



Year 17 • issue 3

Bannerkönig opts for HP Stitch S1000

EFI Reggiani sells fourth BOLT at ITMA

Spoonflower to acquire first Alpha textile systems

Sticky business: advances in adhesive technology

PVC as an environmentally sustainable substrate?

ITMA Sustainable Innovation Award for Candiani SpA

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Ya pas kelkun ki veux tumble amoureux de moi.

The Power of Communication

By **Ton Rombout**



View from the port.



PATTI SMITH

This summer I spent several days in the impressive sun-drenched city of Marseille, the largest port in France, to attend, amongst other things, a pop concert with Patti Smith, the now 72 year old American rock star. She is immensely popular in France, although some visitors originated from further afield, including Germany, Belgium, Sweden, the Netherlands obviously (since we were there) and even New York.

Talking about fashion, Patti tends to always wear the same: black boots, jeans combined with a white T-shirt, a black gilet and perfectly cut black jacket. OK, she does occasionally acquire a new jacket, from her friend Ann Demeulemeester, the world famous Belgian fashion designer. In fact I wouldn't like to see Patti in the kind of 'different dress every day' outfit, many of which I had the opportunity of admiring once again at the ITMA exhibition in Barcelona. And we should not forget the men alongside, in black trousers and white shirts. Nowadays every business man or banker seems to be wearing a blue suit again.

A few days later she performed at an open air festival in Guéret, a small provincial town in central France, and once again we were there. Patti Smith is also incredibly popular in this area, even more than the beautiful young and in France also very well-liked singer with the slick band and impressive light show, who performed just before her. With Patti Smith the lighting on stage does go to red or blue or white, but that is more because everyone then takes poor photographs. "Feel free to be creative", she will no doubt have told the lighting crew. To put it in a nutshell, Patti just has 'Power of Personality'. The regional newspaper La Montagne was euphoric about her performance the following day.

The Power of Communication also exists; we see it around us every day. Obviously successful communication requires good material. We are now seeing an abundance of, again much improved material in sign and wide format printing. Attractive boards and canvases are much easier on the eye than badly designed ones. And there is a huge amount of development going on in terms of sustainability in materials, inks and work methods. That was quite clear at both FESPA and ITMA last spring. This edition once again provides lots of information on the power of digital textile, in smaller runs and cut to size, and on how we can create a cleaner and more liveable world. There is even an article on the recycling of highly polluting PVC.

We should also not forget that ultimately the 'Power of Communication' is the result of what is printed on the canvas or board. Please no more slogans like 'Eat more bread' or 'Bank A is the best', or the umpteenth car racing through the jungle or the desert. Have a trick up your sleeve, think of something and ban any creative mind proposing that sort of nonsense from the conference room. Talking about that, I thought it was quite funny that the sign image attracting the most attention in the old port of Marseille is a graffiti text on a section of wall on an old building. The saying, in French slang language, 'ya pas kelkun ki veux tumble amoureux de moi', I think translates roughly as 'I haven't come across anyone yet who has fallen for my love / who wants to be in love with me. It is clearly visible from anywhere in the port.

Ton Rombout, Editor-in-Chief
SignPro Europe
www.signpro-europe.com



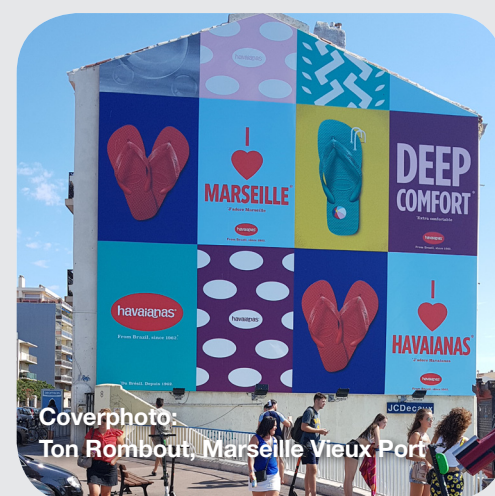
Ton Rombout – At Work.

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SignPro Europe September 2019

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Coverphoto:
Ton Rombout, Marseille Vieux Port

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New Sign & Display preflight specification from Ghent Workgroup

The Ghent Workgroup (GWG) recently started a public beta test of its preflight specification for the Sign & Display market. The technical specification document is available now, together with preflight profiles from callas software and Enfocus. Software vendors can use this specification to prepare for standardized quality control; end-users can take advantage of the preflight profiles to improve their quality control.

"The Sign & Display market segment covers everything from banners, over car wraps to billboards," says David van Driessche, Executive Director of the GWG and Chief Technology Officer at Four Pees: "Each of these products has their own technical requirements and capturing all of them in one specification was no easy task. After some research, it became clear we would have to introduce two key variables – viewing distance and scaling factor – to derive one specification."

More info: www.gwg.com



Caldera showcased new technologies at ITMA

French RIP software specialist Caldera showcased a range of new technologies and product updates at this year's ITMA. The company was exhibiting a new version of TextilePro, its production suite for textile printing, along with developments in the SportsFactory E2E web-to-workflow solution and Kit Builder custom clothing designer software, and was demonstrating automation via Nexio. With the release of Version 12.1, TextilePro now features a range of new additions that focus on improving processing speeds and providing a more intuitive user experience.

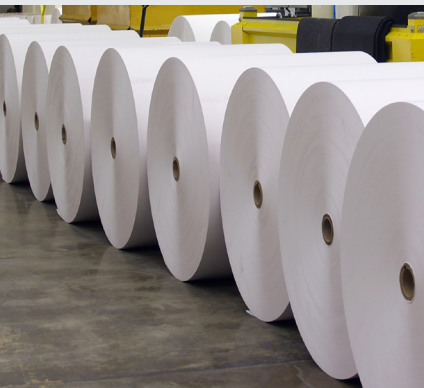
More info: www.caldera.com

TTS offered broad spectrum at ITMA

New premises, two new stock locations and quite a few new products for the textile printing market, Texo Trading Services – TTS – had interesting news for screen and digital textile printers all over Europe.

The expert in transfer printing media and printable textiles opened two new stock facilities in Europe last year: in Leicester (UK) and in the French capital Paris. The market demands faster delivery. TTS' response translated into new stock locations with a range of quality products tailored to customers in the surrounding regions. In addition to the warehouses in Leicester, Paris and at the headquarters (in the Netherlands), TTS has also maintained a stock facility in the Italian city of Como for already many years.

More info: www.texo-trade.com



VDMA Additive Manufacturing Association organises conference programme drupa

From 16 to 26 June 2020, Düsseldorf will once again be the epicentre of the global printing, media and packaging industry. More than 250,000 visitors, 1,800 exhibitors and just as many journalists from over 180 countries will flock to drupa, the world's leading trade fair for the printing, media and packaging industry, to learn about the latest trends and technologies in the world of printing and packaging.

Since drupa 2016, 3D printing has been one of the six highlights in the trade show program. In addition to its own exhibition area, drupa 2020 will once again dedicate a touchpoint 3D fab+print to this future technology. For the first time, the VDMA Additive Manufacturing Association will be responsible for the content design and implementation of the ten-day lecture programme. A total of 80 specialist lectures are planned, which will be spread over two two-hour blocks every day.

More info: www.drupa.com



Mimaki with sustainable packaging at FachPack 2019

Mimaki Deutschland GmbH, a subsidiary of Mimaki Europe, recently announced that it will endorse green innovation in packaging at FachPack 2019 (Nuremberg, Germany, 24-26 September 2019). Addressing the exhibition's key theme, 'Environmentally friendly packaging', the company – together with its local dealer Ernst Mendel GmbH – will exhibit show-stopping technologies and an inspiring array of applications to emphasise how packaging print service providers and converters can use Mimaki solutions to make more sustainable choices.

Mimaki systems have many eco-friendly credentials, including:

- All Mimaki UV printers are equipped with LED lamps which cure wet ink instantly with UV irradiation, rendering heating unnecessary and saving energy.
- Mimaki UV inks are GREENGUARD Gold* certified. The inks have met some of the world's most rigorous and comprehensive standards for low emissions of volatile organic compounds (VOCs) into indoor air, and are acceptable for use in environments such as schools and healthcare facilities.

More info: www.mimaki.com



EDP awarded Klick, Elitron's newest software

The EDP Technical Committee recognised that Klick increases productivity and reduce costs. It's no longer necessary to print over the entire print bed when printing textures. With Klick the print bed remains much cleaner, print times are greatly reduced and less ink is consumed. Furthermore, waste material is reduced too, as it's possible to re-use otherwise waste material with Klick. "We are proud that our innovative software is associated with this label of excellence – declared Giuseppe Gallucci CEO Elitron – as this represents yet again proof of the added value we continually strive to offer our customers."

More info: www.elitron.com



UBM Asia has joined Informa Markets

UBM Asia (organizer of SignChina e.o) has joined Informa Markets, a business dedicated to help specialist markets and customer communities around the world to trade, innovate and grow through exhibitions and digital content and services. Though our brand is changing, our commitment to the success of customers and partners remain strong.

More info: www.signchina.com



Fespa Global Print Expo 2019 delivered 'Return On Experience'

FESPA Global Print Expo's in May 2019 event welcomed 20,780 individual visitors from 137 countries over the course of four days.

Consistent with previous events, the host country delivered the largest national delegation of visitors at 25% of the total number, with attendees travelling from across Germany, followed by Italy (7%) and Austria (5%). Overall, the exhibition attracted a diverse international audience from far beyond Europe, including visitors from as far afield as Israel, Turkey, China, Japan, the USA and Australia.

www.fespa.com



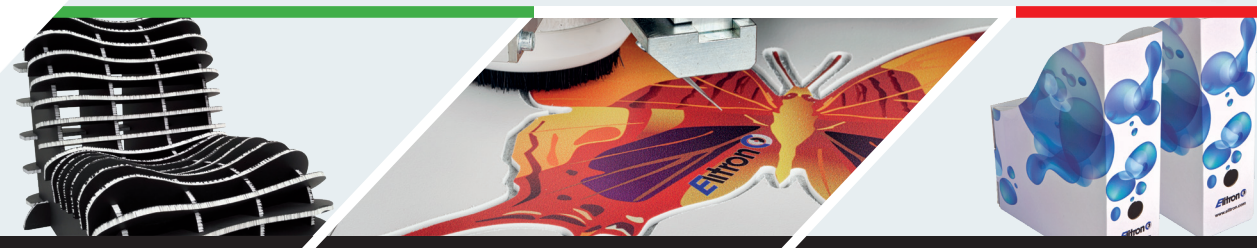
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Journal

Italy to host ITMA 2023

CEMATEX, the European Committee of Textile Machinery Manufacturers, announced that ITMA will return to Milan, Italy, for its 19th edition. ITMA 2023 will be held at the Fiera Milano Rho exhibition centre from 8 to 14 June 2023.

The decision to host ITMA 2023 in Milan was taken at the CEMATEX General Assembly held recently. Mr Fritz P Mayer, President of CEMATEX, explained: "We received very positive feedback from ITMA 2015 exhibitors and visitors. Milan has excellent infrastructure for holding large-scale exhibitions like ITMA, which grosses over 200,000 square metres and attracts a global audience. It offers an extensive range of hospitality services and air connections to all parts of the world. Italy also has a large textile machinery and textile making industry."

More info: www.itma.com



EFI appoints Jeff Jacobson as CEO

Electronics For Imaging, Inc. recently announced the appointment of Jeff Jacobson, a 30-year veteran of the digital imaging and industrial technology sector, as Chief Executive Officer, effective immediately. Mr. Jacobson will retain his position as Executive Chairman. Mr. Jacobson succeeds Bill Muir, who is stepping down for personal reasons.

Prior to joining EFI, Mr. Jacobson served as Chief Executive Officer of Xerox. Mr. Jacobson also served as both President of Xerox's Technology Business and President of Xerox's Global Graphic Communications Operations. Prior to joining Xerox in 2012, Mr. Jacobson was the Chairman, President and Chief Executive Officer of Presstek, a leading manufacturer of digital offset printing solutions.

More info: www.efi.com



Stora Enso invests in producing bio-based carbon materials

Stora Enso is investing EUR 10 million to build a pilot facility for producing bio-based carbon materials based on lignin. Lignin is one of the main building blocks of a tree. Wood-based carbon can be utilised as a crucial component in batteries typically used in consumer electronics, the automotive industry and large-scale energy storage systems. The pilot plant will be located at Stora Enso's Sunila Mill in Finland.



The investment in making carbon materials for energy storage further strengthens Stora Enso's opportunities to replace fossil-based and mined raw materials as well as to connect sustainable materials to ongoing technology innovations. Today, the lignin produced at Sunila Mill, Lineo by Stora Enso, is used, for example, to replace fossil-based components in phenols for adhesives. With the new investment, Stora Enso will pilot the processing of lignin into a carbon intermediate for electrode materials. This lignin will be converted into so called hard carbon anode materials for lithium-ion batteries with properties similar to graphite.

More info: www.stora-enso.com.com

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Start of new company Swedboard International

Kurt Aldén, the inventor of Re-board has started a new company, Swedboard International, that have started to produce innovative and environmentally friendly boards for the global graphic industry.

In Sweden, Katrineholm, they have built a world unique process machine that now produce in full speed in totally new formats and boards with a lot of benefits. The SB Composite board is made with a core that contains mostly air. It's light, flat and stiff with a unique SB surface layer. It's easy to work with and a very good choice for our common environment! The nice white impression together with all other benefits gives the graphic industry opportunities to use the SB Composite board for a lot of different areas. The SB print layer doesn't crack in any direction which makes it very suitable for 3D construction. SB Composite Premium has a special surface layer which makes the board extra strong and waterproof so that the board can be used both indoors and outdoors. SB Composite can be finished in traditional digital cutting tables in full speed and the 3 mm and 5 mm board can also be finished in traditional die cutting machines. SB Composite Basic and Premium are manufactured in 3-40 mm thickness and up to 2500 mm width. One can easily customize formats to minimize waste, when printing/ converting larger volume jobs.

More info: www.swedboard.com

Journal

SignPro Europe September 2019



HP Stitch launch at ITMA.

All facets of textile production, printing and finishing covered

ITMA provided an excellent overview of the textile market

Text **Ton Rombout**, Photography **Julia Rombout**



ITMA was at times seriously overcrowded.

ITMA promotes itself as the world's largest international textile and garment technology exhibition. The show is owned by CEMATEX, the European Commission of Textile Machinery Manufacturers, which has its headquarters in the UK and subsidiaries in many other European countries.

Even though SignPro Europe has its origins in the sign and large format printing market, several companies in our industry have also started to focus (sometimes partly) on printing textiles in recent years: clothing, festival curtains, interior furniture and wall decoration, etc. That is why we also decided to visit ITMA in Barcelona this year, which was held from 20 to 26 June.

SPGPrints

This issue includes an article dedicated to SPGPrints, which occupied the largest section of floor space at ITMA, in which Sales and Marketing Manager Jos Notermans relates his experiences at ITMA.



Jos Notermans in front of the PIKE.

EFI Reggiani BOLT

The Italian company Reggiani made a major leap forward this year in symbiosis with EFI (Electronics for Imaging) digital technology. Similar to SPGPrints, EFI Reggiani has a substantial 'installed base' of textile printing equipment out in the field. These companies, which are now making most of their money from rotary screen printing, are eagerly looking forward to supplying major textile brands around the world with printed textile products created with digital printing equipment, in smaller runs with a consider-

ably shorter 'time-to-market'.

According to EFI Reggiani the BOLT offers an innovative, low maintenance, fast start-up recirculation print head that delivers better, more uniform printing with superior uptime. For further specifications please refer to the more detailed article about EFI Reggiani in issue number 2 of this year.



EFI Reggiani Vice President and General Manager Adele Genoni.

MS Printing Solution

MS Printing Solution, which has a long family history involving 4 generations, is now part of Dover Digital Printing. Tradition is consequently very important at MS. With an in-depth knowledge of the industry the company has a strong belief in the success of innovation.

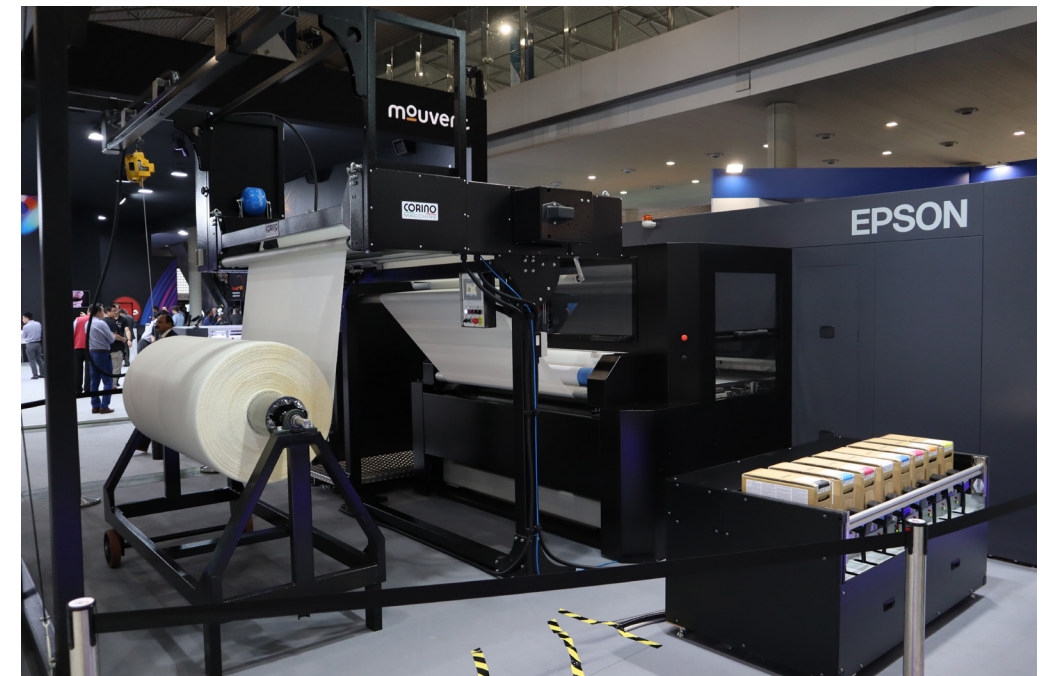
The new inline textile preparation of the large LaRio digital textile printer was on display at the MS stand. Pre-treatment is crucial for digital printing and the in-line solution offers many advantages that drastically reduce the set-up process, as well as water, chemicals and energy consumption.

The Mini Lario, the new digital scanning machine from MS Printing Solutions, also debuted at ITMA. It has been developed to fill an existing gap in the market between the LaRio and the JPK-EVO in terms of speed and ROI. Equipped with 64 print heads, the Mini Lario can reach a maximum print speed of 1094 m/h. The system incorporates a large number of technical innovations, including solutions such as positioning the print carriage on the pressure bridge.



