and is convertible to suit different levels of automation. It is simply unique. “

#### Anapurna and Mira also in LED version

Although the Tauro attracted a lot of attention, there was also news concerning the Anapurna and Mira. The 1.65 m Anapurna H1650i LED is

Agfa’s latest affordable entry-level model. A versatile hybrid printer with 6 (with Lc and Lm) or 4 colours with white, as well as multi-layer printing (up to 4 layers in a passage) and UV LED drying as standard. The H1650i LED has a maximum speed of 63 m<sup>2</sup>/hr. The Jeti Mira 2732 HS LED has been updated with a new, silent shuttle drive. The flatbed printer is equipped with a 320 x 269 cm vacuum table bed and UV LED drying. Optional extras include a roll-to-roll unit, varnish or a digital primer for direct printing on glass, ceramics and HPL. It has a maximum speed of 248 m<sup>2</sup>/hr.

[Read more -->>](#)



The Agfa Jeti Tauro H3300 LED 2 seen from above.

## News





One of the first pictures in Brixen of the Durst P5 (picture Sonja Angerer).

## Durst unveiled new strategies and the development of the P5 series

Soon after winning a European Digital Press Association (EDP) Award for the P5, which was presented to Durst CEO Christoph Gamper at FESPA, Durst reported the initial results of a successful P5 field test at Panorama in Spain. Panorama printed approximately 24,000 m<sup>2</sup> in the first month alone and everything is progressing satisfactorily.

Second was the news that Probo in the Netherlands acquired four new P5 systems, to be delivered to their premises in Dokkum this summer.

The iconic Durst industrial design, which was originally developed by the well-known Ottl Eicher, has taken it a step further with the P5. The first 'member of the family' is the large format printing flagship, the P5 250 HS.

### High volume industrial production

The Durst P5 250 HS is targeted at high volume industrial production, as well as one-offs in offset quality. This may seem contradictory, but the system can actually handle variable data printing in small runs even down to 1 at such a speed that printing runs in full motion, and print high volumes of individual sheets in a short time.



Durst P5 in Print Production Mode in Brixen.

Having taken on board the comments of an international group of its users, Durst now produces more parts in-house, has adopted a more interactive approach with its customers and is generating far better speed, performance and reliability results.

### What does P5 stand for?

P5 relates to five key features at the heart of this technology: productivity, reliability, workflow, versatility and print quality.

P5 technology covers a series of new generation printers along with new software and workflow



The first Durst P5 at Probo in Dokkum (picture Julia Rombout).



solutions developed in-house. The series also incorporates state of the art, touch operation based user interfaces and leading edge remote service capabilities. Everything is streamlined to maximize the printing system's performance and uptime, combined with unparalleled flexibility in media and job handling.

### Many improvements

Compared to the industry benchmark – the Durst P10 250 HS – the new P5 is 70% more productive. Featuring the latest MEMS nozzle plates powered by Durst proprietary data paths and electronics, the result is a high speed printing system with ultra precise drop placement and industrial level reliability. Durst P5 technology features:

- Print volume capability of up to 240 m<sup>2</sup>/hr in two-pass mode and 1200 dpi high resolution modes.
- Offset printing quality with a 5 pcl droplet size.
- The Durst Analytics information platform for pre-emptive maintenance and detailed machine and consumption data to guarantee maximum uptime.
- The Durst Workflow, which provides a suite of applications developed in-house and tailored to Durst printers, with unique features - beyond ripping.

### Other Durst developments

- The Rho roll-to-roll wide format portfolio of 3 and 5 m printing systems with UV LED curing technology and the newly issued UV LED ink. The new model will be the Durst Rho 512R LED.
- Industrial soft signage took a closer look at the successful Rhotex 325 fabrics and dye-sub printer with higher productivity and greater paper selection. Visitors were shown how performance has increased by 40% in standard production and told there have been around 50 installations since the launch in October 2016.
- The latest Durst Analytics software offering preventive service and maintenance via remote monitoring of the most important machine parameters.
- Important updates in Durst Water Technology – first announced two years ago – with the award winning Durst WT 250 now achieving industrial production in flatbed printing.

## HP unveils Rigid Latex Printing Technology and more

Back in March, at the ISA Sign Expo, HP Inc. introduced the HP Latex R Series, the first true hybrid latex technology that merges HP's flexible printing capabilities into rigid printing. The HP Latex R Series brings the most vibrant colours to the rigid printing world and pioneers white ink capabilities with the introduction of HP Latex white ink.

The HP Latex R series brings unparalleled speed and quality to a wide range of rigid materials,



HP Inc. invited attendees at the FESPA Global Print Expo to 'Say Yes' to any imaginable print job.



The DesignJet Z printer series features innovative large format technologies offering unrivalled image quality and production efficiency.

such as foam boards, foam PVC, cardboard, fluted polypropylene, solid plastics, aluminium, wood, glass, etc. Unlike UV printing technology, which creates a thick layer of ink that completely covers the material and requires time to dry, HP's water based Latex inks preserve the look and feel of the media and deliver odourless prints that are safe for both the printer operator and the environment.

Tackling one of the industry's most persistent limitations in printing, HP's White Latex Ink is based on an innovative system that re-circulates the white ink to avoid settling. For the first time the innovative White Latex Ink delivers glossy, high quality "true white" which, unlike traditional UV based white ink, does not yellow over time. White ink has been a consistent problem for the industry. Traditionally it uses larger and heavier pigment particles that frequently clog print heads, or the opaque mixture separates and settles on the bottom of the ink reservoir. Until recently it has often been necessary to physically shake the reservoirs," Thom Brown, Chief Inkologist at HP, commented. "Because of HP's investment in innovation in chemistry and engineering, the white ink solution on the HP Latex R Series is an industry breakthrough."

### Rigid system and white ink at FESPA

HP Inc. invited attendees at the FESPA Global

Print Expo to experience the latest technology innovations that enable print services providers (PSPs) to 'Say Yes' to any imaginable print job. The HP booth at FESPA was a hive of activity. HP offered informal tours and Yesville VIP tours to 'Say Yes' by joining additional activities such as the Surf Shop, the Juice Bar, the Skate Shop, the Fine Art Gallery and the Lounge. Visitors were inspired walking through a lounge in which each element was decorated and printed with HP Latex technology. They saw for themselves how sofas, lamps, tables, walls and flooring graphics can help expand business opportunities (also refer to the article on HP Wall Decoration in this issue of SignPro Europe).

