

UK's Largest POP and large format printer installs a Rho 800

Augustus Martin, based in London E3, is recognised as the UK's largest producer of printed POP, outdoor media and moving images and is a winner of many British and International awards. The company has recently added a Durst Rho 800 to its impressive list of equipment.

The company was founded in 1966 as a Screen Process Printer by its current joint Managing Directors Lascelle Barrow and Barrie Dix.

A product and service-led philosophy, combined with commitment to invest, has seen a sustained and strong growth. This includes pioneering the introduction of UV drying inks into the UK with all their attendant environmental benefits.

In 1990 the company fulfilled its ambition of building Europe's largest purpose built screen printing complex at its new headquarters. At the same time, a substantial land-bank was acquired for future growth.

Today Augustus Martin prides itself on being a total communications resource for brand managers, made possible by state-of-the-art production equipment and personal insight and skill based on by years of experience in the market. It recently won seven FESPA printing awards.

Lascelle Barrow, one of the joint Managing Directors, who is also an ex President of FESPA and currently one of their Directors, said: "The decision to purchase the Rho 800 was to add greater flexibility to the production process. It is capable of printing on a wide range of media and changing from one media to another is quick and easy, making it idea for short runs and one-offs. The print quality is very good and we also like the ability to print white."



"We decided on the Rho earlier this year. We knew of the machine before and believed that it was the best machine of its type. We also like UV curing ink and have 30 years' experience of using it for screen printing. As with all our equipment, it was chosen to fit in with our total production process."

"Durst installed the machine very quickly and it was very soon up to speed. Since its installation it has proven to be very reliable and has slotted well into our workload."

For more information on Augustus Martin, telephone +44 207 537 4200 or visit www.augustusmartin.com