Epson Monna Lisa Evo Tre 64

Epson introduced the Monna Lisa Evo Tre 64, a scanning printer combining high quality and productivity. With its 64 PrecisionCore print heads, the Monna Lisa Evo Tre 64 achieves a maximum print speed of 779 m²/hr (600x600 dpi - 2 passes), without compromising on print quality. This, according to Epson, is convenient for printers who deliver small to large batch orders on different types of textile printed with the simple to complex designs that are typical of the 'fast fashion' market. A next generation print chip – MicroTFP – is at the heart of this technology. PrecisionCore helps to promote Epson's goal of achieving the highest performance levels. One of the first Monna Lisa Evo Tre 64's was allocated for beta-testing to Ellebi in Italy.



Epson Monna Lisa Evo Tre 64.

Durst

The new Durst Alpha Series 5 190 and 330 textile printers feature improvements in material handling, efficiency and material diversity. This technology platform offers sustainable, flexible and scalable solutions, even for one-step waterless production with the new Durst Advanced Digital Pigment ink.

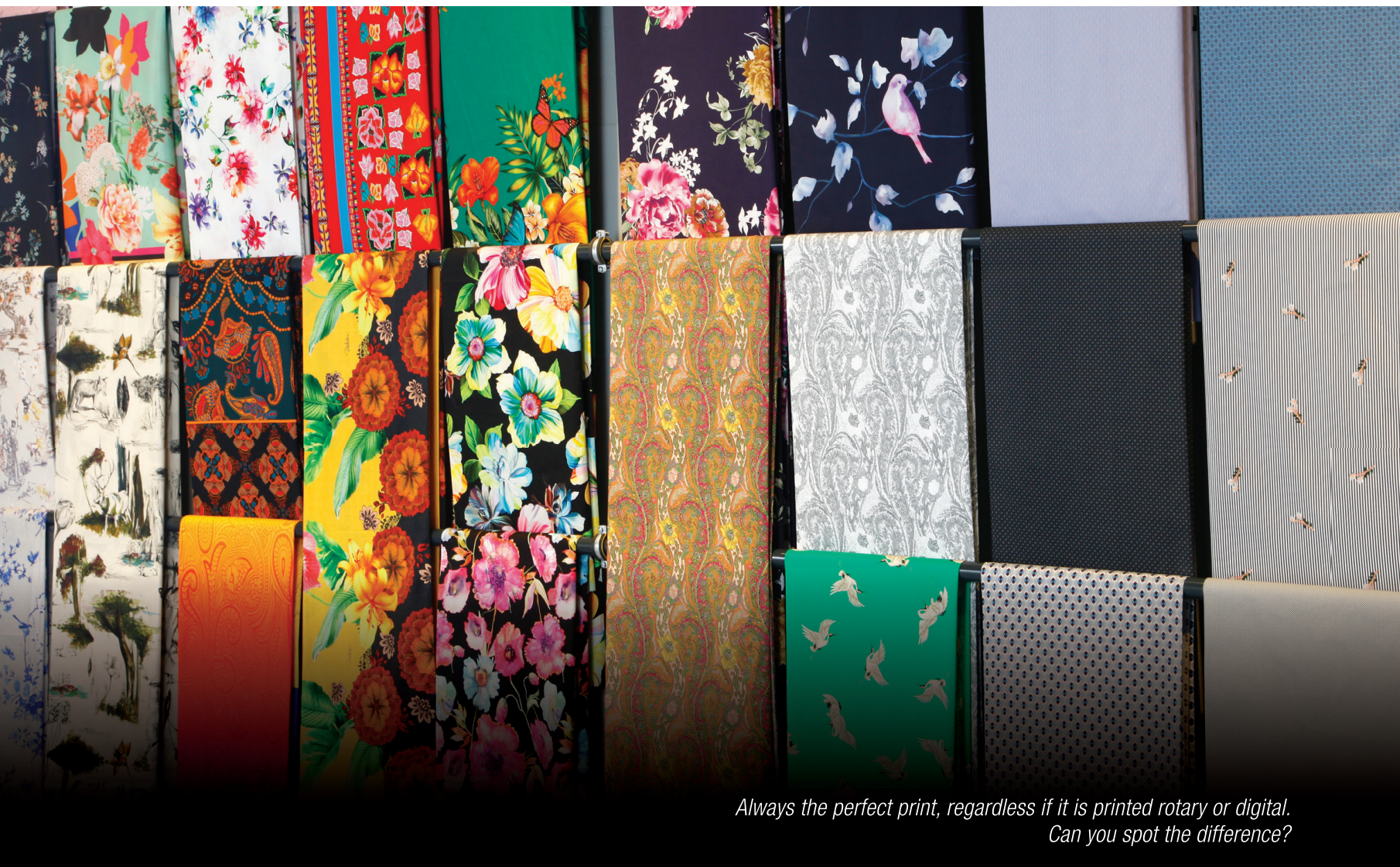
The Alpha Series 5 printers, with dual rollers, are equipped with the new Durst Workflow Print and Durst Analytics monitoring tool, making them a production unit from day one. In order to integrate e-commerce companies, Durst offers a scalable solution with Durst Smart Shop. Supported by consultancy and seamless integration via Durst Professional Services, the new workflow software gives users access to crucial production functions such as colour management and RIP. Expansion modules can be integrated into the printing system to create a production process "from pixel to output".

According to Durst, the new Alpha 190/330 Series 5 with SuperMultipass offers 30% improved performance over comparable systems. This next generation of high quality printing systems integrates new technologies in print heads, inks, drying unit and software interaction. The Alpha Series 5 can also be equipped with a patented SwiftJet Pretreatment System that is placed in front of the Alpha printer.

Read more -->>

Textile

SignPro Europe September 2019



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Our unique experience in developing both printing techniques helps you set new benchmarks for image quality, production speeds and costs that enable you to satisfy your customers. SPGPrints is the textile knowledge partner who guides you in finding your ideal way to print - with maximum flexibility.



The Durst Management team: Left: Axel Stuhldreier, Product Manager Textile, Durst Group, middle: Christoph Gamper, and Right: Thomas Mauser, Senior Application Engineer Textile, Durst Group.

TTS

Texo Trading Service presented a series of media at ITMA Barcelona, including calender protection paper, which can be delivered in widths between 15 cm and 504 cm and in 17, 20 and 28 gsm from stock at various locations worldwide.

Also available is a 32 gram 320 cm protective paper for calender protection, with a double-sided release coating to prevent it from sticking to textiles such as Blackback or coated textiles for tents or light boxes. Subli-Lining, an interlining which makes it possible to print natural fabrics such as cotton, linen and silk using sublimation



Floris-Jan van den Heuvel, General Manager of TTS, was pleased with his stand at ITMA.

transfer with deep and vibrant colours.

At ITMA TTS presented not only new textiles as alternatives to PVC Mesh outdoor banners, but also a new stretchable fabric for textile frames and textiles for rear panels in light boxes.

Transfer paper and film for screen printing

Mimaki

As described in detail in Issue 2 of SPE, Mimaki Engineering showcased a new printer, the TX300P-1800, which is unique in both direct-to-textile and direct-to-transfer printing. With capabilities, tuned to Mimaki's Total Solution Provider approach, the printer is compatible with Mimaki's full range of pre-treatment, steam and washing equipment.



Ivan Lesmana, Marketing Manager at Mimaki Europe, agreed to join a fashion model with a design made by Tessa Koops.

Zünd

Zünd also presented special equipment. Even though in some ways textile cutting is an easy job for a robust Zünd, you really have to be careful at the other side when substrates are flexible.



The Zünd representative explaining the special features of the Zünd cutter.

Candiani Re-Gen, 'circular denim' fabric

By Ton Rombout

During the recent ITMA Barcelona 2019 Exhibition Candiani SpA was recognised with the ITMA Sustainable Innovation Award (the ITMA Industry Excellence Award) for its innovative product, Candiani Re-Gen, a so-called 'circular denim' fabric created from regenerated and recycled raw materials.

Nominated for the award by ITMA 2019 exhibitor Lenzing Ag, Candiani SpA received the trophy from CEMATEX president Fritz P. Mayer at a special presentation ceremony. The Industry Excellence Award recognises textile and garment manufacturers who have capitalised on technological innovations in order to advance business sustainability for the benefit of the planet, its inhabitants and profit. Other finalists included Levi Strauss & CO for its FLX Customization Studio and Lee for its All-in-One System.

Candiani Re-Gen

Candiani Spa, one of Europe's largest denim producers, developed Candiani Re-Gen, a



CEMATEX president Fritz P. Mayer handing over the award to the management of Candiani SpA.



Impression of Textile Equipment shown at ITMA.

so-called 'circular denim' fabric created from regenerated and recycled raw materials. 50% of Re-Gen fabric is made up of Tencel x Refibra Lyocell obtained from pulp from cotton scraps and wood pulp using Lenzing's efficient closed-loop process; the other 50% consists of post-industrial recycled Candiani fibres. Candiani's fabrics are also dyed using green technologies, resulting in a substantial reduction in the use of water and chemicals during the fabric production and jeans washing process. According to Alberto Candiani, President of Candiani SpA, the fabric was created to celebrate Candiani's 80th anniversary. He commented: "We are committed to sustainability. In order to produce Re-Gen fabric we leveraged Lenzing's Tencel Lyocell fibres with Refibra technology and then combined it with in-house expertise to create an innovative product that is fashionable and environmentally

friendly at the same time."

At a presentation ceremony on the opening day of ITMA 2019, CEMATEX president Fritz P. Mayer stated: "We would like to congratulate both Candiani and Lenzing for their excellent collaboration. CEMATEX launched the ITMA Sustainable Innovation Award in 2015 because we want to encourage greater industry wide collaboration and synergy, and stimulate research and development efforts. Ultimately, we need innovation to drive our business and contribute to a more circular economy."

Levi Strauss & Co - Lee

The other two finalists of the ITMA Industry Excellence Award - Levi Strauss & Co and Lee – were also praised for their efforts to introduce green innovations into their products and processes.

Levi Strauss & Co, the winner of the first ITMA Sustainable Innovation Award in 2015, launched FLX Customisation Studio, which revolutionises in-store customisation by allowing customers to pick their denim finish and create a unique pair of jeans in less than two hours. The mobile studio uses sustainable garment finishing technologies and operates with 100% recycled water. It also leverages ITMA exhibitor Jeanologia's water recycling system, H2Zero.

Established denim jeans brand Lee capitalises on Tonello's innovative garment finishing system for its denim jeans. The All-in-One System combines four technologies that drastically reduce the amount of water needed during the finishing stages of jeans manufacturing, thus reducing the processing time and overall production cost.

Research & Innovation Excellence Award

The ITMA Research & Innovation (R&I) Excellence Award for Master's students of R&I Pavilion exhibiting institutions was won by Mathias Zidda, a student at the Institut Für Textiltechnik at the RWTH University in Aachen (Germany), for his thesis entitled 'Development of a gear driven 3D rotational braiding machine and its control concept'. He received prize money amounting to 10,000 euro.

The first runner up was Sarika Sunil Borikar, a student at the D.K.T.E. Society's Textile & Engineering Institute (thesis entitled 'Sanitary Napkin: A Greener Approach'), followed by Pamela Massaccesi of the Universidad De Buenos Aires (thesis entitled 'TUTTI – Reusable Food Wrapping').

CEMATEX & ITMA

CEMATEX, the European Association of Textile Machinery Manufacturers, brings together national textile machinery associations from Belgium, France, Germany, Italy, the Netherlands, Spain, Sweden, Switzerland and the

United Kingdom. It owns ITMA and ITMA ASIA. Considered the 'Olympics' of textile machinery exhibitions, ITMA has a 68 year history of displaying the latest technologies for every single work process in textile and garment making. It is held every four years in Europe.

ITMA Services

Headquartered in Brussels, with a subsidiary in Singapore, ITMA Services is the appointed organiser of ITMA 2019 and future ITMA branded exhibitions. It is managed by professionals with extensive experience in the

organisation of ITMA and other major trade exhibitions across the globe. It aims to maintain and convey ITMA's unique selling proposition and relevance to a global audience. •



ITMA Impression (picture Julia Rombout)



ITMA Impression (picture Julia Rombout)

IMI Europe Academy to take place from 7th to 10th October

IMI goes to Berlin for its 20th anniversary

By Sonja Angerer

Berlin will be the new location for the next digital printing conference as well as other IMI events and will celebrate the 20th anniversary of this Digital Print Europe event.

Berlin will host a series of IMI events, as the 2019 Digital Printing Conference (9th till 10th October) is combined with the Inkjet Academy (7th till 8th October) and the Market Reports Live / Mergers & Acquisitions Forum (on the 8th).

Central European location

"We wanted a Central European location for 2019 and opted for Berlin, a choice we are very happy with so far. The combination of a central location, lots of venues and an iconic city made it an excellent venue," stated Tim Phillips, Managing Director IMI Europe. "We always stage our conferences in various locations in Europe and like to vary it to remain relevant to audiences in both Central and Southern Europe," he added. "The first Mergers & Acquisitions Forum was held in 2017 and we felt that 2019 was a significant year in which to return to this trend. I think that even though many acquisitions have already taken place, there is still a lot of activity in this area and I would encourage people to come along and find out from the experts what is happening," Tim Phillips explained.

What can we expect from Drupa?

The next Drupa (from 16th to 26th June 2020) will also be a major topic at the 2019 Digital Printing Conference: "Let's wait and see what the expert speakers will have to say about this in Berlin in October," Tim commented. In terms of existing and upcoming trends in the inkjet industry he also made several suggestions himself: "Some of the key trends would seem to include a move to aqueous inks in any applications where this is feasible, an increased interest in direct-to-shape printing and inkjet starting to have a significant impact in applications such as corrugated packaging where

uptake has been slow until now."

He continued: "We are confident that packaging will be a key, perhaps THE main area for growth over the next few years, which is one reason why we should be focussing on it. Finally, there is also the interface between the obvious desire for a digital packaging solution and the technology that can deliver this, at least in some packaging areas. Other growth areas include textiles, which continues to grow significantly, and interior design which, contrary to expectations, is still underperforming."

Experts, not just marketing talk

The registration fee for the Digital Printing Conference and Inkjet Academy two day event is approximately 1,000 euro per person, and close to 600 euro for the one day Market Reports Live / Mergers & Acquisitions Forum. Significant discounts are available for admission to more than one event, or for company groups. We highly recommend the expert content provided by IMI Europe, with presentation slots available by invitation only. "We use our extensive contacts and input from experts on our Strategic Advisory Board to find the right speakers. We choose people who have the authority and skills to talk about a topic of interest to our audience and discourage the type of advertising presentations which audiences find a huge turn-off. It's only by knowing who to choose that we can ensure the quality of our programme," the Manager explained.

Ultimate aim: "We focus on a high quality programme of strategic level talks and panel discussions, which in turn attract a premium audience. Our event is famous for being the key venue for innovation and it also provides the opportunity to connect and collaborate with new contacts, thus taking the industry forward." •

<https://imieurope.com>



Presentation slots at IMI Europe conferences are available by invitation only to ensure that attendees gain maximum benefit from the expert content. Photo: IMI Europe.



Tim Phillips is Managing Director of IMI Europe. Photo: IMI Europe.



The IMI Europe Academy and conferences will take place in Berlin from 7th to 10th October.

EFI Printer for higher throughput and superior quality

Quarmby Colour installs VUTEk h3 LED Hybrid

By Ton Rombout

Quarmby Colour recently installed an EFI VUTEk h3 LED hybrid flatbed/roll-to-roll inkjet printer from Electronics For Imaging, Inc. The Leeds (UK) based printing company is using the 3.2 m wide production device to drive higher throughput and superior print quality in its display graphics operations.

Producing high-end graphics is paramount at Quarmby Colour. The company chose an eight-colour plus white printer configuration to deliver superior colour quality reproduction.

Reasons for the acquisitions

"We needed greater productivity within a similar footprint area to cater for new customers and a new workload," Quarmby Colour Director Damian Quarmby related. "We also wanted to upgrade our print quality. The new VUTEk h3 represents a significant leap forward in technology. The print quality is amazing, particularly in fine detail, and it's seriously fast!" "When we transitioned to direct-to-substrate printing in 2005, the VUTEk PV200/600 was the first printer delivering the closest to the photographic quality and richness in colour that we wanted to offer our customers," Damian Quarmby added. "Each new VUTEk that EFI introduced to the market has incorporated improvements and proved to be a successful choice for our business. The reliability of all the printer models over the years has been superb and on the few occasions that we required service support we were never let down. That's why, after 14 years as happy customers, we continue to go back for more!"

Special properties

"It's our first printer capable of producing text that's too small to read with the naked eye. You literally need to use a magnifying glass to see it," Damian Quarmby explained. "It's great for small decals, barcode and machine labels, but its true value lies in printed gradients. "We are printing ever increasing amounts of architectural optical clear film for glass manifestations," he added. "The exceptional quality of

the new VUTEk h3 model is allowing us to print seamless gradient fades, especially using white ink."

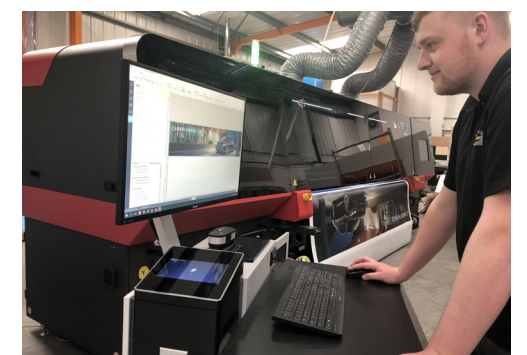
The printer's opaque white ink also creates more opportunities for Quarmby Colour, which uses the printer's multi-layer printing capacity to output jobs intended to be seen from both sides. "The multi-layer is superb, as we can now print true block-out double-sided window graphics," Damian Quarmby added. "We are doing some pretty cool stuff with rear projection fabrics incorporating illuminated customer logos along with true block-out screen ratio framing."

Greater efficiency

The printer is also more efficient thanks to an innovative skip-white feature that advances media and controls the print carriage to bypass unused areas of the substrate. "It is a new benefit for us and the time saving it brings has been noticeable in our existing contract work," Damian explained. The EFI VUTEk h3 is fitted with high-end greyscale print heads that have a minimum drop size of 7 picolitres and maximum resolution of 1,200 dpi. The printer prints up to 74 boards an hour and its belt drive handles sheet and rigid media up to 50.8 mm thick and 90.7 kg in weight, whilst the roll feeder will accommodate rolls of up to 40 kg. The printer is one day field upgradable to an EFI VUTEk h5 printer configuration, which gives users up to 47% higher throughput. Quarmby has already opted for the field upgrade to the h5 specification. •



The management of Quarmby Colour.



The operator in front of the EFI VUTEk h3 operation panel.