The latest HP solutions introduced at FESPA included the new HP Latex R2000, HP Page-Wide XL 8000, HP Latex 1500 and HP Latex 570 printers.

The DesignJet Z printer series features innovative large format technologies offering unrivalled image quality and production efficiency to print service providers (PSPs), retailers and creators, and delivering beautiful, impactful graphics and technical applications.

HP launched the HP Latex 3800 Jumbo Roll Solution at FESPA, which boosts the media handling capabilities of the HP Latex 3000 series.

**Read more -->>**

## News

SignPro Europe September 2018





HP launched the HP Latex 3800 Jumbo Roll Solution at FESPA.

The new Jumbo Roll Solution is targeted at digital décor businesses because it can handle rolls of up to 1.2 ton – four times the size of previous printers.

#### HP expands HP Latex R printer series portfolio

HP Inc. has expanded its hybrid HP Latex R printer series with the R1000 printer for rigid and flexible printing. Designed for a variety of hybrid applications, including signage and displays, the growing portfolio offers choice, value and versatility whilst featuring innovative technologies, including HP Latex Rigid Printing.

The current portfolio includes the HP Latex R2000 printer, designed for large signage print service providers (PSP), who require workflow efficiency and sustained production. The HP Latex R2000 printer is the first hybrid solution for rigid and flexible sign and display printing in one device. The new printer delivers unprecedented quality and the most vibrant colours to the rigid printing world using water based HP Latex inks and breakthrough HP Latex White Ink. With the debut of the HP Latex R1000 printer HP is adding greater depth, to offer maximum value in one device. The versatile printer offers a single set of inks for a wide range of flexible and rigid media, including applications for retail, outdoor signage, window graphics, events, exhibitions and decoration.

It comes with 3 litre ink cartridges, as opposed to the larger 5 litre model, and is designed to accommodate materials up to 1.64 m/64" wide and up to 5 cm/2" thick, whilst the R2000 prints up to 2.5 m/98" wide and up to 5 cm/2" thick.



The HP Latex R2000 printer is the first hybrid solution for rigid and flexible sign and display printing in one device.

### EFI: next generation hybrid inkjet platform and greener pigment process for textile

EFI's breakthrough innovations at FESPA included the new, next generation hybrid inkjet platform and greener pigment process for textile. EFI unveiled its next generation hybrid flatbed/roll platform technology – the EFI VUTEk h series of printers was built from scratch and offers better

quality, more capabilities and improved productivity of up to 109 boards per hour.

EFI also launched its latest breakthrough industrial textile pigment ink technology for direct-to-textile production. The new EFI Reggiani pigment ink technology gives users a faster, environmentally friendly production process with inline polymerisation that requires less water, less energy and less processing time, with no washing or steaming needed. The ink's excellent fastness properties and high printability sharpness





The EFI VUTEk h3, 3.2 m wide LED hybrid printer, with a maximum throughput of up to 74 boards per hour.

facilitates printing on a wide range of fabrics with fine detail designs. The new pigment textile technology completes the range of innovations EFI Reggiani has presented over the past year, with unparalleled new products including the FLEXY digital printer launched at last year's FESPA and the brand new EFI Reggiani COLORS printer launched earlier this year. Other innovations include the EFI VUTEk FabriVU 340i, an aqueous soft signage printer that combines superior quality imaging with efficient, in-line fixation for fast, all-in-one fabric soft signage production. FESPA attendees could also witness the next generation in digital print job management with version 7 of EFI's Fiery wide and super wide format production digital front ends (DFEs) and updated Fiery Command WorkStation software. Together, these two products help unify production operations by giving users the ability to manage cut sheet, continuous feed, wide format and super wide format digital print devices from a single user interface.

#### VUTEk h series

Designed for high volume production. The new VUTEk h series of 3.2 m wide hybrid LED printers. The printers' new, high velocity 7-pico-litre UltraDrop Technology greyscale print head imaging delivers precision dot placement and consistency from print to print at high production speeds. They offer four and eight colour printing modes plus white, as well as five layer print capability in a single pass.

The new VUTEk h3 model offers maximum throughput of up to 74 boards per hour. The h5 model, which is available direct from EFI or as a field upgrade to the h3 model, can produce up to 109 boards per hour.

#### EFI Ecosystem for complete industrial textile production.

EFI Reggiani printers are part of a complete EFI Ecosystem mini-factory application shown at FESPA. The design process of the EFI Ecosystem starts with EFI Optitex, a technology innovator in the field of 2D/3D software. The cutting edge digital solutions offered by EFI Optitex enable brands to optimise their workflow and create patterns in the digital sphere,



The EFI VUTEk FabriVU 340i soft signage printer with inline sublimation.



The Superwide roll-to-roll EFI VUTEk 5r at Dacar Digital Printing in Belgium.

ultimately saving time, money and textile, which places EFI Optitex's clients at the forefront of the textile industry.

Once a virtual product pattern is complete, EFI's Fiery DesignPro software – a series of plug-in applications for Adobe® Illustrator® and Adobe Photoshop® – combines technologies for efficient textile design and file preparation with the Fiery proServer DFE for professional colour management and high quality RIP output on EFI Reggiani digital printers. Efficient, high quality production in the EFI Ecosystem for textile at FESPA took place on the EFI Reggiani FLEXY, a versatile printer that handles a wide variety of fabrics, from knitted and woven to low and high stretch materials. The closely integrated mini-factory gives textile producers a smoother, more coherent, production aware workflow by connecting EFI technologies as well as key workflow and cut-and-sew solutions from other leading vendors for true end-to-end productivity.

