

## Speedscreen finds a Rho 800 combined with traditional screen process the solution to a Christmas retail project

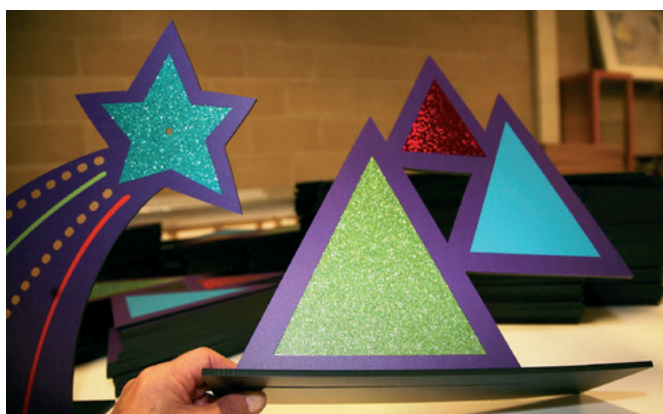
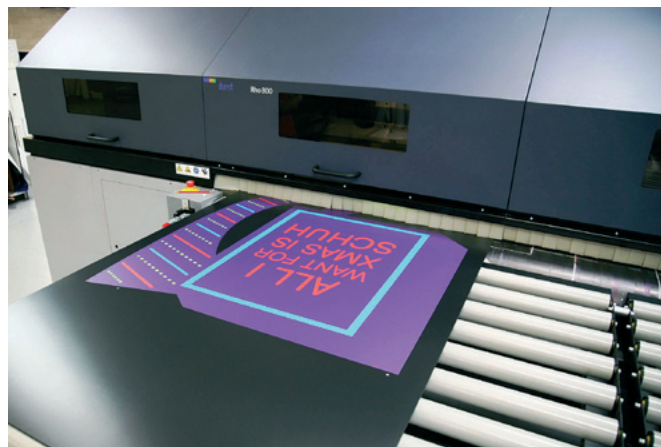
In a recent project, Kent based Speedscreen (Creative print solutions) produced a Christmas campaign for a retail client that highlights the perfect synergy that can exist between flatbed digital and screen printing processes. The whole job was an ideal run length for digital printing with approximately 60 kits required for the chain of stores.

"It involved printing directly onto 5mm black Foamex via the Durst 800, with a double white under the image," said Tim Hill, owner of Speedscreen. "Utilising the Caldera rip's options, we were able to boost the colours giving very vibrant reds and greens. The sheets were then overprinted by screen process with metallic gold and then screen printed with glitter in various places. Next they were cad cut using an Esko Kongsberg cutter/router table, routing out sections on the reverse to take LED lights. Some 30,000 lights were employed throughout!"

"The campaign included self-cling window decals," continued Tim Hill. "These were printed with backlit colours via the Durst 800 and various other elements on box board which again utilised both digital with the Rho 800 and screen printing."

"It highlights the crossover that exists between the two processes, but more importantly the real need for us to have both options in house for certain jobs."

"A project that would have been virtually impossible or rather not cost effective before the Durst Rho. It has been very well received by the client and looks fantastic in the windows."



### About Speedscreen

Speedscreen was founded in 1986. The company was established as a specialist screen printer, which pioneered developments in 4 colour screen printing. It succeeded in producing very fine halftones, something that was extremely rare within the industry at that time. The company first invested in a Durst digital flatbed with a Rho 205. The success of the digital side of the business led the company to increase output capability by upgrading to a Rho 800 Presto.

Speedscreen is a forward thinking and dynamic business with a philosophy of providing high quality and creative print solutions. Therefore, as a major part of its production capability it needed the latest digital inkjet technology and the Rho 800 fulfils that requirement. Tim Hill said: "He believes that digital printing will play an even more important part in the future of the company and the Rho 800 will help to turn us into a major player for wide-format digital print."

For more information on Speedscreen, visit [www.speedscreen.net](http://www.speedscreen.net)