A long-lasting relationship

Quarmby Colour, a family run business set up in 1994 as a colour photo lab, is today an established large format digital printing house catering for the display, exhibition and imaging industry. Quarmby Colour has a workforce of 13 people, including three directors, and anticipates revenues of £2 million this year backed by this new investment. The company, which has a reputation for producing high quality display graphics, has been using VUTEk UV cured printers from the outset.

MediaFab: focus on quality and responsiveness

By Martin Kugler

MediaFab is one of the leading large format print providers in the south of France. Its head office and workshops are situated in the Fréjorgues business park close to Montpellier airport.

From this location they serve a nationwide customer base with a client portfolio including sign shops, digital print resellers, stand builders and public authorities.

Extensive machine park

Jérôme Salignat, who has been MediaFab's production manager since 2007, is now in charge of the extensive machine park. Indeed, the company's workshop features a pool of high-tech machinery to cope with any large format printing requirement. It includes a flagship Agfa Anapurna M3200 with six colours plus white for widths up to 3.20m and an Agfa Tauro H2500 with LED UV for widths up to 2.50m, able to handle an incredible 275m² per hour.

MediaFab are also proud operators of a Miller Weldmaster CS112 welding bench that can work on banner and fabric seams up to an exceptional width of 10m. The company also uses two ESKO digital flatbed cutters and a 2.60m wide Mimaki JV34-260 inkjet printer for use with sublimation inks. This wide range of printing and cutting equipment enables the company to significantly differentiate the various kinds of orders they get from many customers throughout the whole country, especially the South of France.

Guaranteed quality

MediaFab's business model is based on guaranteed quality and responsive customer relations. The question is of course how they cope with the many different and specialized orders they have to handle each day.

Jérôme Salignat explained: "Our customers expect quality products and fast service. Our advanced process management and up to date machine park ensure that we are able to meet these expectations. Indeed, in order to remain productive and profitable MediaFab aim to renew their printing machines every 3 to 4 years.



Extreme wide format printing at MediaFab.



Jérôme Salignat, production manager at MediaFab.

We have invested a great deal in state-of-the-art equipment, not only in printing and finishing equipment, but also process handling software and a management information system."

He continued: "To be able to offer our high degree of responsiveness we carry a large stock

of raw materials amounting to approximately 15,000m² of roll material. To maintain our high standards we expect the same level of service from our printing media suppliers, i.e. the highest level of service and delivery standards."



ESKO Kongsberg at MediaFab.

Hexis a preferred partner

MediaFab's privileged partner for self-adhesive products is Hexis, the French manufacturer of PVC films and inkjet media. Hexis supplies most of MediaFab's coloured film, digital media and laminates, ranging from economy sticker material to high performance cast films for long term markings and vehicle wraps.

Hexis is able to ship from any of its three

MediaFab based in the Montpellier region

MediaFab has a long established presence in the Montpellier area. In 2013 the company was acquired by Emmanuel Denis, the founder of Leader Print. Today it is part of a group that includes five companies, three in Paris (Studio 3b, Adhéquat, Expocréative), one in Lyon (Sitep) and one in Montpellier (MediaFab). Leader Print generates a consolidated annual turnover in excess of 10 million euro.

MediaFab specialises in digital printing on large format media and handles textiles, banners, vinyl films and hard substrates for an extremely wide range of applications targeting mainly commercial signage, exhibition stands and displays, and vehicle markings and wraps. An important part of MediaFab's business comes from public tenders, including architectural signage and decoration, and the highly regulated road signs market.

MediaFab have 22 permanent staff, who are available to work in two 8-hour shifts. In 2018 the company produced some 140,000m² of print with daily peaks in excess of 2,500m².

warehouses with tight deadlines and, according to MediaFab, their excellent sales administration and order processing are the basis for a business relationship that has lasted for more than 20 years.

Jérôme Salignat added: "The proactive support we get combined with a quality product "Made in France" means that Hexis has become our vendor of choice for self-adhesive media."

Hexis and MediaFab

Moreover, Hexis is constantly working to get a foothold in many other parts of Europe and even in the rest of the world, making sure that further product development is assured, in order to stay on the top of the line together. •

www.mediafab.fr
www.hexis-graphics.com



Stock of Hexis roll media at MediaFab.



Miller Weldmaster CS112 10m-welding bench.

From standard to individual experience

Procedes opts for Rhotex 325

By Angela Starck

The main business of the large format print service provider Procedes focuses on applications in digital textile printing. Earlier this year the new Durst Rhotex 325 textile printing system was installed at the Lemwerder site near Bremen, opening up new opportunities for thermal transfer printing.

Digital textile printing and the further processing of prints for trade fair construction applications is the core business of Procedes Chenel Beilken Digital Printing. Working with textile materials is in the DNA of this family business, which started in 1919 with sail making. The large format print service provider Procedes was founded in 1990 by Berend Beilken, a passionate sailor and three times winner of the legendary 'Admiral's Cup'. Today Alexander Beilken, son of the founder who is also a successful sailor, heads the company together with Felix Laubmann.



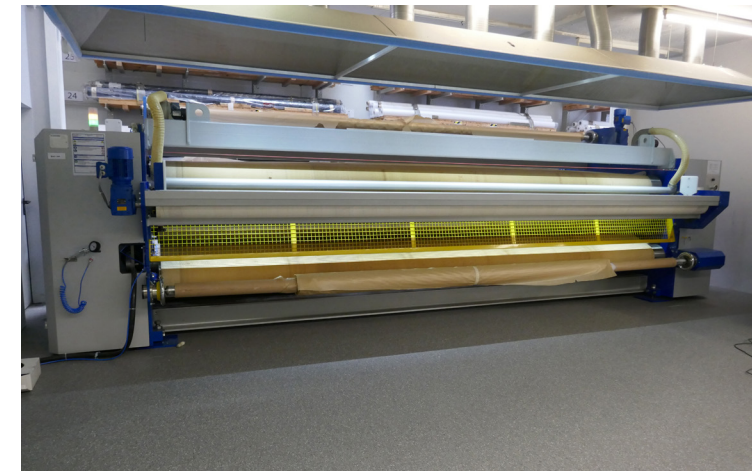
Fair & Event, POS & Retail and Interior Design are concentrated at the company's main site in Lemwerder near Bremen.



Alexander Beilken, Managing Director of Procedes, is satisfied with the Rhotex machines installed at the Lemwerder site and happy with the cooperation with Durst.

Printing with Durst

Following significant investment in recent years, Procedes now prints in Lemwerder on a total of four Durst systems. Since the summer of 2018 a Rhotex 500 has been producing direct sublimation prints in widths of up to 5 m. This makes Procedes one of the few digital printing service providers in Germany able to process 5 m wide textiles. At the beginning of this year the company invested in a Rhotex 325 for sublimation transfer printing. Another two 5 m large format UV printers are also operated in Lemwerder. These systems handle most of the company's textile printing requirements. "We note, however, that demand is changing and direct sublimation printing is becoming increasingly important," Alexander Beilken explained. The decision in favour of the Rhotex 325 was mainly guided by the need to be able to print on a variety of polyester based materials, which previously had to be pre-treated. The high speed of up to 390 m²/hr and minimization of reel changes as a result of printing on transfer paper, which is later sublimated onto the textile in the calender, were overriding arguments.



With a 5 m wide calender, you are well prepared for the future.



A look into further processing at Procedes.

"Overall our experience has shown that process costs, such as ink and material consumption, are lower with the Rhotex 325 than with other textile printing processes. It enables us to print on a huge range of materials that we have not been able to process before, opening up new and exciting applications."

The Rhotex 500, which will print up to 310 m²/hr, uses water based dispersion inks and delivers high print quality, has been in use at Procedes for almost a year.

Not an easy start

"It was tough at first," the Managing Director explained "because handling the machine and matching materials is a complex process. Today, however, it seems as if this large format printer was actually invented for Procedes. Because of the significant number of 5 m high graphics needed in exhibition construction, we now print a lot on the 500. The investment in this 5 m machine obviously made sense for us."

As far as the CEO is concerned the compelling reasons for the decision to use only printing systems from a manufacturer in Lemwerder mainly relate to similar and consequently simplified operation, high quality machine design, print quality and entertainment and other follow-up costs. He attaches great importance to service. "Particularly in the trade fair and event sector we have an extremely short window of opportunity. Some orders have lead times of only six hours; an average order is made in five to seven days." So we have to work with high performance machines that are also designed for 3 shift operation and deliver a fast service for complex printing systems. Alexander Beilken: "Over the past five to six years we have updated our machine fleet with Durst systems and thus made it more efficient - we are extremely satisfied with this decision and our cooperation with the manufacturer."

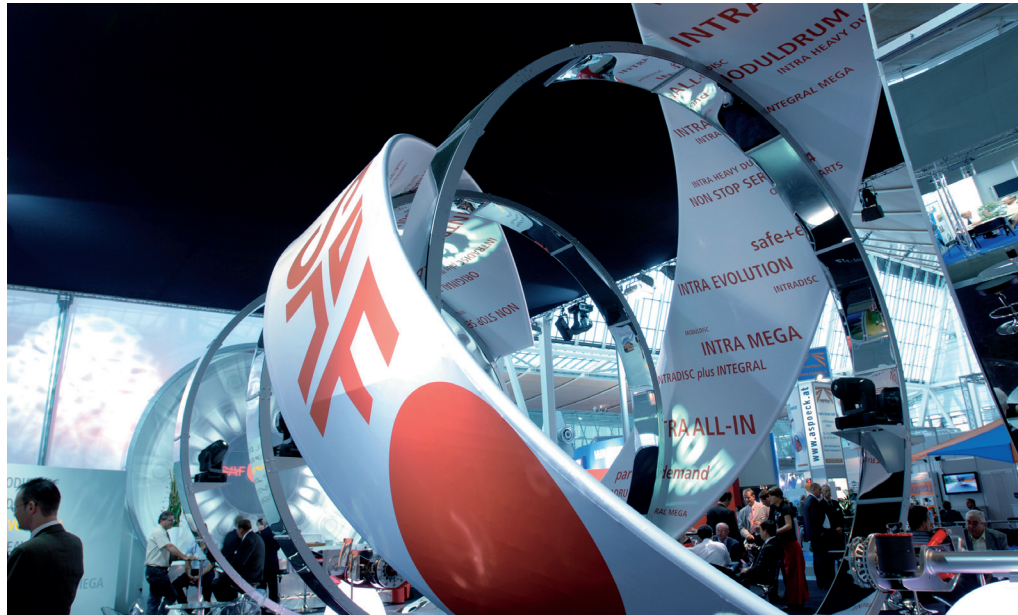
[Read more -->>](#)



At Procedes approximately 1.1 million m² of textile is printed and processed annually.



The production of banners for trade fair construction is part of the core business of Procedes.



With stretch objects made of stretch fabrics and curved aluminium profiles very interesting shapes are possible.



Ever since the Rhotex 500 and Rhotex 325 were introduced at Procedes, the service provider has been printing more and more using the sublimation process.



Soundproofing solutions such as murals are part of the Procedes I-D portfolio.

Interior design and 3D printing

The latest addition to the product portfolio relates to interior design applications managed by the subsidiary Procedes I-D, which was founded in 2012 by Alexander Beilken and is also based in Lemwerder.

The focus here is on acoustics and acoustic insulation solutions including acoustic partitions, murals, partition walls and ceiling elements, and spatial solutions referred to as 'Spaces' to provide quiet working areas in open plan offices. Special damping bodies made of printable high-tech materials are used to create a relaxed environment, even in large rooms. From an environmental and health point of view, these odourless waterborne dispersion inks play an important role in this type of indoor applications. However, the print quality of the sublimation systems is crucial here also.

The print service provider underscores the innovative character with its successful entry into 3D printing. It started three years ago when 3D-printed components were used in exhibition structures and interior design, even in special larger styles or made from different plastics, for example, to simplify constructions or to meet special requests from customers. "3D printing has become an important part of our production," Alexander Beilken commented. "We now have five in-house 3D printers that operate day and night. Incidentally, we recently won the Bremen 3D Printing Award because we managed to give the application of 3D printing an economic context and were able to market it."

Different from the competition

"We make every effort to stand out from the competition," the Managing Director explained. "For example, we also use special materials with unusual properties that we manufacture to our own specifications at the respective manufacturers in Germany under the brand name BeiteX." When it comes to finishing this large format print service provider can now deliver virtually anything, from cutting to in-house sewing. "Because of the massive pressure on margins today it is generally no longer possible to work with partners," Alexander Beilken admitted. We now only outsource very specific services that should not make up more than 5% of sales."

In 2012 the company started investing in its own tailor-made workflow in order to gain a foothold in the tough Central European market. Specifically tailored to Procedes, the workflow software provides enterprise wide order management, i.e. identifying the status of each order, automatically bundling orders, engineering the machine, automating graphics processing and connecting the company's various locations. This is expensive. "Over the years the investment in software development has been very similar to the printing system cost. Bearing in mind our high throughput, a successful workflow solution is



'Spaces' are room solutions designed, for example, to provide quiet workspaces in open plan offices.



Light boxes are part of the interior design projects at Procedes.

essential to be successful in the market. This means we can increase productivity by automating routine tasks from print to finishing," Alexander Beilken added. "In 2010 we still predominantly processed very large orders. However, we gained experience as a result of our dependency on individual orders and today Workflow and automation enable us to efficiently process even large numbers of small jobs."

Plans for the future

At Procedes sustainable production is becoming a key concern. "By investing in sublimation systems, for example, we can use more and more recyclable materials. We also cooperate with our partners on the supply side, who want to go down this route as well and produce sustainably. In the aluminium industry we have joined forces with customers to introduce recycling

systems for once-used aluminium profiles." Rapid expansion of the production area in Lemwerder is also being planned. The site will be doubled to 6,000 m², with a groundbreaking ceremony scheduled for September 2019. The company is confident about the future with this new production capacity and has big plans. Further growth opportunities exist, for example in the core exhibition construction market. Interior design has also become an important focus for the company, offering good growth opportunities. The CEO anticipates consolidation of the market in the near future. "Over the next few years, the major players in the German digital printing market will shrink to maybe half a dozen," Alexander Beilken believes. "We have the ambition to be in the top three." •

Procedes in a nutshell

As a full service provider, Procedes takes on a comprehensive range of services, from technical advice through to design, printing, further processing, assembly and dispatch. The company's main location in Lemwerder focuses on trade fairs & events, POS & retail and interior design. The Cologne site deals with Disk printing and advertising technology applications are managed in Orlen near Wiesbaden. Sales offices in Kiel, Kufstein, Lindau, Alsdorf near Aachen and Munich interface with approximately 1,000 direct customers and sales partners. "We often serve the automotive, chemical and capital goods sectors and our customer base is becoming more and more international," stated Alexander Beilken. "However, our core business, trade fair construction, appears to be a specifically German industry, although high quality exhibition construction definitely also has an international appeal. It is not uncommon for us to travel around the world with German exhibition builders - we have already carried out installations from Beijing to Sao Paulo."

Procedes currently employs 170 people. In Lemwerder alone, 115 people are employed, some of whom work in three shifts. Textile printing and aluminium processing are concentrated in a production area of approximately 3000 m². About 1.1 million m² of textiles are printed and processed annually, with more than 90% made of polyester materials.

The company's design department processes approximately 300 tons of aluminium annually to realize the exciting projects for which Procedes is well-known. "Particularly in the field of trade fair construction custom designed frame systems make all sorts of things possible," the CEO explained. "For example, there are virtually no limits when it comes to so-called stretch objects - sensational shapes in over-sized dimensions can be created from stretchy fabrics and curved aluminium profiles." The service provider also delivers unusual applications in the POS & Retail segment. In addition to light boxes and graphic frames for indoor and outdoor textile banners, so-called drop paper, with paper objects hanging from the ceiling, creates interesting effects.

First among (un)equals

Bannerkönig opts for HP Stitch S1000

Text **Sonja Angerer**, Photography **Bannerkönig GmbH**



Bannerkoenig.de owns one of the first HP Stitch S1000 systems in Europe.

Bannerkönig now owns one of the first HP wide format sublimation printers. The HP Stitch S1000 was launched at FESPA 2019.

Equipped with this new machine, the start-up company plans to ramp up the pressure on its competitors.

Keeping pace with demand

"We were already successful with our textile banners and flags before we invested in the HP Stitch S1000," Serkan Günes stated.

"However, our old machine was soon unable to keep pace with demand. With the HP Stitch S1000 we can now reliably produce around 160 m²/hr, almost six times our previous capacity. This is a giant leap forward for us,

especially if you consider that margins in the soft signage market are considerably more attractive. What's more, the HP Stitch S1000 uses extremely versatile HP dye sublimation, so we now have plans to add even more attractive products to our current portfolio." This versatility is assured because the HP Stitch S1000 can print on transfer paper as well as polyester fabrics with a thickness of up to 0.5 mm.

The HP Stitch S1000 is built entirely for productivity. Its four thermal print heads achieve a maximum speed of 350 m²/hr in one pass and it still manages up to 100 m²/hr in maximum quality setting with six passes for up to 1,200 x 600 dpi. The 10 l ink cartridges keep things running smoothly without the need

Bannerkönig

"I believe we purchased the third HP Stitch S1000 ever to be installed," Selcuk Günes commented. Being a qualified business information specialist, he founded Bannerkönig GmbH with his brother Serkan in 2016. Based in Gelsenkirchen, this start-up looks after both companies and private customers, working with a sophisticated concept that focuses on the online sale of digital printing products. It has become so successful that established names in the web2print business have actually started to take notice.



Another 600 m² will soon be added to the Bannerkönig premises in Gelsenkirchen.

for frequent refills. Equipped with a particularly robust material feed, it can carry fabric rolls weighing 300 kg. In the unlikely event of a nozzle failure, the software in the HP Stitch 1000S automatically identifies and compensates for the problem, which means that large orders can be printed overnight without any problem.

How the HP Stitch S1000 arrived in Gelsenkirchen

Bannerkönig GmbH is a big fan of HP. In fact



Automated sewing and punching in line according customer demand.



About 80 to 110 parcels are shipped every day.

most of its production machines use HP latex inks. The company only bought a few smaller printers from competitors. Constant partner to the Gelsenkirchen start-up: Complot-Papierunion GmbH. A member of Inapa Papierunion, this specialist in every area of large format printing also delivered the HP Stitch S1000 to Gelsenkirchen. The Günes brothers purchased a suitably sized Klieverik calendar to match the printer for fabric rolls with widths of up to 3,200 mm.

"Our HP Stitch S1000 was installed at the beginning of May 2019. Officially, it is still undergoing beta testing. That's why commissioning took a little longer than for our HP latex printers," Selcuk Günes explained. "Complot engineers worked side by side with HP technicians from Barcelona." HP established its headquarters for large format graphic and 3D printing in Catalonia in the mid eighties. It now employs around 2,300 specialists.