#### Experience digital corrugated printing like never before.

EFI visitors could also experience EFI's 360 degree, interactive virtual reality (VR) demonstrations on the EFI VUTEk HS125 Pro hybrid inkjet press and EFI's game changing single-pass corrugated packaging press, the EFI Nozomi C18000. The ultra-high speed (75 linear metres per minute) Nozomi press has multiple installations worldwide and is used to drive digital efficiencies in digital packaging production at some of the world's leading corrugated board converters. •



## Overview of new finishing equipment at FESPA Berlin

# From printing to finishing

By Ton Rombout

**This article aims to describe the developments our partners in the finishing world highlight as key issues in their industry.**

In a press release Elitron referred to production automation and flexibility as the centrepiece of its digital finishing technologies, which were presented at FESPA 2018.

The Italian based company mentioned the findings of the FESPA Print Census, market research carried out every 3 years and involving more than 1400 digital printing providers. Looking at what Zünd and ESKO released at FESPA, it is clear that they follow the same roadmap: automation of the finishing process.

### Automation taking over

Digital technologies, which we already highlighted as a trend to monitor in our previous issue, have now become the real deal at the core of today's industry players' strategies. In fact almost half of the current overall printed output is produced using digital technologies and, at the current growth rate, it is set to become the dominant production technology in

less than two years. The drivers of this shift in production patterns can be identified in the increased demand for production flexibility, in order to cope more effectively with mass customization and just in time production.

### Elitron: Breakthrough for long established 'newcomer'

**Compared to Zünd and ESKO, Elitron was not particularly well known in Europe as one of the forerunners of this trend. However, in recent years the company has developed and enhanced its digital cutting systems to deliver high-end solutions for the challenges digital printing providers will have to face in their industries.**

### Impressive numbers

With 12 patents and 2000 installations across 50 countries worldwide, these are impressive numbers for a company that has been a leading producer of cutting plotters and CAD

design software in Italy and abroad for more than 25 years - a company based in the Marche region, proud of its 100% 'Made in Italy' throughout the entire production process. Technical experience has been continually backed by investment in research and technological innovation, as well as original insights, since 1984. This has produced innovative products and technologies, which in many cases represent exclusive Elitron patents. Solutions that exceed the limits of traditional production systems, completely automating the operating stages and generating new business opportunities. Having in-depth knowledge of the leather industry, Elitron now produces specific solutions for different sectors, i.e. cardboard, visual communication, gaskets and composites, rubber and foam, footwear, leather goods, furniture and automotive.

### Custom Cutting technology

Elitron's latest release, the innovative Custom Cutting technology undoubtedly attracted most of the attention at FESPA 2018. Implemented on the Kombo TH dual gantry system, this new



technology, which essentially splits a single cutting system into two contiguous machines that share the same working area, will significantly boost productivity on both complex, highly customized jobs and industrial workloads. Multiple and diverse materials or jobs can now be handled seamlessly and without interruption.

### Flexibility

Production flexibility is not the only weapon for digital printing providers having to cope with increasingly demanding customers.

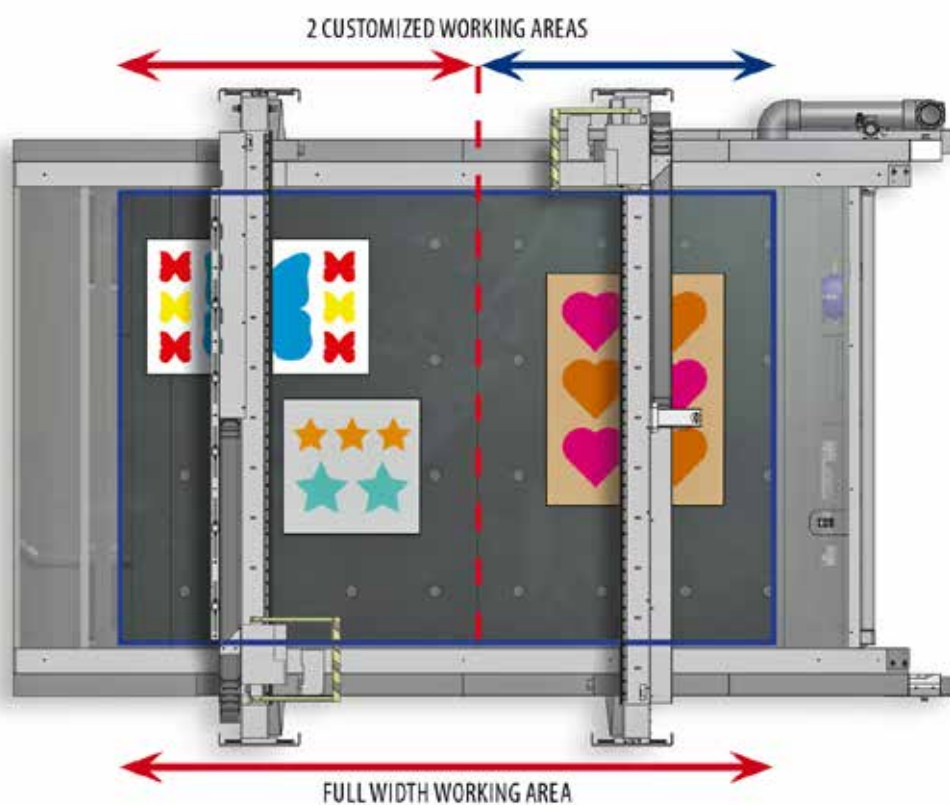
By displaying the integration between the Heleva smart feeding system and Kombo SDC+ 3.2 wide format digital cutting solution, Elitron demonstrated how a strategy that aims to increase production capacity, in order to cope with the demand for just in time deliveries, can be pursued with the help of its automation technologies.

More than 66% of respondents to the Print Census stated that investment to increase

production capacity will be the main strategic focus in the short term. By increasing efficiency Elitron's smart automation doesn't simply eliminate bottlenecks, it makes things happen in a sustainable and cost-effective way.

### Kombo TAV-R for corrugators and packaging

With regard to efficiency and automation, many visitors to the FESPA Digital Corrugated Experience in show event for corrugators and packaging industry operators enquired about the Kombo TAV-R fully automated digital cutting solution. Having gained an award last year at the FEFCO seminar in Vienna and increasingly adopted by major players in the corrugated industry, Kombo TAV-R features all of Elitron's innovations. This cutting solution has an unmatched performance and delivers fully industrial 24/7 productivity with no operator requirements.



## Zünd - successful and steady trade show presence

With a trifecta of highlights consisting of the LM 100W Cut & Seal Laser Module, dual-beam D3 cutter and RM-L routing system, Zünd also attracted a lot of attention at FESPA Berlin. The LM 100W Laser Module impressed with its efficient simultaneous cutting and sealing of polyester fabrics. Exceptional productivity and first rate material handling automation were the focus on the dual-beam D3 cutter with BHS board handling system. On the G3 Zünd showcased the RM-L system's high performance, fully automated routing capabilities on jobs processing wood and acrylics, illustrating some of the many new options the powerful 3.6 kW spindle provides when routing rigid materials.

### Over Cutter Camera OCC

At the Zünd booth visitors also had the opportunity to experience the company's latest innovation, the OCC Over Cutter Camera. The OCC captures all registration marks visible in the cutting area in a single shot. The Zünd Cut Center then immediately compensates for any material distortions and initiates the cutting process. This workflow is particularly useful when cutting textiles, in which single-image capture technology produces significant time savings. The benefits of the OCC system were also recognized by the jury of the 2018 EDP Awards. The European Digital Press Association awarded the OCC Over Cutter Camera a coveted EDP prize for 'Best Finishing Support Tool' in the 'Finishing/Enhancement' category.

### Digital Corrugated Experience

The 'Digital Corrugated Experience' section of the show was another area in which Zünd managed to establish many new contacts. Having its own booth in the new demonstration and training area, Zünd had ample opportunity to promote the benefits of digital production for packaging and retail displays in one-on-one discussions with industry representatives. The positive effect of Zünd's high visibility approach was also reflected in the Swiss market leader's order intake. "We are very happy with the contacts we made at the show. The quantity and quality of leads, as well as the international appeal of the show, were a pleasant surprise. We received a lot of positive feedback from visitors concerning our transparent, hands-on approach to the presentation of both our digital flatbed cutting technologies and our software solutions," Stefan Lang, Head of Sales & Marketing, commented.

[Read more --->](#)

## News

### News for sign and display

Digitally printed textile is becoming increasingly popular in the sign and display industry. The demand for innovative, high performance solutions is high and Zünd is responding, e.g. with the G3 3XL-3200. At Fespa this digital flatbed cutting system was shown in combination with the LM 100W Cut & Seal Laser Module. The system can handle rolls of fabric up to 3.2 m / 126" wide. Zünd exhibited an integrated production line with a D3 cutter and BHS board handling system for the automated processing of large format rigid substrates such as cardboard or corrugated board. This system showcased automated loading of rigid materials combined with the exceptional productivity of D3 dual-beam technology. The two independently operating beams can each carry up to three different tools and, depending on the specifics of the job, deliver up to twice the throughput.

On another G3 cutter Zünd displayed the latest in high powered, fully automated routing technology. The high powered RM-L router spindle delivers up to 3.6 kW of power and unprecedented capabilities for the processing of hard, dense materials such as acrylic and wood. With the ARC automatic router bit changer Zünd is offering users a solution for complete automation of the routing workflow. Zünd high performance routing combined with ARC automation offers unparalleled productivity for acrylic, Dibond, Forex and MDF applications.



## Esko: breakthrough automation for the Sign and Display market

Analogue to digital transformation is sweeping through the sign, display and corrugated markets as sign providers and corrugated converters look beyond their production equipment to find an automated end-to-end workflow that ensures faster time to market, fewer errors and improved profitability. Waste can be created anywhere as a result of complex manual steps, equipment idle time, incorrect material handling or lack of workflow control. Many providers aim to eliminate waste and streamline the process, from the receipt of a design request to the product being shipped out.

### Avoiding waste and boosting production

Geert De Proost, Esko's Director Solutions Marketing, commented: "Our focus is on supporting the sign and display and corrugated sectors with integrated hardware and software solutions that address the requirements of a company's business strategy. Our solutions will dramatically boost production capacity without the need to invest in additional headcount. They will also eliminate human error at every step through process standardization. We are particularly delighted to present Automation

Engine QuickStart for Sign and WebCenter QuickStart for Corrugated converters. Esko's QuickStart solutions offer out of the box, proven and expert workflows for sign and wide format production, as well as the digital workflows required to speed up the time to market of corrugated products. The implementation of the QuickStart solutions only takes five days. Once companies start down the digital path, it is easy to add features and functionality to continue improving productivity and profitability."

### Analogue to digital transition well underway

The analogue to digital transformation is well underway for sign and display graphics businesses. However, whilst today's wide format printers are more efficient and deliver higher throughput, there are often still bottlenecks in other areas of the design request to shipping workflow. To help companies overcome these challenges, shorten time to market and improve productivity Esko offers Automation Engine QuickStart for Sign – a turnkey workflow solution that automates prepress, enabling companies to manage jobs more quickly. It also includes a direct link to Kongsberg cutting tables, significantly increasing workflow automation with less waste in the most expensive step of the process – finishing – since set-ups are automatically loaded into the Kongsberg workflow. It automates a wide range of tasks from product creation and pre-flight to approvals and production. Its customizable dashboard and reports give everyone involved in the process immediate access to any information required to speed work through the plant and make fact based business decisions for continuous operational improvement.





### Kongsberg automation

In finishing Kongsberg Automate promotes increased productivity and offers a broad array of impressive innovations that boost the performance of digital finishing operations to industrial levels. This includes the ability to add robotics to load new materials and offload finished materials in order to increase productivity and reduce operator intervention. The Kongsberg C64 is a multifunctional, super wide digital cutting table for signage and display applications. Russell Weller, Product Manager, commented: "The Kongsberg C combined with the Feeder and Stacker delivers the ultimate 24/7 performance and is designed to keep up with the faster, wider digital printers of today. With a stack height of 915 mm/36" and quick automatic load cycles, it is the optimal solution for the short run production of all typical packaging and display materials. It represents an investment in the future-proofing of sign and display graphics businesses."