Fully integrated

"Nevertheless, the HP Stitch S1000 was fully integrated into our production by early July," Selcuk Günes related. "We are extremely pleased with the printing results. The high quality motifs are particularly popular amongst our customers as well. Banners on polyester material have a pleasing fabric feel. They are also easy to pack and lighter to transport. They can even be used several times, which saves money and protects the environment." Bannerkönig is committed to producing outstanding print quality and in online retail the competition is always but one click away. "First impressions are decisive when receiving a product, which is why we invested in a packaging line also," Selcuk Günes added. The 80 to 100 parcels sent out every day need to arrive on customers' doorsteps in perfect condition.

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Bannerkoenig.de owns one of the first HP Stitch S1000 systems in Europe.

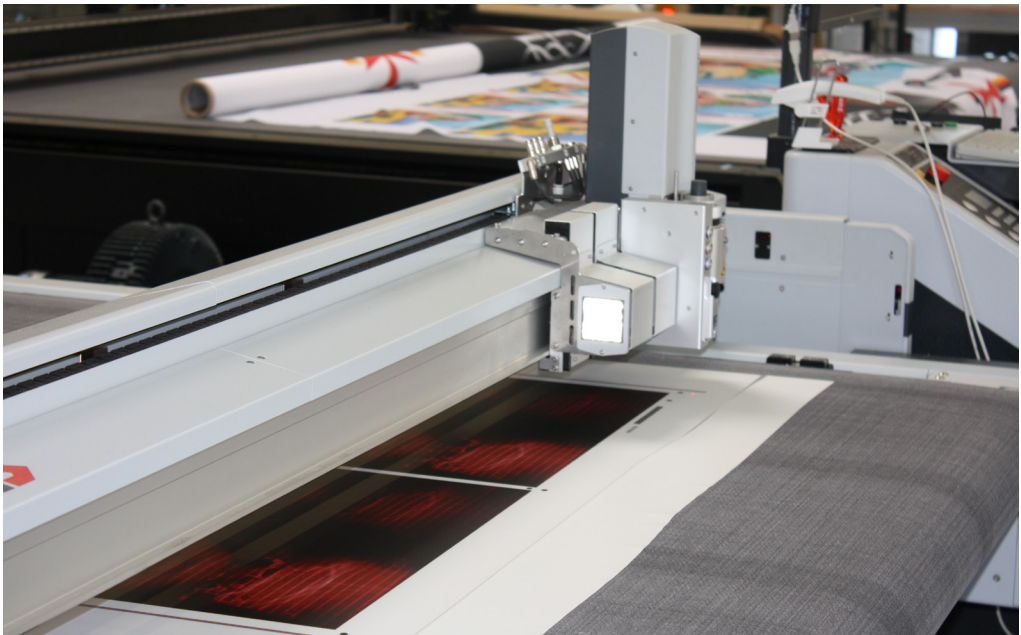
100% online – but with personal support

“The margins for large format printing products are considerably narrower than they were just a few years ago,” Selcuk Günes commented wistfully. Nonetheless, he decided to establish a large format print shop in addition to his Medienfabrik Ruhr agency. “Production really took off mid 2017,” he stated, looking back. “We are now in our third year of operation.” Bannerkönig GmbH currently has 25 full-time employees, as well as a few part-timers and other assistants. The 1,000 m² print shop has been bursting at the seams for some time. There are plans to add another 600 m² in the near future. In addition to the central production unit in Gelsenkirchen, the company has sales offices in major cities including Berlin, Frankfurt, Hamburg, Cologne and Munich. “We invested in qualified staff from day one,” the CEO explained. “This applies to both printing and downstream processing. We work with state-of-the-art printers such as the HP Stitch S1000. We have also invested heavily in automation. Two Zund and Summa large format cutting tables help us get everything into shape. Moreover, we have recruited highly qualified industrial seamstresses to finish the fabric products.”

Automation a must

Selcuk Günes is convinced that IT skills will become increasingly important for print service providers also. For instance, Bannerkönig GmbH managed to interface the HP Stitch S1000 with the enterprise wide, automated Caldera RIP workflow and Callas PDF Toolbox prepress solution without outside assistance.

“Even our supplier was surprised,” he commented with a grin. The business information specialist is quick to emphasise though that Bannerkönig is different from all the other web2print services, despite the necessary automation. “We built our web interface www-bannerkoenig.de all by ourselves, which means that our customers can use the neatly structured online designer to create their personal banners down to the last centimetre. Finishing can be configured entirely to suit personal wishes – at no added cost. If something does go wrong, our customers can reach their personal contact by e-mail or telephone during business hours.”



Automated banner cutting with a Zünd table.

Seasonal

The banner business tends to be quite seasonal, the CEO admitted. Most orders arrive in May and during the autumn. It helps that the HP Stitch S1000 is so quick and reliable. “The volume of soft signage prints that our new machine manages in a couple of hours used to take our old printers an entire shift,” he added with visible delight. An affordable graphic design service is available on request, as Bannerkönig GmbH also looks after associations and even private customers, in addition to B2B customers such as stand builders, construction companies and event organisers. “Our customer base is extremely varied and we’re pleased about that. It means we can score points with quality and service and don’t need to bottom feed by competing for the lowest online prices,” Selcuk Günes explained. He wants to retain production 100% in Gelsenkirchen. “We have no plans at present to follow the trend of shifting production abroad. Bannerkönig stands for quality and will definitely remain ‘Made in Germany’.”

Heading for new shores with the HP Stitch S1000

“We are true experts in terms of online marketing and print production, which means we can sniff out lucrative niches and offer precisely the services they need,” stated the CEO. “That’s our stand-out advantage compared to large format printers that mainly do business offline. It also helps us get under the skin of even much larger competitors in the web2print business.” He obviously remains tight-lipped about which new products he has up his sleeve. One thing is clear though: the HP Stitch S1000 will have an important role to play. •

Case

SignPro Europe September 2019

Robust textile printing systems based on longstanding history and tradition

SPGPrints scooped the news at ITMA

Text **Ton Rombout**, Photography **Julia Rombout**



Obviously the PIKE attracted the most attention at the SPGPrints stand.

ITMA Barcelona was the ultimate location for SPGPrints to meet existing and new customers in the high end textile market and showcase the possibilities and progress of high volume short run digital textile printing, which is why this company opted for the largest exhibition stand.

History and experience are the backbone of the textile printer manufacturing market. SPGPrints, EFI Reggiani and MS Solutions have a longstanding tradition of building (rotary) screen printing systems for textile printing and have extensive experience in the digital textile printing market.

News

SPGPrints showed a new and improved JAVELIN2 digital textile printer plus upgraded Archer + technology at the exhibition. Being even more user friendly, with an optimized print head cleaning cycle and improved ink supply, the JAVELIN2 not only got better - it also enables faster printing cycles, lowers maintenance costs and increases print quality. Visitors at ITMA were able to see and experience the two flagship digital textile printers, the PIKE and the JAVELIN, in real production mode, together with the company's rotary screen printing and laser engraving systems.

All you need in printing

SPGPrints' central theme at ITMA was 'All you need in printing' - a fitting concept for this brand, which supplies rotary screen textile printing, laser engraving systems, high volume digital textile printing equipment and consumables.

Collaboration between SPGPrints and Xaar

The technological collaboration between SPGPrints and Xaar was showcased to a select group of visitors at ITMA 2019. The invitation-only event at the SPGPrints stand (H3-B203) focused on a technical demonstra-



Second in line was the JAVELIN, slightly smaller but just as fast.



Everything was on display at the largest stand at the ITMA show, to highlight to visitors what the new digital printing systems could mean for their business.



Jos Notermans, Marketing and Sales Manager at SPGPrints, was extremely pleased to welcome so many customers and other contacts at the ITMA show.

tion of the latest innovations in single pass dye-sublimation printing, giving guests a sneak preview of the new Xaar 5601 print head and waterborne sublimation inks that SPGPrints created specifically for it.

The dye-sublimation transfer printing process on polyester and other synthetic fabrics enables textile printers to print more efficiently with less ink, whilst producing higher levels of colour density for maximum impact. The Xaar 5601 also sets new standards in digital textile printing thanks to Xaar's unique technologies – AcuDrop Technology and TF Technology ink recirculation – which deliver outstanding colour uniformity and repeatability as well as exceptional print quality.

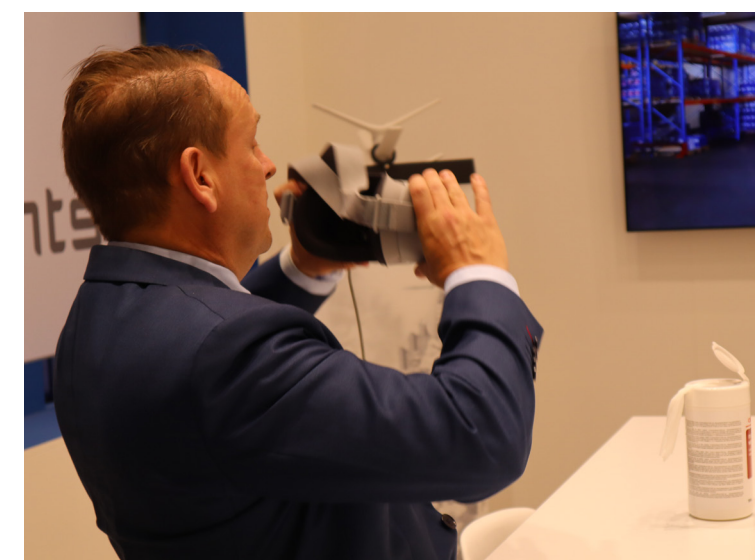
Ortascreen and SPGPrints

In rotary screen textile printing the type of screen used is crucial for the output quality, which is why SPGPrints launched its most innovative screen technology yet – the new Ortascree™ (patent applied) – at its stand at

ITMA Barcelona 2019.

In addition to delivering crisp, sharp prints with unique details and fine lines, the Ortascree technology incorporates unique problem solving capabilities, reducing moire effect and delivering evenness, definition and high quality halftones.

The new Ortascree truly reinvents screen technology at its core, due to the fact that a hexagonal rather than an orthogonal hole is used, and makes it possible to achieve optimum quality levels in surface printing cost-effectively. •



Visitors were able to see different parts of the show in real mode in a special studio.



Even though rotary screen printing is still big business for SPGPrints, the company also took the opportunity to show what is new in this area.

EFI Reggiani sells fourth BOLT at ITMA

Instant success for ‘combined’ Reggiani and EFI Technology

Text **Ton Rombout**, Photography **Julia Rombout** and stock



EFI Reggiani BOLT complete machine overview.

Reggiani is one of the few companies now going ‘digital’ with a global track record of textile printing companies making money with rotary screen printing, supplying various major textile brands across the world with printed textile products. Having a significant textile printing equipment presence in the field, EFI Reggiani specifically listens to its existing textile customers and addresses their needs.

Obviously also because EFI Reggiani is able to speed up its innovation in digital textile printing in symbiosis with the digital technology of Electronics for Imaging – EFI. EFI’s expertise in colour management and flexible colour configuration helps customers reproduce a wider variety of work, including designs featuring plain colours, geometric patterns, fine lines, deep blacks and smooth gradients.



EFI Reggiani BOLT attracting the public at ITMA.

Bold figures for the BOLT

The BOLT achieves throughput speeds of up to 90 m/minute (more than 8,000 m²/h) at a 600 x 600 dots per inch (dpi) resolution. It features high-end greyscale imaging in drop sizes between 5 and 30 picolitres and produces premium quality 600 x 4,800 maximum-dpi resolution printing.

According to EFI Reggiani Vice President and General Manager, Adele Genoni, the BOLT offers an innovative, low maintenance, fast start-up recirculation print head that delivers better, more uniform printing with superior uptime.

Users can reduce the cost per meter of digitally printed textiles with the Reggiani BOLT whilst creating a broader range of designs quickly and efficiently. The printer also has another remarkable advantage with its ability to include one or more analogue printing stations, integrated into the digital printer for special effects, as an optional extra.

The Fiery BT-1000 DFE is a professional colour management and RIP solution, which enables efficient job management and streams jobs directly to the Reggiani BOLT printer in real time. It is purpose built to deliver fine detail, smooth gradations, clean solid colours, deep blacks and high saturation. Superior screening and fine dithering algorithms deliver high quality print results.

And there was more at ITMA - EFI also featured:

- The introduction of a new EFI Reggiani BOLT Capsule proofing printer model, designed to perfectly match Reggiani BOLT print results, enabling users to preview the results before moving to production. This high end scanning/multi-pass printer delivers high coverage and uniform printing with highly accurate fabric feeding. It features the same special high quality, highly reliable inkjet heads as the Reggiani BOLT

model, with an efficient innovative recirculation feature to ensure that it stays ready to print without requiring extensive preventive maintenance.

- The EFI Reggiani COLORS printer, a high quality, highly productive solution that prints with up to 12 colours and offers unmatched printing quality and uniformity with an extended colour gamut, colour depth and increased penetration into fabric.
- New EFI Reggiani FUOCO water based acid inks, specifically designed to deliver amazing prints for highly demanding textile applications and incomparable colour depth and vibrancy.
- A new EFI Fiery BT-1000 digital front end (DFE) that streams jobs directly to the Reggiani BOLT printer at engine-rated speed for top quality print results and increased profitability.

- The recently launched version of EFI Optitex 2D/3D textile CAD software (see separate article in this issue) offering streamlined Print & Cut workflow integration with Reggiani printers for up to 15% greater efficiency in textile usage.
- Fiery DesignPro, a suite of Adobe Creative Cloud plug-ins that streamline the design of textile repeats, colour ways, wovens and knits and consistently communicate colour from design to production.
- Users now also benefit from one of the industry’s broadest line-ups of high end, superior quality textile inks, including reactive inks from EFI’s recent acquisition of BDR Boya Kimya, along with EFI Reggiani AQUA reactive, IRIS dye-sublimation, ARIA direct disperse and TERRA pigment inks.

Read more -->>



Action picture of the EFI Reggiani BOLT.



Company Hunbul from Pakistan was one of the four first buyers of the BOLT. In the centre: Adele Genoni.



Zaman from Pakistan was also one of the four first buyers.



EFI Mezzera Denim Line.



Frank Malozzi is Chief Revenue Officer of EFI.



Textiles printed by the BOLT.

Greater sustainability in denim production

The EFI Mezzera DENIM system was also released at ITMA. The latest innovation in the renowned Mezzera line of low impact indigo dyeing and finishing solutions uses patented Nitrogen Indigo technology. Key advantages include EFI Mezzera indigo dyeing and finishing technology that reduces chemical usage by up to 40% compared with other dyeing technologies. It also produces deeper shades and superior fastness, up to 35-40% reduction in chemical usage and up to 6.5% higher indigo intensity compared to other dyeing technologies, improved colourfastness, deeper sulphur dyeing shades with no steaming and a smaller machinery footprint.

Great excitement

"We are particularly excited about our ITMA exhibit, showing the Reggiani BOLT to the general public for the first time, as well as our unmatched portfolio for advanced, efficient, high quality digital textile production," EFI Reggiani

Vice President and General Manager, Adele Genoni, commented. "This innovative single-pass printer was printing live at the show and visitors were impressed by the fact that it creates new avenues for the future in digital production. Being the only provider with a complete offering of advanced printers, inks, pre and post treatment technologies and integrated design and workflow solutions, EFI is a true partner for its customers during this transformation process. The EFI ecosystem of textile technologies at ITMA leverages EFI Reggiani's 70+ years as a leader in textile industry innovation in digital and conventional processes. EFI Reggiani products, along with some of the industry's most advanced pretreatment, post treatment and software innovations, simplify the transition from conventional to digital production to give customers access to new profit and growth opportunities." •

BOLT buyers recognised by EFI Reggiani

The first four EFI Reggiani BOLT customers were recognised at ITMA for venturing into leading edge high-volume digital textile production with the ground breaking, new ultra-high speed single-pass digital textile printer. EFI Reggiani showed the 72 inch (1.8 m) wide printer at the ITMA textile industry tradeshow in Barcelona from 20-26 June. The EFI Reggiani Innovation Pioneer Awards, presented on 22 June, highlighted these customers' efforts to employ the latest technology to drive innovation in textile supply chains. The ITMA awards ceremony recognised the group of four of customers investing in the Reggiani BOLT - the single-pass inkjet printer capable of direct-to-textile production at speeds of up to 295 linear feet (90 linear meters) per minute. The first of these customers, the Italian digital textile company Texprint s.r.l., has already installed and is operating the world's first EFI Reggiani BOLT printer. The second and third EFI Reggiani award winners were Hunbul Tex Pvt. Ltd, one of Pakistan's leading digital textile printing businesses, and Firdous Cloth Mill Pvt. Ltd, an apparel brand and retailer also based in Pakistan. Both opted for the Reggiani BOLT to produce designs for men's and women's fashions. The fourth winner, Zaman Textile Mills Pvt. Ltd, purchased the Reggiani BOLT printer on display at ITMA. This Pakistan based company will use the printer to produce textiles for home décor and apparel.

To boost productivity and efficiency

Using the latest Esko innovations

By Ton Rombout

The sign and display market continues to enjoy a period of ongoing growth, with advances in substrate developments and strong innovation in ink types contributing to a lower barrier to entry, ultimately widening the potential customer base.

With this growth not expected to slow any time soon, the sector will need strong synergy between hardware and software in order to take full advantage of the emerging market. For this reason, it is important that companies like Esko, a global supplier of integrated hardware and software solutions, continue to innovate to meet the changing demands and challenges faced by this ever-evolving sector.

Smithers Pira report

"According to a Smithers Pira report, this year will see the market for printed signage worldwide reach a value of \$43.3 billion, with a total of 10.88 billion square meters of signage and point-of-sale media printed," said Jan De Roeck, Marketing Director, Esko. "In a highly competitive industry, it is those suppliers who can meet their customers' needs, and continually surpass their expectations, that will thrive. And as print service providers and signage users adjust to a new, more dynamic retail environment, there is additional impetus for constant innovation and new efficiencies in production."

Exciting innovations

Demonstrating the company's commitment to unlocking long-term production flexibility through complementary hardware and software development, Esko recently unveiled a number of exciting innovations targeted for sign and display printers.

The Kongsberg C Edge is a completely upgradable digital cutting table that not only delivers exceptionally fast and high-quality results, but also eliminates the need for further investment as customers' businesses expand. The hardware can grow in performance, in line with production demands. "This breakthrough innovation unlocks power

and productivity for converters and incorporates flexible design in order to grow as the business develops," said Jan. "Delivering exceptional cutting quality and milling accuracy at a remarkably cost-effective price, investing in the new C Edge now means investing for the future."

Dual Heavy Duty Unit

"Similarly, the newly-launched Dual Heavy Duty Unit for corrugate finishing significantly ramps up production efficiency and delivers best in class crease and perforation quality, even on materials with a high recycled content," he said. "The unit makes it possible to cut, crease and perforate jobs without the need to change tools - automatically switching tools to boost finishing productivity by up to 50%. When combined with the new Esko CorruSpeed Tool, converters can cut and perforate corrugated substrates with die-cut like quality at full machine speeds of up to 100m/min, offering the ultimate corrugated production package."