Also on display at the Esko stand was a Kongsberg X20 entry-level cutting table, together with a wide range of speciality tools. Offering the ultimate in versatility, these tools deliver speed, power and flexibility to handle a wide variety of materials, including corrugated, folding carton, solid board, foam, coating blankets, wood and a long list of plastics.

### Esko Text Recognition

Esko has extended its portfolio of innovative solutions with Text Recognition, a new plug-in for Adobe Illustrator that makes last minute copy changes to outlined text fast, safe and simple. The Esko unique OCR plug-in for Adobe Illustrator helps packaging professionals to produce packaging with maximum efficiency. It eliminates cumbersome workarounds needed when even the tiniest of copy changes was required.

Text Recognition is the only OCR tool on the market that directly converts outlined text in artwork to live, editable text in Illustrator,

enabling the designer to make copy changes within Illustrator in seconds. The Text Recognition plug-in for Adobe Illustrator is available as part of the Esko DeskPack collection of plug-ins for packaging professionals, or as a standalone product for anyone working with Adobe Illustrator.

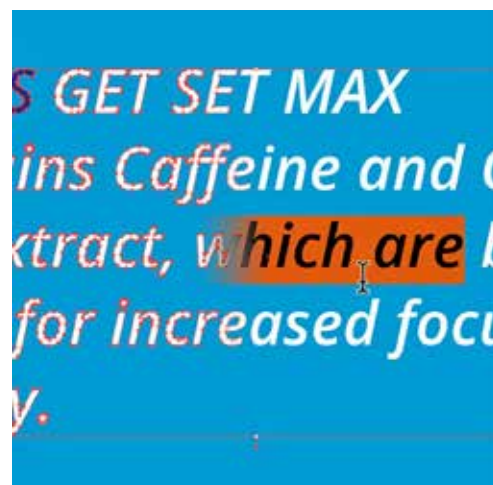
The software has a unique Font Recognition function. When a copy change is required the software compares the character in the artwork to the fonts on the user's computer, choosing the best active font match. This eliminates the need to manually evaluate every font and re-type entire paragraphs to find the correct text layout. It works with foreign languages too, even with completely different glyphs such as Chinese, Japanese or Korean. Its unique Compare function highlights copy changes in a 'before and after' view, reducing the risk of errors.

### Packaging simplified

Esko helps its customers produce optimum packaging for billions of consumers. The Esko product portfolio supports and manages the packaging and print processes for brand owners, retailers, designers, pre-media and trade shops, packaging manufacturers and converters. 9 out of 10 retail packages are based on Esko solutions involving packaging management, asset management, artwork creation, structural design, prepress, 3D visualization, flexo plate making, workflow automation, quality assurance, sample production, palletization, supply chain collaboration and/or the production of signage and displays.

Esko solutions consist of an extensive suite of software and two hardware product lines: CDI flexo computer-to-plate imagers and Kongsberg digital cutting systems, complemented by professional services, training and consultancy. Enfocus, with its suite of automation solutions and PDF quality control tools for printers, publishers and graphic designers, is an Esko

subsidiary. MediaBeacon, which offers digital asset management (DAM) solutions, is also part of the Esko group. •



An outstanding partner delivering quality in every detail

# Promic for mobile presentation systems

By Ton Rombout



Jim Oud, the Promic CEO.

**Promic is an international supplier of mobile presentation systems, or so-called display systems. The brand, which was established in 2005, believes that having a set of impressive credentials is fundamental to the business. The company is quality driven and focused on providing an excellent service. Together with its partners it invests in a strategic long term vision.**

Quality, service and competitive pricing have been a top priority for more than 10 years. The company aims to be a reliable partner for sign & display companies and resellers (if that is the best option for remote end users) and operates in 40 countries in Europe and North America - a preferred address for one stop shopping.

## Quality is in the detail

Jim Oud, the Promic CEO, explained the company's approach to customer service: "Let's start at the beginning. Quality is difficult to describe, it is a tangible experience. All our products, including pop-ups, zipper-walls, roll-banners, banner stands, lighting, counters, information displays, outdoor displays, flags, cases, etc. are in fact based on the following

premise: "An eye for detail means having an eye for the unique". To stand out from the competition we try to make a product exclusive and optimal, in terms of both product characteristics, i.e. to be light, stylish and solid, and user friendliness."

He continued: "Promic is a wholesale business supplying mobile presentation systems. We focus not only on standard possibilities, but also on product development and the expansion of our range, now and in the future. We always test, adjust and tweak until we have created a mobile display system that we truly believe in. This is what makes us a brand people can rely on."

## A partner you can count on

"Quality doesn't stop with the characteristics of a product. It also implies providing an excellent service and shipping the right products in line with the correct planning. This applies to both product and service levels, because in addition to providing premium quality and drawing from extensive stocks, our customers are always our priority," Jim Oud added

The market has been growing rapidly. This is a reality rather than a trend and Promic's growth

**"Service is the work of human beings supported by a perfect product-flow."**

**- CEO Jim Oud**



The Pop-Up Impress is a Backlit Pop-Up Wall that exceeds all expectations.





Promic booth at FESPA Berlin 2018.

has kept pace with it. The company has more than doubled in every way over the past three years in terms of staff, warehouse capacity and satisfied customers. The workforce now comprises 56 employees and the company operates from an attractive, ultramodern warehouse. Jim Oud: "Having more than 6,500 pallet spaces, we can hold a large stock of display systems, which enables us to deliver orders worldwide with maximum speed. Accuracy and speed are equally important. We check and double-check to ensure that the right products are delivered to your doorstep at the right time. We strive to have more than 70% of the sign and display products that sign and wide format print production companies like to have in their assortment readily available."

### Marketing

Loes Heintges, Marketing Manager at Promic, added: "Obviously you will find us, this year and next year, at exhibitions such as Sign2Com in Kortrijk (Belgium), CIPrint in Madrid and Print in Progress in Paris. In 2019 we will also attend Viscom Düsseldorf, CIPrint in Lyon, the Print & Sign Expo in Gorinchem (NL) and, naturally, FESPA Munich. We feel that the best way to illustrate our operations in this article is to provide some examples of products we have previously developed."

### Product example

Loes continued: "To pick a random sample, let us look at the Pop-Up Impress. Why? Because we don't merely develop products that we think are nice, but focus on products the market really wants. Mobile display systems that suit our customers' requirements and demands. Reliable and appealing, easy to use and ready to conquer the market. Our Pop-Up Impress is a great example of this approach. It isn't the first backlit wall, but it's definitely the best. The



The Promic Premises at Nederweert, The Netherlands.

market was in need of a more portable system. Using our expertise in mobile display systems and lighting, we created a Backlit Pop-Up Wall that exceeds all expectations. It has a lighter and less expensive structure, and yet it's still more reliable. Everything is devised to be perfect - created for the benefit of our customers." Jim Oud added: "What makes this system different? In addition to its impressive dimensions, the Pop-Up Impress offers a number of other benefits over the current range of SEG pop-ups. For example, the aluminium bars are easier to attach to the system and the plug-and-play light curtains are easy to install in the frame. It is a SEG pop-up system measuring up to 3.7 m high and 6 m wide. The system is designed to accommodate Silicon Edged Graphics, which makes the graphics super tight and the system barely visible. It is the largest of its kind and requires no stacking or extensions."

### Conclusion

After a short tour of the warehouse in Nederweert (the Netherlands) Jim Oud concluded: "Operating as a wholesale business offering an extensive range and large distribution area, Promic focuses on providing added value rather than being just an 'order picker'. Because in addition to supplying premium quality and drawing from extensive stocks, our customers are always our priority." •

### Promic Display Systems

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# Brexit for printers

By **Martin Kugler** (text and pictures)



*Where it all begins: UK is an Island: different from Europe.*

**Understanding the post-Brexit business environment requires urgent debate in advance of any possible contingency measures in preparation of the UK outside the European Union.**

Printing businesses could be facing a lengthy period of uncertainty following the referendum vote in favour of the UK leaving the EU and the modest progress in negotiations since.

## How it all started

The reasons for the current state of fluctuation and uncertainty go back to 2015: the then prime minister, David Cameron, won the general election on a promise to hold a referendum on a reformed UK membership of the European Union.

In his election manifesto David Cameron promised to renegotiate the UK's terms of membership of the EU, mainly in order to appease, and get the support of, the 'Euro-sceptics' in his own party during the election campaign. His proposals for reform covered four key areas: euro zone integration, opt-out from "ever closer union", competitiveness and controlled immigration with restricted welfare benefits.

In February 2015, following a marathon round of talks at a European Union summit, David

Cameron struck a deal with other EU leaders on the UK's future in Europe. The European Council announced the agreement after lengthy and difficult discussions concerning the UK's demands to curb in-work and child benefits for migrant workers, also confirming the UK's opt-outs, rebate and engaging in measures to improve competitiveness and administrative efficiency. The UK would permanently leave the EU's longstanding historical commitment to "ever closer union" and new restrictions on access to the welfare system for EU migrants in the UK would be implemented. The UK would also not join the euro zone. As for the promised referendum, David Cameron committed to campaigning to stay in the reformed EU under the new terms.

## What happened next?

Following intense debate, the referendum eventually took place on 23 June 2016. The dominant issues focused on economic considerations, freedom of movement within the EU and the EU's importance as a trading partner. The "remain" campaign focused on a strong Britain within a reformed EU under the renegotiated terms, whereas the 'leave' campaign promised to restore full sovereignty, controlled immigration and an end to EU budget contributions.

The referendum question on the ballot paper



*Traditional Signage in an independent country.*

aimed to be clear, neutral and straightforward for voters and was intended to be non-partisan. However, the only options to choose from were "remain a member of the EU" or "leave the EU". The details of 'remain' were reasonably clear under the new renegotiated terms and debated widely.

However, details of the implications of the 'leave' option and the kind of future relationship with the EU were not made clear. A potential third option, i.e. to stay in the EU and keep things as they were, was not foreseen or presented to the electorate.

## Uncertainty rules the waves

Precisely this absence of strategy and lack of even a vague plan are the main causes of the continued uncertainty about the outcome of the Brexit negotiations and the final deal. It is also a source of regular disagreement amongst members of the British government.



The wait and see attitude following the immediate aftermath of the referendum has now been replaced with a growing sense of urgency for businesses to work out a strategy to cope with what the daily work routine might look like after Brexit.

The kind of impact the UK's decision to leave the European Union will have on the printing industry in particular is not a predominant concern in the national political debate.

### Different scenarios

A study published by the UK Trade Policy Observatory in February this year comes to the conclusion that we may expect considerable variation across the different manufacturing sectors. As post-Brexit trade barriers may lead to an expansion in domestic output in some industries, this will come at the expense of higher prices for end products and components. High tech and medium-high tech firms in the UK run a greater risk of a notable decline in domestic production than medium and medium-low tech sectors. This may affect UK manufacturers of printing machinery such as AB Graphic, Edale and Inca Digital and printer component suppliers such as GEW, Xaar and others. However, as long as neither the exit deal nor the final trade agreement are concluded, the different scenarios that can be envisaged for post-Brexit UK-EU relations are likely to have different impacts on different industries.

Prices are expected to increase under any scenario. However, for the printing industry even the worst no-deal outcome would lead to an increase not expected to be more than a modest 1%. On the other hand, imports in the printing industry could see a decline of approximately 10% in volume under the no-deal scenario.

### New trade agreements

The study concludes that under any scenario new trade agreements will be not be able to fully compensate for the loss of trade with the EU, if the UK leaves the EU with no deal. According to figures published by the British Printing Industries Federation (BPIF), the UK printing industry, boasting a turnover of £13.8 billion and employing around 116,000 people in 8,400 companies, is the fifth largest in the world behind the USA, China, Japan and Germany.

The UK printing sector shows a £775 million positive trade balance with 50% of exports going to the EU and 35% of imports coming from the EU. The BPIF points out that for finished products it is not printers who are exporting in many cases, but their clients. A significant amount of trade is in the supply chain with 80% of paper and board imported from Europe.

### Remaining or leaving?

In a report published in January 2018, BPIF research on Brexit showed that general opinion was in favour of remaining in the EU and that the likely impact of leaving would have a negative impact on business.