Motorized Roll Feeder

Finally, Esko has recently launched a new Motorized Roll Feeder for its Kongsberg C64 digital cutting table, to deliver accurate and efficient cutting of soft signage materials of the highest quality. Eliminating inaccurate cuts on soft signage jobs due to wrinkles, stretch distortion or imperfectly rewound rolls, the new Motorized Roll Feeder incorporates an active material feed to boost quality and productivity. The unit can also be combined with Esko's motorized Take-Up Unit to provide true roll-to-roll finishing.



Kongsberg-C-Edge without operator conveyor.

"It avoids stretch by actively feeding the material to the cutting table, rather than pulling it," Jan explained. "A dancer bar provides the correct tension with adjustable weights and an active edge correction allows for a steady straight feed, even if the roll is imperfectly rewound after printing. A spreader roll is incorporated as a final checkpoint to smooth out any remaining wrinkles, ensuring precise finishing on soft signage jobs. "Any equipment that provides a competitive edge to a converter is highly desirable," he concluded. "As the continually evolving sign and display sector faces new demands and challenges, it's becoming increasingly imperative for printing professionals to invest in the most advanced – and thereby efficient – solutions." •



Motorized Roll Feeder.

Presto: focus on the interior design market

Kornit showing new models at ITMA

Text **Ton Rombout**, Photography **Julia Rombout**



Some of the new printers at the Kornit booth at ITMA.

In the direct-to-fabric section of the booth at ITMA, the company showcased samples from the new Kornit Presto, the only industrial single-step solution for direct-to-fabric printing.

Kornit is specifically focusing on the interior design market with the 1.80 m wide Presto. The company has announced a new ink that makes the Presto even faster and more productive than its predecessor, the Kornit Allegro.

Eliminating pre and post treatment

The Kornit Presto solution eliminates the need for fabric pre and post treatment and facilitates high quality printing on an extraordinarily wide range of fabric types and applications. It does not use any water during the printing process which, according to Kornit Digital, makes it the most environmentally friendly solution for direct-to-textile printing.

Heavy duty garment decoration system

Kornit Digital also showcased the Kornit Atlas,

a heavy duty system designed for super-industrial garment decoration. It is capable of delivering an annual production capacity of up to 350,000 prints and is aimed at highly productive clothing decorators, medium to large format screen printers and other innovative companies. The Kornit Atlas uses water based Kornit NeoPigment Eco-Rapid inks that are environmentally friendly, GOTS approved and OEKOTEX certified. The Atlas prints six colours plus white, mainly on cotton.

Printing on polyester T-shirts

Also on display was the Kornit Avalanche Poly Pro for high quality prints on polyester. Initially the PolyPro sprays a conditioning fluid onto a polyester T-shirt, followed by the white print and then the 'poly-enhancer' and Olympia-CMYKRG ink. Het system prints in 4 colours plus white, mainly on polyester. The Kornit NeoPigment process handles polyester applications without compromising on design, company size, substrate or labour. The Poly Pro was on display for the first time this year in Europe.

Perfect storm

Ronen Samuel, CEO of this rapidly growing Israeli manufacturer, stated that there is currently a "perfect storm" underway in apparel and textiles, with four industry megatrends changing the market: personal expression, social media influencers, the boom in e-commerce and sustainability. He is convinced that Kornit Digital took the right decision in order to keep ahead of these changes and make them profitable. •



Ronen Samuel, CEO of Kornit Digital.

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Where do we go from here?

Wide Format Printing business in Central Europe

By Sonja Angerer

Following several years of rapid growth, the wide format printing business in Central Europe, and perhaps other regions of Europe also, has faced a number of challenges over the past few years. Where is the industry heading?

Wide format outdoor advertising has been the subject of increasing regulation in recent years, which resulted in a steep decline in billboard advertising. Although XXL posters only represent a fraction of wide format digital print applications, they are amongst the most prominent.

XXL Posters a thing of the past

"I am not sure whether iconic XXL posters in inner city environments will continue to decline or just completely disappear," stated Michael Krieger, who stepped down as CEO of PPS Imaging GmbH in July 2019, but will stay on the Board of Directors for the time being. He continued: "In my view it is a rather unfortunate



Michael Krieger stepped down as CEO of PPS Imaging GmbH in July 2019, but will stay on the Board of Directors for the time being. Photo: PPS.



Easy Inks GmbH is a manufacturer of third-party inks for market leading printers. Photo: Easy Inks GmbH.



Lothar Diebold is CEO of Easy Inks GmbH. Photo: Easy Inks GmbH.

development – I really like these colourful XXL posters." However, Hamburg, where PPS is headquartered, and many other central and northern European cities are facing increasingly stringent regulation. "XXL Posters are a thing of the past," Lothar Diebold, CEO of Easy Inks GmbH, a manufacturer of third party inks for market leading printers, commented. He also sees a more wide ranging problem: "In certain niche markets, e.g. car wrapping, small mom-and-pop stores may well flourish. As a general rule, however, many smaller digital printing businesses are struggling and quite a few have given up on commercial digital printing altogether."

Online print services to blame

According to Lothar Diebold, many of his customers are blaming online print services for the loss in commercial digital printing business. "Big players are in a position to offer aggressive pricing for ready-to-use standard applications. Smaller companies, however, may not even

manage to source their substrates and inks at large web2print's retail prices," he added. Even for Web2Print services size is an important factor, Christian Würst, CCO of Onlineprinters, pointed out. "An online print shop is determined by many success factors. In our opinion they include standardisation of the product range, savings potential through economies of scale, quality and customer service, intelligent marketing, internationalisation and continuous improvement of the website and product portfolio. Challenges of this kind are obviously easier to manage for large players than for small market operators." "If a PSP is not willing, or able, to focus on a niche they will need a very efficient process and the latest machinery to survive," Michael Krieger added. "Even then, it will be tough." Oliver Hopert, CEO of S&D Siebdruck GmbH in Erkrath, maintains that "over the past ten years the situation has remained challenging. Product prices have dropped and this decline can only be compensated for with more efficient processes and increased output, if we are talking about mass market standard applications."

Switching to Indoors

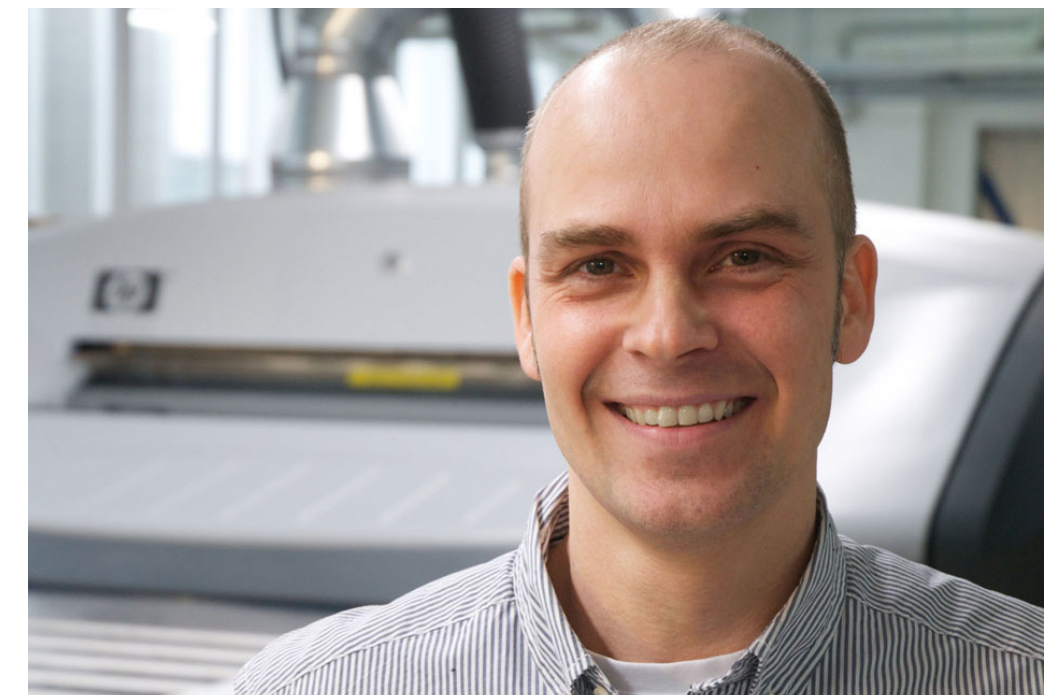
Many PSPs in the DACH region have been switching from outdoor advertising to indoor applications for quite a few years. "Initially we were basically offering everything in digital print," Michael Bete, Marketing Manager at Thamm, commented. The Bonn based PSP was founded 1988 as a plotter service. Nowadays the company specializes in ultra-high quality sublimation prints for soft signage. "Most of our business today is project-based," he stated. "Because we also offer in-house systems for trade fair design and architectural applications, we are able to compete quite successfully in the market." Thamm now employs 65 people in Bonn and 8 at its Munich subsidiary. Oliver Hopert agreed: "Fortunately, some niche markets are less affected by this price pressure, with solution competence sometimes being more important than price."

Demand for special applications

"Although textile markets were growing quite substantially, we are now faced with a definite consolidation process," Günther Fells, Head of the Digital Printing department at KL Druck, explained. With a workforce of approximately 300 employees, this Bergisch-Gladbach based printing house offers a wide range of trade fair and POS applications, using digital printers alongside offset and screen printing. "Our customers have become much more demanding in recent years," he reported. "During the early years of wide format printing they were quite happy that these types of



Christian Würst is CCO at Onlineprinters. Photo: Onlineprinters.



KLDruck_GuntherFells: Günther Fells. Head of the Digital Printing department at KL Druck, explained. Photo: KL Druck.

prints were available at all. Today optimum quality and colour consistency across a wide range of substrates is expected as standard. More recently, our customers have also been asking for special applications at very short notice. One example would be vegan prints, which sounds great as no animals are involved in the printing process today. However, if you take their requests seriously, which we do, you have to really make sure that all ingredients of the substrates and inks are vegan, which requires considerable research with suppliers and manufacturers. Although we successfully managed to comply with these customer demands in the end, it was quite a struggle."

Certification expenses

Being part of GLocal Image Management (GLIMMA), KL Druck works on behalf of many international brands. This has resulted in a notable increase in certification expenses, Günther Fells related. "In addition to complying with standards such as PSI/PSD, we are seeing more and more private audits that certain brands request from their supply chain. Failing the audit has serious consequences as the customer will cut ties. Whilst printing workflows have become considerably more professional and efficient, administrative expenses have clearly risen significantly."

Read more -->>



Thamm now employs 65 people in Bonn and 8 at its Munich subsidiary. Photo: Thamm.

Shift in technology

(Mild / Eco) solvent super-wide format printers have virtually become obsolete in northern and central Europe, and leading manufacturers have not been offering these machines for years now. Some older machines still appear to be used for niche applications and the occasional import from Asia. HP Latex and UV curing inks are now mainstream for roll-to-roll and flatbed applications, whilst alternatives such as Canon's UVgel slowly seem to be making inroads into the market. The perception of UV Curing inks in the industry seems to have changed though. Whilst marketed as a 'jack of all trades' until the beginning of this decade, their use on textile and some roll-to-roll substrates seems to be dying out, with water based direct or transfer sublimation inks becoming a standard for soft signage and many other applications. Although screen printing was expected to be replaced entirely by digital, Oliver Hopert has observed quite a different trend: "The combination of screen and digital printing at a single PSP is a huge advantage for customers, especially in the retail sector," he stated, S&D being one of the few companies in Germany with both screen and digital printing competence. "Technological advancement in inkjet printing has slowed down considerably," Michael Bete confirmed, a development he actually welcomes. "We can use machines for longer, because later generations usually don't offer huge leaps in quality and/or productivity. This is much more sustainable than, for example, at the turn of the millennium, when aspiring PSPs were practically forced to invest in a whole new set of machines every two to three years."

Finance remains difficult

Today's high productivity machines tend to be even more expensive than their equivalent a decade ago, and overall digital print margins and volumes appear to be declining. "Obtaining appropriate finance is increasingly difficult for a traditional PSP with a few dozen employees," Michael Krieger, former CEO at PPS Imaging GmbH, explained. "Web2Print operations of a certain size and market share are able to turn to investment trusts that will expect professional operations, leading to significant changes within a company." Some KMU PSPs such as Marx & Moschner or Sanders Cologne have been setting up international partnerships instead since 2015. "POS volume is quite likely no longer going to

significantly increase," said Michael Bete. Thamm has already been looking for other niche areas, with its new website Wallmakers.de targeting interior design markets. Oliver Hopert has identified another niche for S&D. "We have implemented our first outdoor advertising projects with PVC-free materials and they have been very well received. This trend is currently also noticeable in other industries, which makes me very happy as I have been an advocate of green printing products for many years." •



Michael Bete is Marketing Manager at Thamm. Photo: Thamm.

New Managing Director for new joint venture

Durst and Koenig & Bauer appoint Robert Stabler

By Ton Rombout

Durst and Koenig & Bauer appointed Robert Stabler as Managing Director of the new joint venture effective August 1st.

Koenig & Bauer Durst GmbH was officially established early in May following clearance of anti-trust regulations by the relevant authorities.

Folding carton and corrugated fibreboard industry

Business operations are now focused on the joint development and marketing of single-pass

digital printing systems for the folding carton and corrugated fibreboard industry. Koenig & Bauer Durst will have its registered offices in Würzburg in Bavaria (Germany) and will work in close cooperation with both parent companies' global networks. Initially the joint venture portfolio will comprise the Koenig & Bauer CorruJET 170 and the Durst SPC 130, including all associated services and ink business, as well as the development of the VariJET 106.

developing new markets. The team we intend to create for the joint venture will supply the necessary solutions in markets where digital production lines offer huge opportunities for the folding carton and corrugated fibreboard industries."

Claus Bolza-Schünemann, CEO of Koenig & Bauer AG, observed: "This is the start of something very special in the printing and packaging industry. We are incredibly excited by the opportunities ahead of us and are confident that we will be able to put together a superb team led by Robert Stabler. Our distinct technologies and market expertise will be combined to offer state-of-the-art products and optimized solutions to our customers, including flawless service and support." •

Powerful combination

"I am really excited to take on this new challenge in the folding carton and corrugated packaging markets," Robert Stabler commented. "Both are ripe for digital transformation with run lengths declining in both segments and brands crying out for very good, cost effective, short-run and versioning solutions. We will add all the competencies of Durst and Koenig & Bauer to leverage the best solutions. Durst with its expertise in digital imaging, production systems, inks and software integration; Koenig & Bauer with its extensive mechanical knowledge, high duty cycle process, engineering, paper transport capabilities plus, of course, the considerable go-to-market expertise of both teams."

Christoph Gamper, CEO of the Durst Group, commented as follows: "We welcome Robert Stabler, who has an impressive track record, is an inspirational leader and is accomplished in proactively managing change management as well as having substantial experience in



Robert Stabler.

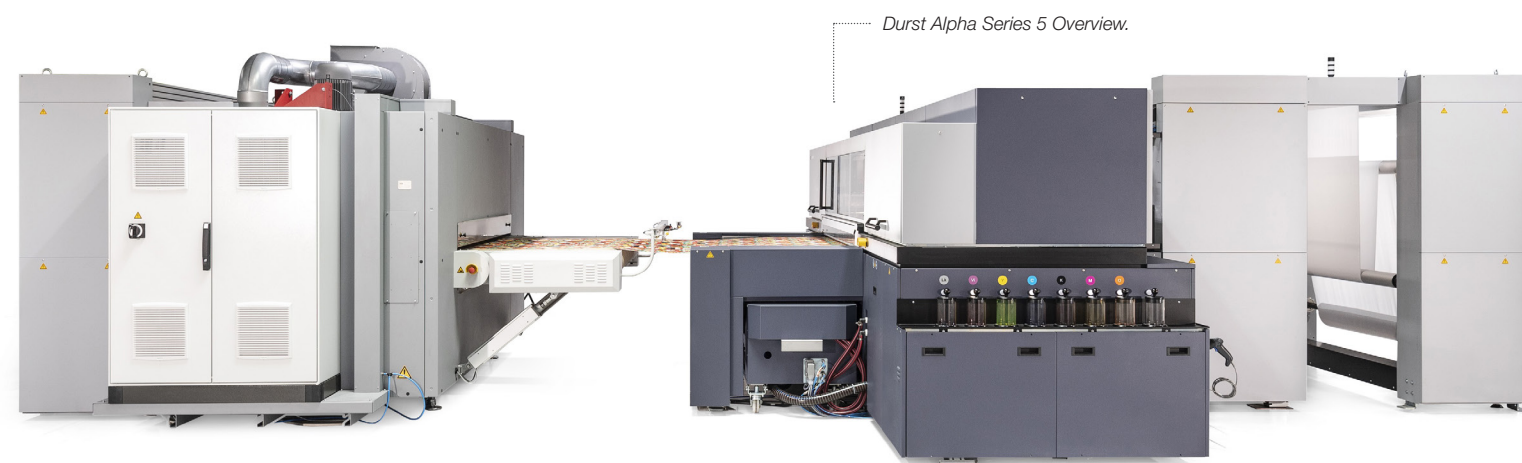
Robert Stabler

Robert Stabler, who grew up in the UK, has global experience in technology companies servicing the graphic arts and document management industries. Before joining Koenig & Bauer Durst, he was Senior Vice-President at Xerox's Continuous Feed Business, based in Rochester in NY (US). Previous executive roles also included HP and Agfa.

Durst at forefront of the quest for digital production at ITMA

Spoonflower to acquire first Alpha textile systems

By Ton Rombout



Durst Alpha Series 5 Overview.

Leading the web-to-print charge and located at the crossroads of digital textiles and e-commerce is Spoonflower, the US online community that has built its bedding and table home décor business around Durst's pigment technology on Alpha platforms. At ITMA in Barcelona it chose to invest in two more Durst Alpha 330 Series 5 with pigment – one for North Carolina in the US and another for Berlin in Germany – to support its adoption of eco-friendly digital textile printing technology.

Durst, the manufacturer of advanced digital printing and production technologies at the forefront of the web-to-print revolution in fabrics, has affirmed its technological commitment to the dynamic textile industry with this prestigious deal in key growth sectors across the world. The US division of Durst, which is based in Rochester, is a full-service subsidiary and highly integrated service provider.

Overall flexibility

The Alpha 330 Series 5 is the fifth generation of Durst's Alpha printing systems, started more than four years ago at ITMA Milano. It features newly developed software to meet the increased demands of textile digital printing as well as improvements in material handling, efficiency and material diversity. The technology platform

offers a sustainable, flexible and scalable solution for every application and enables waterless one-step production with Durst Advanced Digital Pigment ink. The SuperMulti-pass print head system delivers 30% better performance than comparable systems by integrating new technologies in the print heads, inks and drying units. The Alpha Series 5 can also have a patented SwiftJet Pretreatment

System positioned upstream of the Alpha printer – valuable for short-run and fast-turnaround jobs.

Integration

Backed by consultancy and seamless integration provided via Durst Professional Services, all systems can be equipped with the new Durst Workflow Print, Durst Analytics monitoring tool



Durst Alpha System at ITMA (Photo: Julia Rombout)



Spoonflower Handshake ITMA 2019.



Testing prints at ITMA Barcelona (Photo: Julia Rombout).

and Durst Smart Shop. Expansion modules can be integrated into the printing system to create a complete production process "from pixel to output".

Christoph Gamper, Durst CEO and Co-Owner, commented: "As a pioneer in the web-to-print for fabrics, sustainability and pigment sectors our technology platforms represent the 'new' textile. It's not just speed but clever solutions too. The world needs more companies that question the status quo. We're at the forefront of the evolution that will sweep across the textile industry. This is just the beginning." •

Country Living
April 2016

Cheer Up Your Wardrobe
Crafting one-of-a-kind clothing doesn't have to be expensive or time-intensive. Lotta Jansdotter has (literally) written the book on how to become fashion-forward even when you're on a budget and have little sewing know-how. *Everyday Style* (\$20; amazon.com) offers easy-to-follow steps, fabric suggestions, and a number of simple patterns (like the tunic shown here) that will make hemming and having over what to wear a thing of the past.

NET A BUTTERFLY OR TWO
The bright and beautiful insects are flying high in the world of home decor.

Field of Flowers
Machon Butterfly Tray, \$35; juliska.com

Butterflies Coffee Cup, \$15; zarahome.com

Butterfly Print, \$60; banquet workshop.com

Oldham + Harper
Butterfly Juice Glasses, \$7 each; fabredy.com

MAIN PHOTOGRAPH BY JENNY HALLGREN

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Ad in Country Living from Spoonflower.

Spoonflower

Spoonflower was founded in May 2008 by two Internet geeks, Gart Davis and Stephen Fraser, whose creative wives wondered why there wasn't anywhere to design custom fabric for their home décor. The first company of its kind, Spoonflower was launched in Durham, N.C., on that dream of empowering the individual to create on-demand, custom-designed textiles. Today, the Spoonflower community has grown to over 3.5 million individuals who use their own designs and our Marketplace to make curtains, quilts, clothes, bags, furniture, dolls, pillows, framed artwork, costumes, banners and much, much more. Spoonflower's digital print process uses eco-friendly, water based pigment inks and dyes that produce very little waste. With more than 750,000 designs (and more added every day), the Spoonflower Marketplace is the largest collection of independent designers in the world. Spoonflower enables individuals online and offline to design, print and sell their own custom-designed fabric, wallpaper and home décor products. The Spoonflower marketplace hosts the largest collection of independent fabric designers in the world, with more than 1 million designs available to suit every taste and style. With environmentally sustainable on-demand manufacturing,

no minimum order requirements and zero finished goods inventory, Spoonflower epitomises an integrated 'pixel to output' approach.

Gart Davis, a co-founder of Spoonflower in 2008, explained: "Spoonflower is not just a service for custom fabric printing. We are a community that prizes individuality, self-expression and a human connection between designers and those who want to bring design into their homes. Pigment printing is a future technology that we use today thanks to hard work and a strong partnership with Durst. Our collaboration on home décor has been very successful. The Alpha produces beautiful fabric with a precise fine print, a broad gamut and strong fastness properties, which is why we have invested in two more pigment Alpha 330s."

He continued: "Digital textile printers are large format inkjet printers specifically modified to run fabric. Unlike conventional textile manufacturing, digital printing has the added advantage of showing greater design detail than screen printing and allowing designers to use as many colours as they like in their designs. Spoonflower fabric is printed in Durham (North Carolina) or Berlin (Germany) by a merry band of fabric lovers."

Powerful Automation Tools and Print & Cut Solution

New EFI Optitex Release

By **Ton Rombout**

EFI recently released a new version of Optitex at Texprocess in Frankfurt. According to EFI, the latest version of the EFI Optitex 2D/3D CAD platform delivers a more powerful end-to-end digital solution. The new software release, which made its worldwide debut at Texprocess 2019 in Frankfurt (Germany) from 14-17 May, was also shown at ITMA Barcelona.

The system enables apparel manufacturers to produce small mixed orders on a single roll, in order to better address market trends and offer increased sustainability in fashion design and development.

What's new?

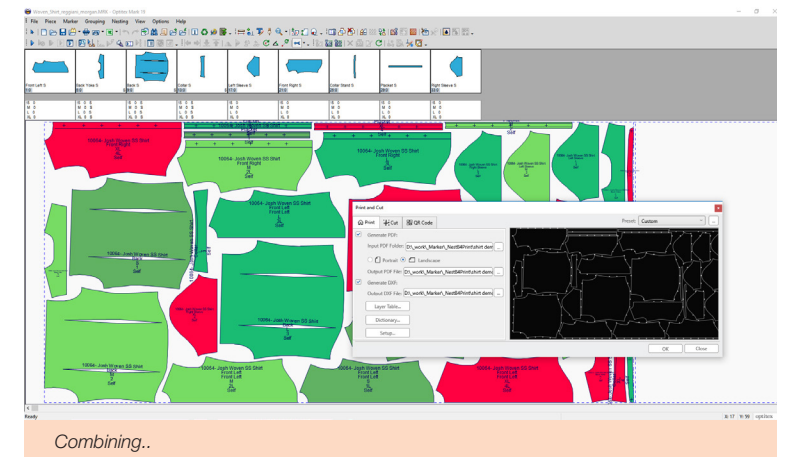
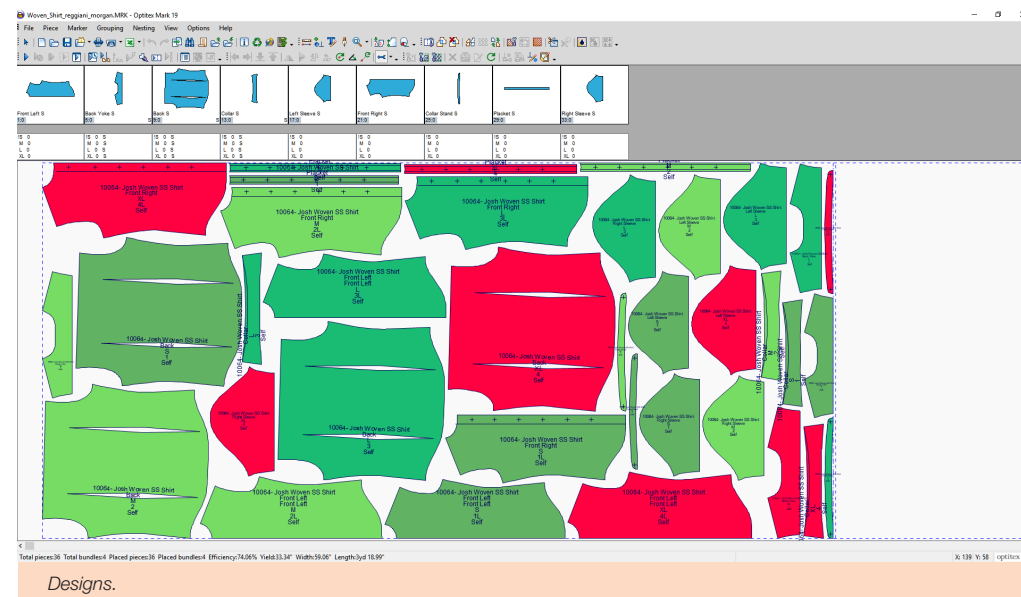
The new software version delivers key enhancements to Optitex's solution capabilities for fashion, apparel and textile, including a new and innovative Print & Cut solution that enables printing of any garment patterns on a single roll. This release also features several innovative technology breakthroughs and strengthens its position as a full and sustainable end-to-end solution that helps brands and retailers get products to market faster.

EFI Optitex solutions support the fashion industry's rapid development pace and accommodate consumer demand in the digital and mobile-driven "see now, buy now" era. The technology addresses an urgent need amongst retailers and brands to bring new products to market faster than ever before. It offers features such as advanced automation tools, including true to life fabric simulation, cross-size simulation and multi-colourway multi-angle rendering, new power tools to simplify complex stitching, improved grading, ease of design for bags & pockets, an expanded library of 150 commonly used fabrics, an all-in-one avatar solution and an improved user interface.

Why this approach?

According to Amir Lehr, General Manager of EFI Optitex, "as on demand manufacturing of fashion and apparel continues to gain traction around the world, this new release offers the

necessary efficiencies required to meet market demand for faster time to market, accuracy, customisation and personalisation, as well as profitable and timely production of small mixed orders."



Survival

It is not a mere development, Amir Lehr concluded: "To respond to the fast pace of fashion and today's changing buying behaviours the implementation of end to end digital workflows is no longer a 'nice-to-have', it is survival. This new Optitex release makes it possible to automate the complete design to production preparation process, enabling customers to focus on creativity, accelerate execution and deliver the customisation required in today's demanding market."

New Print & Cut solution

The new Optitex version's industry changing Print & Cut solution for complete garment printing on a single roll generates significant savings in fabric roll inventory, with typically 15%-40% greater efficiency compared to traditional methods. Fashion and apparel manufacturers also benefit from an improved nesting algorithm that increases fabric utilisation by up to 4%.

Additional capabilities

- The new Optitex release also incorporates:
- Advanced automation tools such as true to life fabric simulation, cross-size simulation and multi-colourway multi-angle rendering;
 - Power tools that simplify complex stitching and grading, including designs for bags and pockets;
 - A gusset creation tool that simplifies the definition of complex gusset shapes for bags, jackets, coats, pants, etc;
 - An extensive library of more than 150 commonly used fabrics and support for a new licensing mechanism for the Alvanon all-in-one avatar ('alter ego') editor;
 - Automation of routine tasks such as rendered image creation and simulation of sized garments, avatars and poses.

Sample displays

The new release also enables custom views of designs for consistent and adaptable 3D sample displays for product catalogues and

design review meeting, minimising the need for physical samples and costly photo shoots across the design and production workflow.

Optitex - part of a complete system

EFI Optitex is part of a complete EFI ecosystem of advanced products for textile design and production, including EFI Fiery digital front ends and Fiery DesignPro software, and EFI Reggiani, a leading state-of-the-art provider of industrial textile inkjet printers utilising water based inks. According to EFI, Optitex incorporates breakthrough technologies connecting the online to the physical world, providing the industry's largest portfolios for textiles, signage, packaging, ceramic tiles, personal-ised documents and corrugated segments. EFI Optitex software is a leading integrated 2D/3D platform that enables users to quickly create true to life 3D digital garments, empowering apparel and soft goods companies to revolutionise the way they develop, produce and market their products.

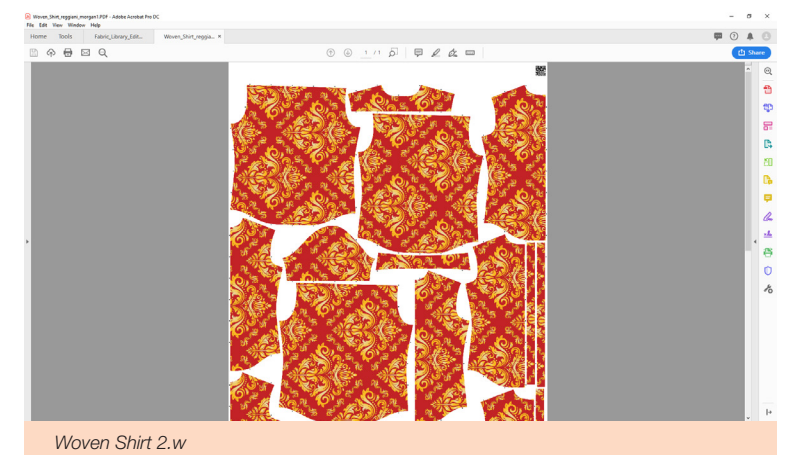
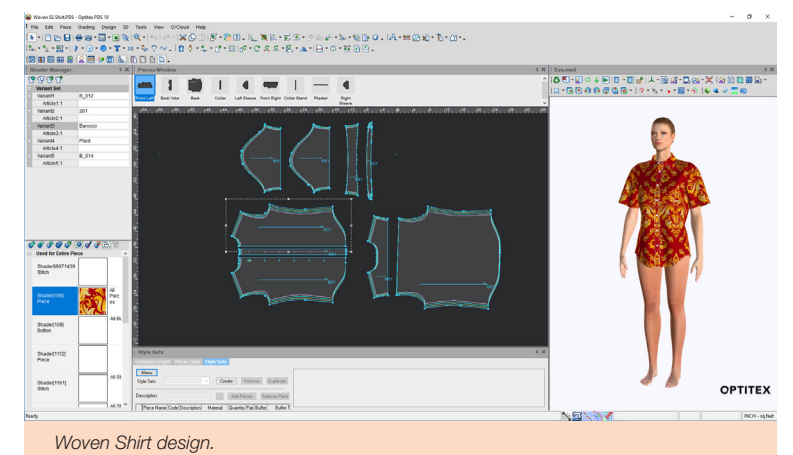
'A true all-in-one solution'

We are convinced that a system such as Optitex is necessary and useful in the textile industry. For a long time the focus has been on developing digital textile printing systems that can

produce large numbers of different, even unique, clothes, cushions, curtains and other textile products in short runs, with shorter production cycles to go-to-market and less waste, thus avoiding overproduction.

The strength of this Optitex system lies in its tools and functionality, giving designers the ability to meet the challenging demands of today's potential buyers. •

Visit www.efi.com/optitex for more information.



Showcasing new textile technologies at ITMA

Caldera expands range of textile related products

Text **Ton Rombout**, Photography **Julia Rombout**



Pattern repetition is important when printing on textiles.

French RIP software specialist Caldera introduced a range of new technologies and product updates, which were showcased at the recently held ITMA in Barcelona. At more or less the same time the company also announced the integration of the Adobe Textile Designer plugin for Adobe Photoshop with Caldera's RIP software version 12.1.

At ITMA a new version of TextilePro, the company's production suite for textile printing, was exhibited alongside developments in the SportsFactory E2E web-to-workflow solution and Kit Builder custom clothing designer software, combined with demonstrations of automation via Nexio.

Version 12.1 of TextilePro

Following the release of Version 12.1, TextilePro now features a range of new additions that focus on improving processing speeds and providing a more intuitive user experience. New

textile enhancements include RotationBoost, which saves time on the rotation of huge raster files, making the Caldera rotation algorithm 30% faster than its competitors, and Caldera Snapshots, which is used to back up the installation folder and restore previously saved backups.

SportsFactory E2E web-to-workflow

The comprehensive Caldera SportsFactory solution offers bespoke workflow building to enable users to create their ideal E2E digital workflow. After debuting at FESPA in 2018, the suite delivers capability in project assessment and scoping, inventory of deliverables, planning and budgeting. Working with strategic partners, Caldera has managed to implement standardized digital printing set-ups tailored to provide colour management, workflow and bi-directional business data between brands, in-house or with external print contractors. This is a comprehensive solution, ranging from the E-commerce storefront to print file creation and

transfer and colour management functions.

Kit Builder

This new, fully-customizable clothing designer software enables customers to design garments with a range of options specified by the provider, including colours, logos, text and embellishments. The result is faster design times, increased sales and fewer production errors.

Nexio

Also on show at Caldera's ITMA stand was Nexio – a programme that connects the Caldera RIP with third party programmes to increase the number of automated sequences in the workflow. Production times, along with errors and costs, are reduced whilst JDF job reports generate production performance analyses that can fuel operational development and enhance profitability.

Caldera RIP Software interfaces with Adobe Textile Designer

Caldera and Adobe also recently announced the integration of the Adobe Textile Designer plugin for Adobe Photoshop with Caldera's RIP software version 12.1. Adobe Textile Designer is a set of tools that enables fashion and décor artists to streamline and optimise the design process for print. Integration with Caldera V12.1 delivers accurate pattern repeatability as well as correct and consistent colour management throughout the design to production lifecycle.

Integration and consistency

The integration workflow starts with the Caldera RIP extracting geometric information from the exported, e.g. drop type, Adobe PSD file to ensure that the correct settings are applied for printing. Colourway information is extracted for accurate colour management – both spot channels and meta data specifying the colorant name are exported from Adobe Textile Designer.

Spot colour management

Because Caldera V12.1 has advanced spot colour management, each spot channel is colorized according to the information provided by Adobe Textile Designer. This facilitates the use of embedded Pantone or other colour libraries in Caldera, including custom defined or CXF import. Each spot channel can also be remapped to any LAB or output device colours using static rules or dynamic output conditions, which also allows the use of Caldera's colour book module to fine tune output results.

More automation feasible

Sébastien Hanssens, Caldera's VP Marketing, Operations and IT, explained: "Adobe Textile Designer exported files can be perfectly integrated into a Caldera automation environment using a simple hot folder process, or can be pushed as part of a larger ecosystem using Caldera's Nexio automation module, to streamline production. The combination of these two cutting-edge products creates a completely integrated process for textile designers so that they can accurately translate their Photoshop designs into printed textiles."



Sébastien Hanssens, Caldera's VP Marketing, Operations and IT.

Set of tools to design prints for fabrics

Adobe Textile Designer gives fashion and décor artists a comprehensive set of tools to design fabric prints. Working within Photoshop, every element is editable until the user is ready to send it to the printer. Patterns can be previewed, separations defined and colourways adjusted. Integration with Caldera gives designers the confidence that their creations can be printed in production with results that remain accurate and consistent with the original. Exclusively for recently launched CalderaCare users, CalderaJobs can produce exact colour reproduction of previous jobs by archiving and re-importing jobs. CxF/4 spot colour libraries import makes it possible to reproduce D65/10 degrees spot colours and the latest version also incorporates InkPerformer V3, which can deliver ink savings of up to 30%.

Sébastien Hanssens emphasized both Caldera's commitment to, and the importance of, these software tools: "Caldera already has a significant number of key customers who specialize in textile printing and this number keeps growing. We work with producers of sportswear, team uniforms, fashion and home décor, and we will continue to develop products and projects for this important market sector." •



Caldera is part of Dover Digital Printing.

Sticky business: advances in adhesive technology

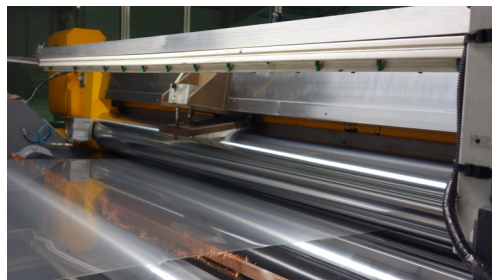
By Martin Kugler

Self-adhesive media are commonly used for marking, decorating, screen printing, flexo label printing and large format inkjet printing. Whenever a surface needs visual enhancement, performance improvement or simply needs to carry a message, self-adhesive media in most cases offer a convenient solution.