As long as the transitional deal and the final trade deal are not agreed, uncertainty about tariffs and the regulatory environment, exchange rate fluctuations and supply chain issues prevails and expectations and tentative predictions often remain based on emotive attitudes.

Threats and opportunities are plentiful, but subject to variables in the national economy, interest rates and fluctuating exchange rates. They are also likely to influence competitiveness on export markets.

The BPIF's Brexit barometer shows that the initial pre-referendum positive confidence has faded to a resolutely less confident economic outlook whilst negotiations are still ongoing. Speaking for the entire industry, the BPIF defends the current benefits and ease of EU trade and clearly positions itself in favour of a firm strategy and certainty about the eventual Brexit deal.

### Barriers or free flow

The final Brexit outcome could obviously result in the introduction of tariff and non-tariff barriers between the UK and the 27 remaining EU member states. Any obstacle to what is currently a free flow of goods and services between the UK and the other EU countries could entice some manufacturing businesses

to move part of their production from the UK to another EU country, resulting in reduced investment in their UK based manufacturing operations. In any case, after the completion of the UK's withdrawal from the EU structures, established supply chains between the UK and the EU will inevitably be disrupted both ways. The long term impact for both raw material suppliers and converters in the UK exporting to other EU countries will most likely be regulatory. It is unclear for how long after the transition period they will have to comply with EU regulations and whether the UK will pass its own legislation to replace EU regulations in particular relating to health & safety and environmental laws.

### Further reading:

Michael Gasiorek, Ilona Serwicka, Alasdair Smith: "Which Manufacturing Sectors are Most Vulnerable to Brexit?", UK Trade Policy Observatory, [blogs.sussex.ac.uk/uktpo/files/2018/02/Briefing-paper-16.pdf](https://blogs.sussex.ac.uk/uktpo/files/2018/02/Briefing-paper-16.pdf)

Kyle Jardine, "Brexit and the UK Printing Industry", British Printing Industries Federation, [www.britishprint.com/industry-news/more/27116/page/1/brexit-and-the-uk-printing-industry/](http://www.britishprint.com/industry-news/more/27116/page/1/brexit-and-the-uk-printing-industry/)

Ross Brown, John O.S. Wilson, "Brexit's impact on small businesses: the experts may be spot on after all", The Conversation Trust (UK) Limited, [theconversation.com/brexits-impact-on-small-businesses-the-experts-may-be-spot-on-after-all-90561](http://theconversation.com/brexits-impact-on-small-businesses-the-experts-may-be-spot-on-after-all-90561) •



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Advances set to change the structure of industry

# The Future of Work

By Sonja Angerer



Bernd Zipper predicted a 50% drop in the number of print shops in Europe by 2025, down to approximately 17,000 units. Photo: Online print symposium

**Digital printing is facing serious challenges over the coming years, as technological and social advancements will once again change the very structure of the industry in (Central) Europe. How can print service providers (PSPs) future-proof their companies?**

When the German print and media association BVDM held its annual press conference in Stuttgart mid June, presenting the latest data on the industry, the overall outlook was quite satisfactory. Two particular statistics, however, were quite humbling. Find out in this article why.

## What are the figures?

The revenue of almost 80% of German print service providers was below one million euro in 2017, representing less than 10% of the German printing industry's total revenue. A good 69% of these companies have fewer than 10 full-time employees, with the workforce in this particular segment recording a steep 5% drop compared to 2016.

Whereas these numbers obviously relate solely to Germany, it stands to reason that they are in line with other Central European countries with a primarily SMB structure in the printing industry. To put it in a nutshell, there appear to be quite a few 'Mom and Pop' businesses that

are generally not overly profitable, if the cost of equipment and materials is taken into account. Many of these shops are probably not particularly efficient either, translating into long working hours, lots of overtime and weekend work and a genuinely undesirable work-life balance - in short a Millennial's worst nightmare. Not surprisingly, a whopping 62% of the German printing industry is affected by a serious shortage of skilled labour.

## Work isn't what it used to be

Even without considering the Millennials – their impact on the economy has been discussed in detail quite frequently over the past few years – the work environment has changed. Digital print is a poster child for the success of digitalisation. However, it appears that quite a few digital printing businesses have been resting on their laurels, not realizing that digitalisation is an ongoing process rather than a result. Many appear to have only recently discovered the benefits of a decentralized organisation based on mobile devices connected via professional cloud services such as Microsoft Office 360 or Google's G Suite.

## Ongoing digitalization

Nowadays digitalization offers the right tools to automate many time consuming, business critical tasks. ERP and CRM software tailored



Caldera connects its RIP software to other business applications via Nexio connectors using standard JDF/JMF protocols.



Contemporary computing is mobile: this Medion Lifetab is a tablet/laptop hybrid for private and (home) office use.

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## Developments

SignPro Europe September 2018

to the demands of the digital printing industry have been available for years, including EFI's Productivity Suite and other products ready to integrate into a production environment via Fiery RIP. Caldera supplies Nexio to connect prepress, (digital) storefront or accounting with their RIP solutions for printing and cutting. In stark contrast, from the quotation phase to billing, many administration workflows are still based on MS Office master copies - demanding careful 'cutting and pasting' and never giving the management the option of a quick, but detailed, overview of what's happening in the company at any given moment.

### Stay connected

You could say that this type of administration, which often also extends into the production process, is "not really digitalized". Of course digital technology and computers are an integral part of the system, but they are used in a 1990s, 'offline' kind of way. Workflows such as these are also associated with a lack of centralized business knowledge. When key employees leave or want/need to cut back their hours, there is always a danger of critical information not being available as a result. A well documented digital administration and production workflow on the other hand, makes it much easier to split full-time jobs into several part-time jobs if necessary, to offer home work days or recruit new employees. Establishing fully digitalized and decentralized sales, administration and production workflows is costly and time consuming – but quite likely the only way to generate growth in a highly competitive environment.