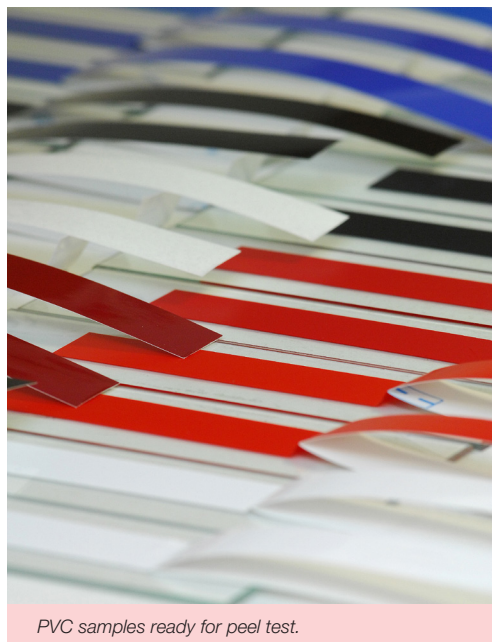
Nevertheless applications can be challenging: high production speeds, difficult target surfaces or extreme exposure conditions demand adhesives that are adapted to the specific requirements of such applications.

Adhesive coating

The adhesive coat of self-adhesive media is part of a compound that comprises the media



Adhesive coating for clear PVC laminate.



PVC samples ready for peel test.

itself (vinyl film, poster paper, label stock etc.), a release liner (usually silicone paper) and the adhesive layer sandwiched in between. In order to achieve optimised adhesion and satisfy the expected durability, the adhesive needs to match the installation. For this reason manufacturers of self-adhesive media propose a variety of thicknesses, tacks, textures and tints to cope with the widest range of application conditions.

Three families of adhesives

Christophe Baudrion is head of the laboratory at Hexis and manages the team in charge of the development of the in-house adhesive 'varietals'. We asked him how many different adhesives Hexis uses in their manufacturing processes and why there are so many. "Globally there are three families of adhesives," Christophe Baudrion explained:

- Rubber based adhesives are formulated from organic rubbers and resins. They can achieve strong immediate adhesion. However, they are suffer from oxidation and deteriorate under UV rays. They are used for example for tapes.
- Silicone adhesives are used for a limited number of applications where moisture-resistance and removability are relevant.
- Acrylic adhesives are based on polymers. They are less sensitive to heat and exposure to UV light. They start with a lower initial tack and need time to reach their ultimate adhesion.



Hexis adhesive coating line.

Choice for acrylic pressure-sensitive adhesives

"At Hexis we exclusively use acrylic pressure-sensitive adhesives as they are stable over time, can withstand UVs and do not oxidise," Christophe Baudrion confirmed. Pressure-sensitive adhesives are commonly referred to as PSAs. As the name indicates, they need pressure to achieve the required bond at maximum adhesion. The adhesion is purely physical, i.e. non-reactive, as there is no chemical reaction, although the adhesion increases to achieve its maximum strength after 24 hours.

Coating is the process in which a layer of adhesive is applied to a carrier. In order to achieve a thin uniform layer, the application must be done at a specific speed and viscosity. The required viscosity is achieved by dissolving the adhesive in a liquid such as water or a solvent. Immediately after application the carrier liquid is extracted in a hot air drying tunnel. This means the solvent is used only in the coating process and residual solvent in the finished product is below 1%. Christophe Baudrion added: "For 95% of our production of PVC films we use solvent-based adhesives which have proven to be more stable, are insensitive to moisture and limit shrinkage when compared with the water based counterpart."

Choice for transferring

Hexis implements adhesive coatings by transfer, i.e. the adhesive coat is applied to the liner (and not the film) to avoid any impact of the temperature in the drying tunnel on the thin PVC films.

As part of its quality control process the Hexis laboratory tests production batches and takes measurements to ensure that target values for release, tack and peel are complied with. Some definitions:

- 'Release' is the force that is required to lift the film off the liner. As the liner is only a carrier, the value is normally rather low.
- 'Tack' is the initial adhesion of a film loop when dropped onto a glass sampler without applying pressure.



Black flat adhesive.



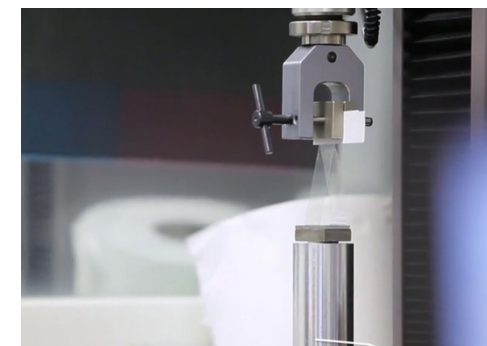
Clear flat adhesive.



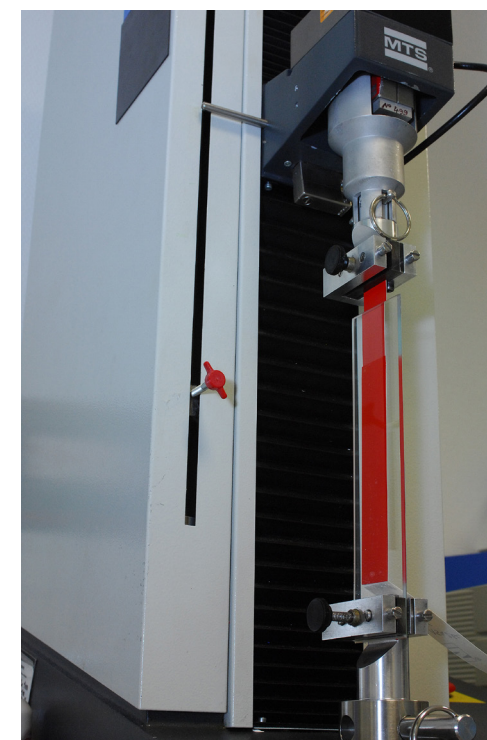
Grey texture adhesive.



Initial release measurement.



Measurement of the initial tack.



Measurement of the peel force.

- 'Peel' is the strength of the final adhesion when applied on the glass sampler after exercising pressure. These the values are the highest and are measured 20 minutes and 24 hours after application. As mentioned earlier, the adhesion increases and reaches its ultimate value in practical terms after approximately 24 hours.

For testing purposes small 1in/25mm strips of film are applied on glass with measurements taken in Newton.

Designed for permanent or removable applications

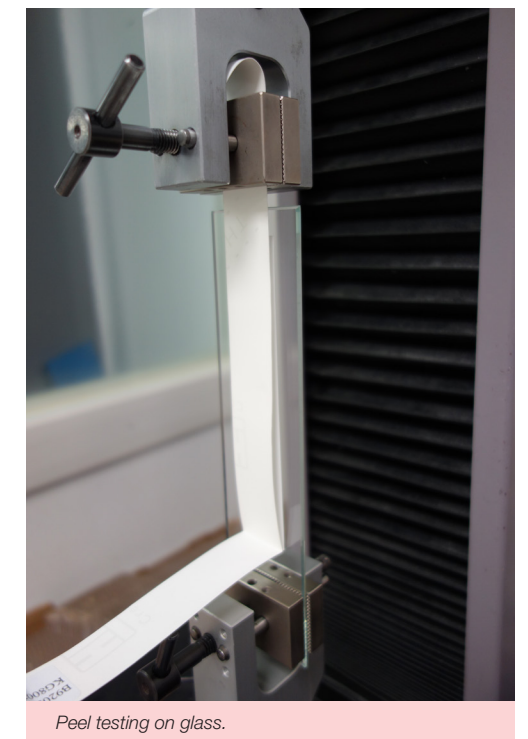
Adhesives are designed for either permanent or removable applications. Examples of permanent applications include long term signage and vehicle markings. Permanent adhesives may initially be repositionable, for example to make curved, large surfaces easier for the installer and build adhesion to a permanent bond only after firmly applying pressure with a squeegee.

Repositionable media carry a structured adhesive with microscopic bumps and channels where the initial total contact surface is limited to the peaks of the bumps. This makes it convenient to lift the film off, if it gets creased or is not correctly positioned straight away. It also makes it possible to squeeze out any air bubbles that may have been trapped. However, to achieve the permanent bond the structure must be completely flattened and any air remaining in the channels driven out to the edge of the film. Removable adhesives on the other hand are intended to form a time-limited bond and can normally be removed after several weeks or even months without leaving any residue on the substrate. Removable adhesives are used for temporary signage and markings, promotional graphics and temporary surface protection.

Being able to produce and combine a wide range of adhesive types, Hexis can offer the following variants:

Hexis laboratory

We visited the Hexis research and development laboratory, which is situated on the same site as their factory in Frontignan, near Montpellier in the south of France. Hexis have been adhesive-coating PVC film for 30 years and today produce some 23 million m² of self-adhesive media per year in various widths of up to 2 metres. The laboratory is in charge of the specification and elaboration of the adhesive formulations that are implemented for the many different applications that end-users come up with. As the market for self-adhesive products grows and expands into new domains such as protective vehicle wraps and architectural decoration, the adhesives require different, very specific properties to satisfy customers' demands and tastes.



Peel testing on glass.

- Flat adhesives for cut lettering and smaller graphics on smooth substrates
- Structured adhesives for larger graphics and wraps on smooth curved substrates
- Standard-reinforced adhesives for use on non-polar (low surface energy) plastics (PE, PP)
- Super-reinforced adhesives for use on slightly grained surfaces (plasterboard, smooth walls)
- Extra-reinforced adhesives for use on rough surfaces (concrete, brickwork, chipboard)
- Low tack adhesives for temporary (removable) applications
- Tinted adhesives (grey or black) to improve opacity.

www.hexis-graphics.com

EFI to release two new printers

New VUTEk Hybrid and Flatbed Platform

By Ton Rombout

EFI recently held a presentation to showcase its rapidly growing assortment of wide format printers at its European showroom in Zaventem, near Brussels airport. The event was attended by several hundred EFI customers and other sign and wide format printers.

A select group of journalists were invited to come along and see for themselves how Electronics for Imaging is steadily growing and becoming the supplier of the largest range of wide format printers worldwide.

Brief overview of the EFI market

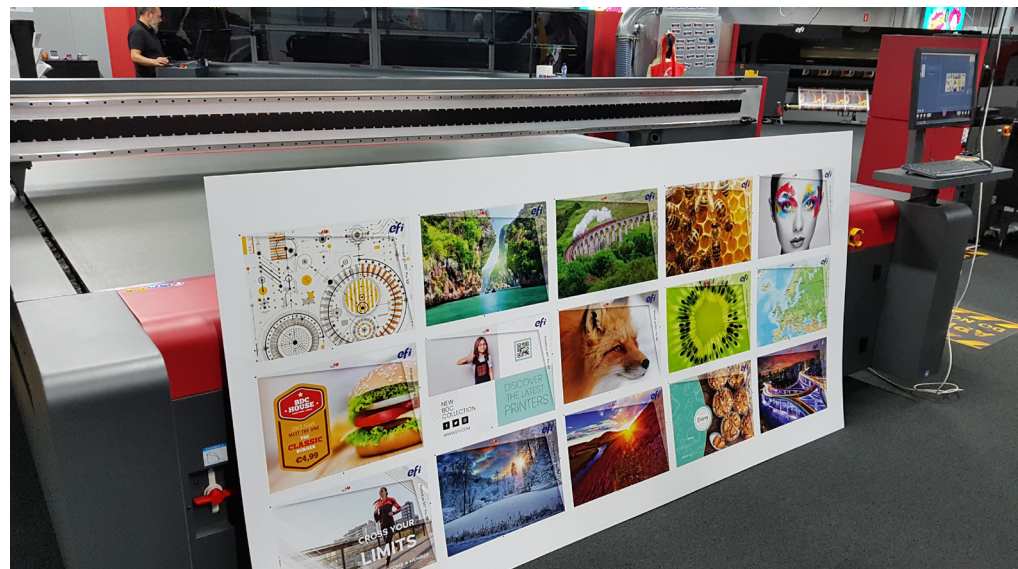
After a short introduction by Paul Cripps, who is responsible for EFI's European market, Ken Hanulec, Vice President World Wide Marketing, presented a brief overview of the market. He informed the audience that EFI now has a range of 39 different printers in six segments, varying from regular wide format printing to specialized printing for industrial markets, including printing on ceramics, glass and corrugated board. Most printers operate in the segment focused on more general POS products, for flexible, rigid and hybrid also.

VUTEk 32h Printer

The consistency, versatility, cost effectiveness and environmental benefits that have made VUTEk production level printers famous are now coming to the entry level production market. Originally the VUTEk printer range targeted the high end market, but this entry level product will clearly become a major competitor for printers made by Mimaki, RolandDG and Mutoh, to mention but a few. This fully loaded, production level LED hybrid flatbed/roll-fed printer, with EFI LED cool cure technology, delivers new levels of consistency, versatility, image quality and productivity whilst reducing cost, waste and energy consumption, in short a greener printing solution. A wide variety of options is available, including Cool Cure LED curing, switchable from 4 or 8 colour modes + white, single-pass, multilayer



Overview of the Intensify functionality.



The new EFI Pro 30f flatbed printer.

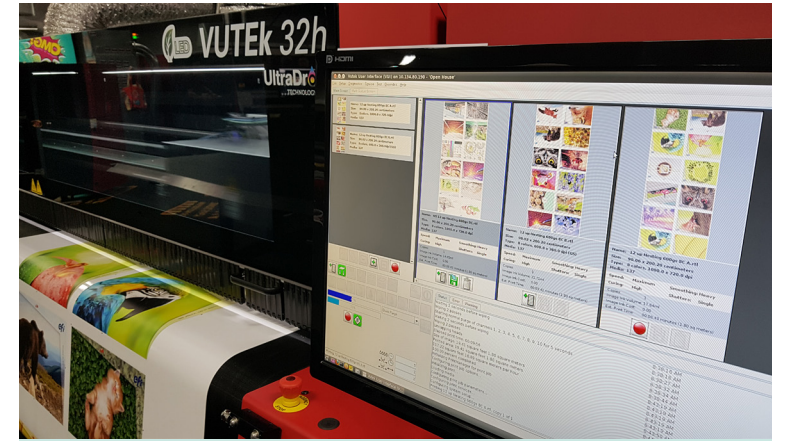
print capability, resolutions of true 600 or 1,000 dpi, EFI UltraDrop technology with 7pL drop size, continuous print for up to 60 BPH, flexible media capability up to 2400 sq ft/hr (223 m²/hr), quality printing of up to 84 m²/hr, 22 BPH, rigid and flexible media handling up to 126 inches and prints up to 5.08 cm thick.

Improved maintenance

Gullwing doors, i.e. no longer bumping your head. Easy access to maintenance and service areas including rails, carriage lead screws, filters and lamps, with a front door, more light during servicing and better access for the operator.



The EFI VUTEk 32h Hybrid printer.



Close-up of the EFI VUTEk 32h printer.

Better Image Quality

An IGUS Track to Cable Carrier on both sides improves carriage balance. The frame is larger and more rigid (50% thicker) and the table is part of it. There's also a 27" HD monitor, which shows more work details and reduces the need for scrolling.

EFI Wide Format EFI Pro 30f flatbed printer

The EFI Pro 30f flatbed printer, a new addition to the range of EFI flatbed printers, is targeted at commercial printers and sign shops that produce fine art reproductions, POP displays, signage, fabricated parts, decals and/or customised products (using jigs).

Rigid substrates

The EFI Pro 30f is designed for customers who print more than 90% on rigid substrates and those who require devices designed with speed, image quality and precise registration in mind. It delivers highly accurate drop placement on the media to leverage the bed size to printing multiple copies (nesting) and jig printing on non-flat surfaces. Near photographic prints are of particular benefit for graphic arts applications. The EFI Pro 30f will enable users to become more competitive and bid for more and larger jobs, thus increasing their revenue stream with new high margin applications, and to respond more quickly to customer demand for printing jobs.

Improving profitability by reducing the cost per print
Specifications: 3.05 x 2.05 m true flatbed industrial printer, 12 x Ricoh Gen-5 print heads (2 x PH per channel), UltraDrop technology 7-21pL including white, Colours – CMYK, W, V*, up to 1200 dpi resolution, LED UV curing, speeds of up to 198 m²/hr, embedded Fiery XF. Standard features: CMYK+WW (12 PH), 2 channel white ink (4 PH), 10 cm media thickness, automated purging/ sweeping, Fiery proServer Core DFE and user friendly GUI.

Versatile indoor & outdoor applications:

Indoor: POP, indoor decorations, exhibition graphics, jig work, choochkies, fine art, fabrication.
Outdoor: signs, transportation magnates, safety compliance.
White printing: backlit, window graphics, wood and metals and magnets and leather.
7-21pL UltraDrop technology: native 7 pL Ricoh Gen-5 print heads, true multi-drop addressability, improves ink mileage, outstanding smoothness in shadows, gradients and transitions, superb three point text quality, fewer satellites and more clarity in all print modes and 600 dpi true resolution.

LED

Industry leading LED curing technology and all its associated cost savings and environmental benefits: low power consumption, one fifth compared to arc lamps, no lamp warm-up time, extended range of supported media, including heat sensitive substrates, no need to replace UV bulbs, more than 10,000 hours runtime, air cooling.

Inks

Using the standard EFI ProGraphics UV series of inks
– EFI ProGraphics UV Rigid ink delivers the best surface mar resistance and is ideal for printing on speciality rigid media such as steel, aluminium, lenticular lenses and wood;
– EFI ProGraphics UV ink* for a wide range of flexible applications, including those that need to be stretched or heated. (A secondary softer ink will be released with the printer.)
Optional: clear ink, EFI ProGraphics UV inks and detached roll to floor flexible media cart.

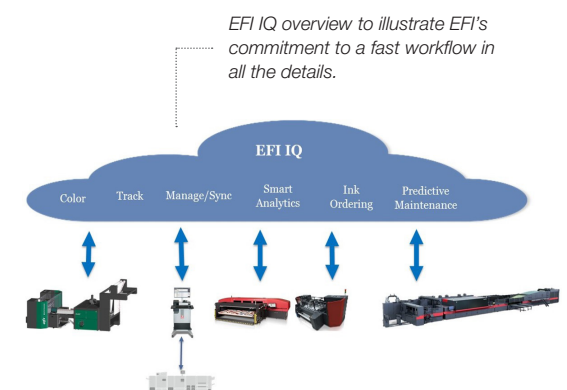
Server

Fiery XF proServer Core embedded
• EFI built-in hardware platform in all wide format printers;
• FAST RIP;
• Other options:
– Cut Marks Option

– Colour Profiler Option.

Colour Verifier Option

EFI engineering developed a new intuitive Pro 30f graphic user interface (GUI), with a visual layout of media locations on the table, visual icons of ripped files, drag and drop image to table, ink usage and ink level gauges, access to printer control on the main screen, the option to export historical data, copy and paste for nesting and ease of double-sided printing. •



What's new?

We were told that the range will now include a new hybrid EFI VUTEk 32h printer and a new EFI Pro 30f flatbed printer. EFI also introduced EFI Fiery Intensify, a method to improve the colour intensity of a file during production, e.g. without having to stop and go back to Photoshop. Looking at the EFI Fiery workflow (also refer the other article in this issue on EFI Optitex), it is clear that covering the entire workflow process of a file is one of the most convincing arguments for customers to opt for EFI. Moreover, EFI Fiery still delivers the most advanced and fastest RIP environments on the market.

PVC as an environmentally sustainable substrate?

Soyang Europe ramps up PVC recycling

By Ton Rombout

Media developer Soyang Europe has ramped up its new print waste recycling partnership with waste management specialist the Blue Castle Group to pioneer the use of PVC banner material as an environmentally sustainable substrate.

The PVC Recycling Scheme is the first step towards a very real recycling solution for the use of PVC banner material, which is widely used within the printing industry but not currently recyclable.

Pioneering PVC recycling initiative

An innovative print waste recycling partnership has been set up by printable material manufacturer and distributor, Soyang Europe, and waste management specialists, Blue Castle, to offer a much sought after solution to the industry's PVC waste dilemma that will pioneer the use of PVC banner material as an environmentally sustainable substrate. According to Soyang Europe's Managing Director, Mark Mashiter, the PVC Recycling Scheme is "the first step towards a very real recycling solution for the use of PVC banner material, which is widely used within the printing industry but not currently recyclable".

Hot topic

He continued: "The demand for print providers and their customers to consider the environmental impact of the print they produce and apply is a hot topic. We've been in talks with our customers about the need for a solution for some years, but until now it has seemed unattainable. We are now delighted to reveal that, thanks to the dedication and specialist knowledge brought to the table by the Blue Castle Group, we can now offer PVC waste recycling to our customers through a one-of-a-kind scheme."

Why still use PVC banner material?

PVC banner material still offers the best solution for many print applications. It is cost effective, durable and delivers attractive results.



Soyang Europe Blue Castle.

However, it doesn't degrade in landfill and presents a significant challenge in terms of recycling. Blue Castle's team of expert waste management consultants has developed a unique process that enables the core PVC material to be reused in a number of other applications and with manufacturing partners based in the UK, the carbon footprint for moving the processed material around is minimised also.

Membership to the scheme is available at a small monthly charge and, joining forces with Soyang Europe, we collectively find the best solution for print companies and their clients, ensuring a smooth and simple process for the recycling of banners, exhibition stands, wraps and other printed graphic installations. We are also on hand to advise and present solutions for other waste challenges that print companies face such as cardboard, metal and plastics and our Utilities team can help with preferential rates for energy and water contracts.

With our holistic approach to waste management, we are working with a growing number of print providers, sign makers and graphics producers to improve their print waste



Soyang Recovered PVC.



PVC RECYCLING
IN PARTNERSHIP WITH BLUE CASTLE

PVC Recycling logo.

management process, save money and reduce their impact on the environment. Each one tells a different story but shares our goal of challenging convention, thinking around the problem and putting our clients first. Talk to a Blue Castle PVC banner recycling consultant today and we can do the same for you.

Innovative print waste recycling partnerships

Printable material manufacturer and distributor, Soyang Europe, is to bring its innovative print

Blue Castle Group

The Blue Castle Group, an established waste and energy consultancy based in Lincolnshire, has developed and rigorously tested the machinery needed to convert PVC banner into a reusable format. The company's CEO, Marie Harley, explained how the project came about. "Our team has worked tirelessly not only to cultivate a workable solution for PVC waste recycling, but also to strengthen relationships with partner companies capable of using this material once it has been processed and broken down. We're here to disrupt the printing industry!"

Blue Castle's PVC recycling plant is located near to the company's Head Office in Lincolnshire where, in its simplest form, a team puts the PVC waste through an industrial sized shredding machine to break it down into a re-processable size. "We have extensively tested the PVC banner material, establishing critical elements such as its flash point and chemical properties," Marie Harley expanded. "We have explored many options for using the shredded PVC and thanks to strong partner relationships in other sectors, we have developed lines of supply to ensure the processed banner material has viable future uses in a range of industries."

"Blue Castle has spent years of R&D creating our unique PVC Banner Recycling Scheme. In partnership with printable material manufacturer and distributor, Soyang Europe, we have developed a system that makes it possible to completely recycle PVC banner material, keeping vinyl banners out of landfill at the end of their life cycle and reusing the material responsibly. Our scheme offers a unique solution to recycle vinyl banners, is easy to administer and effective in its results. It is also the ideal way for print companies to demonstrate responsible print waste management to clients, with a traceable and low carbon footprint solution to the disposal of printed vinyl."

waste recycling partnership, developed and implemented with waste management specialists, the Blue Castle Group, to this year's Print Show, which takes place at the NEC from 17 to 19 September. The scheme offers a much sought after solution for the industry's PVC waste dilemma and aims to pioneer the use of PVC banner material as an environmentally sustainable substrate. Renowned for its substantial range of printable media – from textile to self-adhesive vinyl and flooring to wallpaper – Soyang Europe has seen a growing demand from its customers to find a solution for the recycling of PVC banner material. "Uptake of the scheme has been extremely positive since its launch," stated Mark Mashiter, Soyang Europe's Managing Director.

Mark Mashiter is hopeful that the use of PVC will increase following the launch of the initiative.

"Now there is a responsible way to recycle PVC with traceability, meaning that the product isn't going offshore but is actually being used to give it a second life and we hope that the printing houses will sell the concept to end users."

The initiative, which started with four users, now has more than 20 - a number that



Alice in Wonderland.



PVC Floor.



Warehouse Soyang.



Softat PVC banner material.



Soyang PVC.



Soyang media warehouse.

Mashiter expects to increase "quite dramatically".

He added that the cost of using the service depends on quantities.

"For a small printer the cost would be high. We would probably have to install a cage at their premises. Large printers, however, would tend to bale the product, resulting in economies of scale.

"However, this should be compared to the cost of landfill, where prices are increasing year-on-year making waste disposal using landfill more and more expensive. You have to consider and offset it against this cost and ultimately aim to do the right thing, which is the main objective." •

For further information about the scheme visit www.soyang.co.uk/recycle

Media

SignPro Europe September 2019

How a printing house developed into a Multi Media Provider

“Jubels transforms into an Omnichannel Marketing Provider”

By **Ton Rombout** (with input from some earlier accounts)



Wide format printing is one of the ‘channels’.



Jeroen van Druenen.

That was the statement made by Jeroen Van Druenen, President and CEO of the Amsterdam based marketing service provider Jubels, during a recent webinar on Omnichannel Marketing, where he was joined by Ayelet Szabo-Melamed, Marketing Vice-President of XMPie, a leading provider of technology that engages audiences with personalized, relevant communications across both print and digital media.

Digital disruption technology

Szabo-Melamed set the stage by describing the digital disruption that is shaping today's graphic communications industry. “Digital and mobile devices are driving changes in the way consumers communicate, and brands and enterprises will need to follow suit. They must deliver what consumers want, i.e. a consistent experience irrespective of whether it is a mobile device, tablet or laptop, with a seamless

interface from one platform to the next.” Jeroen van Druenen: “Using XMPie Jubels integrates direct mail, e-mail and personalized landing pages to deliver business results to the delight of customers. We no longer want to produce mass offset printing. Our aim is to make communication work for our customers, their customers and the end consumer, personalized and in smaller dedicated runs. It needs to stand out and be profitable for everyone. That is what we are aiming for.”

Two omnichannel campaigns

Jeroen Van Druenen, who is a member of the Xerox Premier Partners Global Network of leading print providers and President of the XMPie Users Group, then described how Jubels is achieving this via two campaigns that epitomize the company's transformation from a print service provider to a successful omnichannel marketing business.

Getting around GDPR

Mooze, a Dutch design and online printing business, needed support in order to attract more professional design customers for its online printing services. Part of the challenge was the new European GDPR (General Data Protection Regulation), which prohibits email solicitations to prospects unless there is an established relationship between them. Jubels consequently developed a direct mail campaign targeting 7,500 designers, aimed at driving them to a personal landing page with an offer of 100 free business cards based on their own designs. Three exotic mailers, including a three-dimensional pop-up cube, were tested and the top performer was deployed to generate an impressive 10% conversion rate. The campaign was so successful that Mooze has now run it three times with equally brilliant results. According to Jeroen Van Druenen two aspects accounted for this exceptional success. “Obviously the first one related to free business cards. It's always nice to receive a free gift,” he stated. “But people also love the



Digital printing as another ‘channel’.

fact that by entering their personal code on the landing page the form is automatically populated with their personal data so that they don't have to enter their details again. It is a seamless experience, effortlessly automated with XMPie software.”

Creating an ‘Automated Marketing Machine’

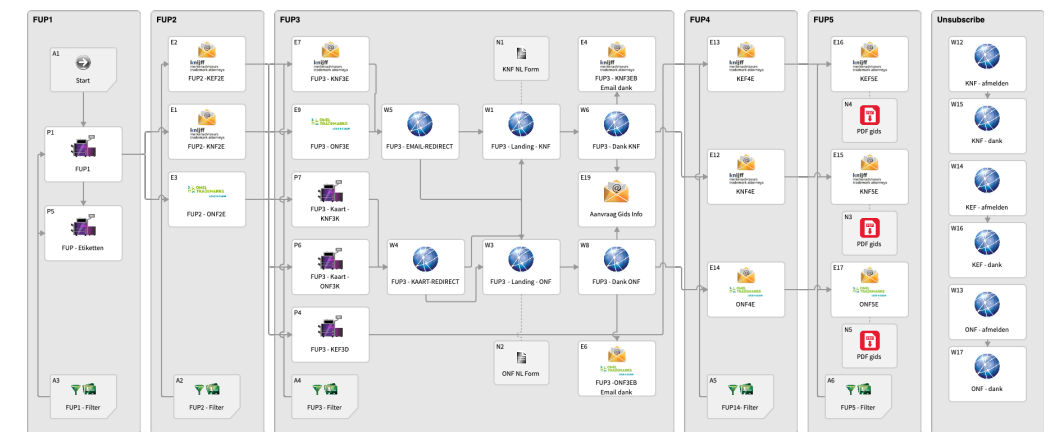
Jubels developed what Jeroen Van Druenen calls an “automated marketing machine” on behalf of trademark protection attorneys Knijff / Onel, to help them find new ways of communicating with customers and raise awareness of their services. The strategy: to build on the firm's differentiating strengths in terms of regular client contact and in-depth knowledge of relevant industry developments. Jubels developed a personalized campaign focused on seven basic touch points, which was run over the course of several weeks, offering a free personalized brand protection guide. The complex implementation process combined direct mail with e-mails, a personalized website and phone calls, for the most part triggered automatically and partly based on recipient response.

A new component of the XMPie software, referred to as XMPie Circle (2018 InterTech Technology Award Winner), not only simplified the development and programming of the campaign, it also facilitated its demonstration via Circle's web-based screens, making it easy to visualize the programme's multiple process steps and contingencies.

Jubels was awarded a contract to run the campaign every two weeks for a period of two years, based on an innovative remuneration deal: a lump sum fee to develop the solution and subsequent fixed sum payments for each



Mimaki cutting.



The omnichannel overview.

new customer developed. This ‘annuity’ stream brings in ongoing revenue for Jubels and Knijff / Onel is happy with the results — between 40 and 60 new customers every two weeks, with a total of 431 in the first 32 weeks. Equally importantly, Knijff / Onel is maintaining valuable ongoing contact with its customers.

“It's about how you handle your client's communications needs,” Jeroen Van Druenen explained. “If you can demonstrate the actual benefits, pricing doesn't come into it. Customers know that professional services are expensive, but if they are effective it is a win-win situation for everyone. That's the key. It's a great way for print service providers to venture outside the commodity business.”

21st century marketing campaigns with Jubels

This account of the Jubels-XMPie story is derived from an interview with Jeroen van Druenen, President and CEO of Jubels, conducted by guest author Ekaterina Shishchenko to discuss the opportunities generated by the above mentioned technologies.

“Certain useful ideas in the graphic communication industry are related to printing itself, whilst others provide additional value delivered in automation and personalized communication across print and digital media. This will help set your business apart from most other companies. Jubels Print & More, an Amsterdam based marketing service provider, is an excellent example of this kind of approach. Originally the company was an offset and digital printer, but by adding value to print it managed to transform the business with digital services, including multichannel communications. Jubels Print & More demonstrated that, if you want a marketing campaign to be successful, it has to be more than just a simple mail-out. Today's solutions will enable you to use multiple channels and address customers individually with a high level of personalization.”

He continued: “Jubels provides customers with a wide range of services from high quality

digital and offset print to effective database driven multichannel campaigns. We focus specifically on wide format inkjet pieces, packaging, photo books, cross media services, Web-to-Print portals and photo frames, also using large format printing and cutting over the past ten years.

Secrets of a successful multichannel campaign

“For us, it is marketing automation. We automate our communication production and delivery using every piece of software from XMPie and FreeFlow Core. And it works quite well. Digital and mobile devices are driving changes in the way consumers communicate, and marketing must change too. Companies must deliver what consumers want: a consistent experience irrespective of whether it involves a mobile device, tablet or laptop. Everything must flow seamlessly from one platform to the next. XMPie software helps us to engage audiences

Read more -->>

with personalized, relevant and consistent omnichannel communications across both print and digital media. XMPie has revolutionized our business, that's no exaggeration. What I love about XMPie is that it values print as a critical touch point in the marketing process. It unites creative content, data and logic in real-time and automatically generates all the touch points in the campaign. It's also easy to use for our designers and never inhibits their creative skills and imagination."

We use our own wide ranging equipment including offset and digital, large format inkjet, digital contour cutters, after-press and speciality bindery."

Merging online and offline communication

Merging online and offline communications is an essential strategy in today's marketing communications, which is why we use XMPie one-to-one omnichannel software. It helps us integrate all the necessary channels into one campaign. It starts with the database. We then choose the channels and build the "customer journey" if needed. Touch points can be changed at any moment depending on the target audience's reaction. For example, if a customer requests information, you can respond by sending a personalized brochure in PDF or printed format. Anything is possible — that's exactly why we use XMPie omnichannel software.

We stopped offset printing many years ago and I no longer believe in mass communications. I

think that communications need to be tailored to end customers or an identified target audience in order to deliver better results. That is where, in my opinion, omnichannel communications and marketing automation definitely have a place in the market

Your offer should be tailored to the needs of your customers, not just by referring to customers by their name, but also by knowing what they want. For example, if someone needs a new TV, you should send them a relevant message describing various TV models. Obviously you will need a database and data expert, who can retrieve such information from the system. You will also need a marketing expert, who can design a holistic customer experience from that first message all the way through to purchase and post-sale communications. If you can help larger companies to develop communications of this kind, you are winning.

I look forward to the future and love the way we are growing our business. We change all the time. As I mentioned earlier, we modernized our hardware from letterpress to offset and then to digital. We never know what the future will bring, but it definitely looks bright for Jubels." •

About

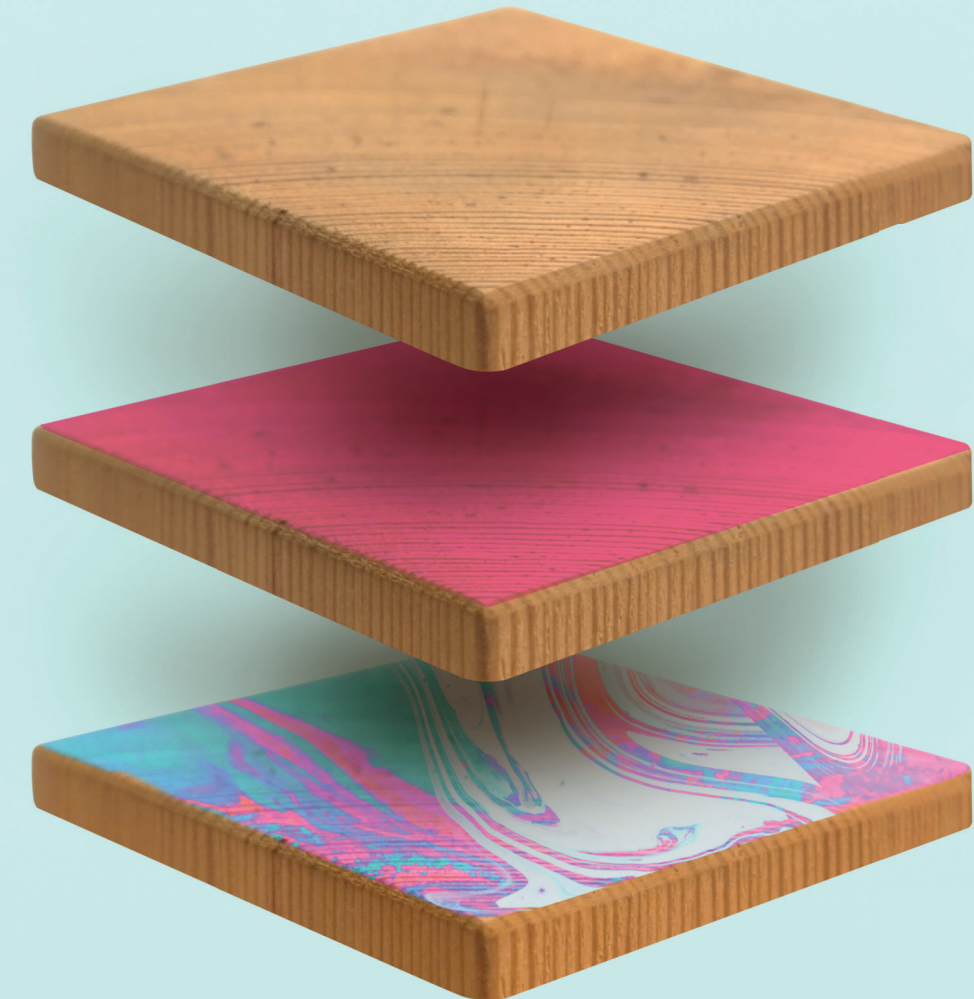
Jubels, a family run printing company founded in 1902, has now been around for 116 years! We are one of the oldest printers in the Netherlands. We started with letterpress in the early days, then offset, followed by printing on Xerox equipment in the late seventies and early eighties. We started with iGen in 2001 and later used iGen3, iGen4, iGen 150 and iGen5. More recently we have switched from being a print service provider to a successful omnichannel marketing business.

Our customers are companies that are ready to change and adjust to today's communications trends. By embracing omnichannel methods, they are in a position to transform their businesses.



The Jubels premises in Amsterdam.

Multimedia



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- ¹ 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 60 degrees on a rigid material (acrylic). Tested using Glossmeter BYK micro-TRI-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.
- ² 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, 120%). Internal HP testing with HP GamutViewer, Alpha Shapes=50.000

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