### Big is beautiful

Bearing in mind that any kind of automation, administrative or otherwise, will only be profitable with a certain throughput, the pressure on print service providers to grow will increase even more in years to come. At the "Online Print Symposium" in Munich in March 2018 the keynote speaker, Bernd Zipper, predicted a 50% drop in the number of print shops in Europe by 2025, down to approximately 17,000 units. International mergers such as Lennestadt's Marx & Moschner with the US based Moss Group in 2015, or more recently Sander Cologne with London's Heni Group, suggest that further consolidation will result in much larger global entities. Only 18% of all PSPs in Germany today employ more than 20 people.

Digital printing, with its promise of personalisation and one-off production, still demands quite a high level of manual, albeit not necessarily highly skilled, labour. With the minimum wage in place in most European countries, production automation has become very popular, especially for digital Web2print operations. With greatly standardized products, high production volumes, minimum time slots and elaborate logistics, a fully digitalized and automated



*Decentralized organisation by professional cloud services such as Microsoft Office 360 or Google's G Suite makes off-site work and scaling of critical IT infrastructure much easier.*

production workflow - from data delivery through to printing and finishing, billing and delivery – has become a basic operational necessity.

### Where will it end?

Online print service providers' highly efficient production methods generate better than average margins, even with standard application prices remaining low, thus putting pressure on smaller companies to invest in automation also. Digital, flatbed or belt, cutting tables from Elitron, Esko or Zünd offer the most noticeable way of increasing overall throughput, as finishing is still the most obvious bottleneck and, with ever increasing printing speeds, is likely to remain so if not automated. Feed/stacker solutions, combining digital printer and cutting table into one seamless production line, often achieve a surprising increase in throughput, freeing operators from the repetitive and laborious task of handling the boards. Companies such as Zünd and Canon recently also showcased integrated solutions with affordable, easy to train robot arms that collect and sort smaller contour-cut items alongside operators.

### Where do we go from here?

Similar to any other mature industry, PSPs will have to address the growing demand for affordable products that can be delivered to the customer in record time. A fully integrated workflow appears to be inevitable in order to meet customer expectations, improve working conditions, offer more home work, part-time jobs and regular hours. Larger companies with a highly skilled workforce are most likely to benefit from economy of scale, which means that the transition from a craftsman to an industrial approach seems inevitable in the digital printing industry. •



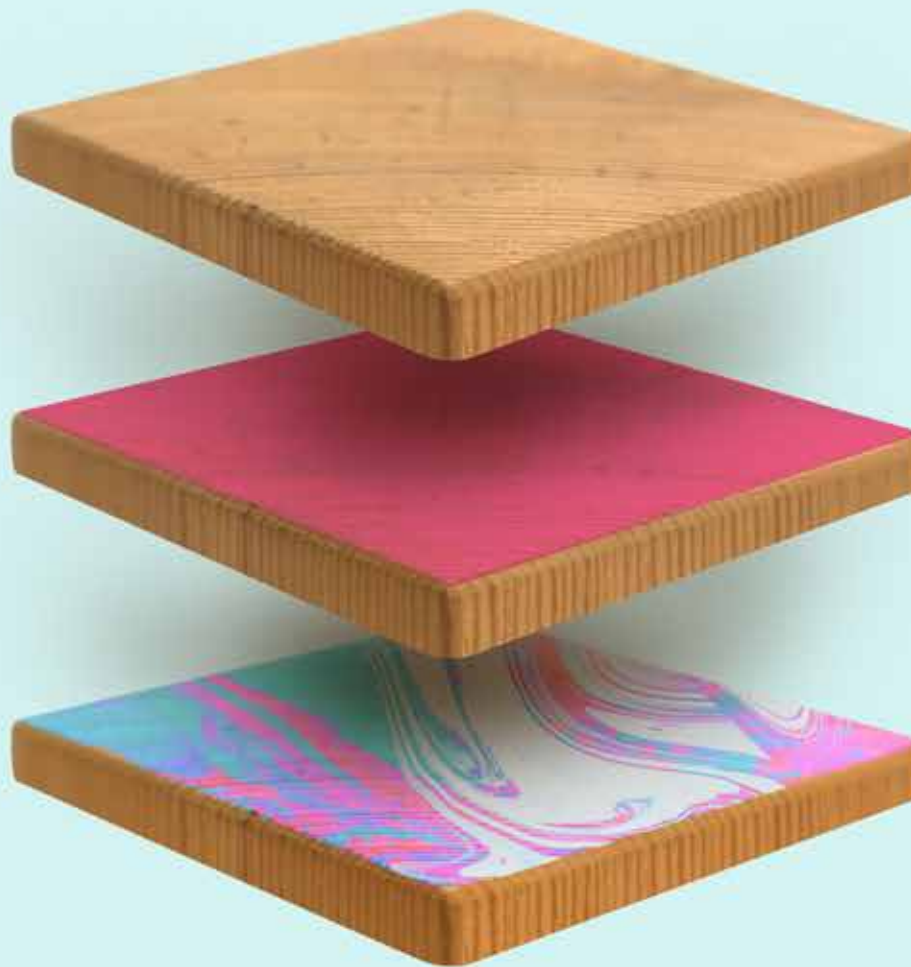
*BVDm CEO Dr. Paul Albert Deimel at the Deutscher Druck- und Medientag 2018 in Stuttgart. Photo: Astrid Schmidhuber for BVDm*



*Zünd supplies an integrated, easy to train picking robot, which collects and sorts smaller contour-cut items alongside operators.*

## Developments





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<sup>1</sup> Glossiest white on transparent and colored media. Glossiest white based on internal HP testing in January 2018 compared to the HP Scitex FB750/FB550 Printer using UV-curable ink technology. White ink measured for the level of gloss at 50 degrees on a rigid material (acrylic), tested using Glossmeter BYK micro-TB-gloss (20°, 60°, 85°), compatible with ISO 2813 and ASTM D523 relative to glossiness measure. White ink capability may be optional, requiring purchase of the HP White Ink Option Kit.

<sup>2</sup> Most vibrant colors based on internal HP testing, January 2018 compared to leading competitive printers under \$350,000 USD. Tested in High Quality print mode on rigid (white acrylic, 12-pass, 6-color, 1200x). Internal HP testing with HP GamutViewer, Alpha Shapes v50000.

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