

Espo Service satisfies the requirements of very special clients such as Electronic Arts by supplying projects "On Demand" using the Durst Rhopac

Espo Service, based in Modena, Italy, specialises in supplying On Demand solutions for the design and production of retail promotions and accompanying display material using the Durst Rhopac linked to a Kongsberg DCM24 cutting table. This is a new philosophy that uses digital technology to meet market demands which are moving more and more towards limited circulation and short period promotions.

Today, there is a strong demand for retail promotions to be low volume with high levels of personalisation and "just in time" production and delivery. Espo Service has satisfied all these new demands by offering quick turnaround of orders in small quantities and the highest levels of customisation. These are the key features at the core of the "project on demand" ideal, realised by a production department that uses media directly printed with the Rhopac which requires no drying time or mounting and is immediately ready to be delivered to the installation site.

Espo Service has many clients that already appreciate the great potential of the digital printing process. An example is Electronic Arts, a leading software company in the interactive entertainment business, which has worked with Espo Service in Modena for a long time and has entrusted them with the personalisation of the retail outlets interested in a promotional campaign supporting the launch of the highly anticipated Fifa '08. The promotional displays have been created so that they can be viewed from 360° and include two-sided, free standing units, displays that surround demonstration units and even promotional material for the anti shoplifting barriers.



Nicoletta Mastromauro, Trade Marketing Manager of Electronic Arts Italia, said: "We started to work with Espo Service two years ago and now it is our main supplier. We entrust them with the design and production of free-standing graphic displays for retail outlets as well as the other promotional material for the launch of new products.

Together with the company, we have developed a standardised planning and production process which we adopt for many of our launches. Each display can be personalised, thanks to the digital printing of the Rhopac, in keeping with the type of product featured in the promotion."

This is an example of a business where the digital technology supplied by Durst has surely had a not inconsiderable influence. The Rhopac has, in fact, been specifically developed for the personalisation of print used in corrugated cardboard packaging and low volume production. The system is ideal for personalisation, prototyping and test marketing. It is also suitable for print on demand and can handle a wide range of materials including different types and thicknesses of corrugated cardboard. Companies such as Espo Service that have installed a Rhopac, have found that it has provided an enormous competitive advantage. "The digital system of Espo Service," commented Nicoletta Mastromauro, "has satisfied our need for fast turnaround as well as provided us with a major business advantage. The same is true for anyone else who needs low volume, personalised displays for short term promotion or find themselves requiring a project at the last minute."

Another advantage of digital technology used by Espo Service is the ability to produce samples which can be checked by the client before going into production. "Compared to the traditional technology this is an unquantifiable benefit," added Nicoletta Mastromauro. "In the shortest time possible from briefing, the design and exact sample of the actual display can be produced by Espo Service. It allows us the opportunity to see and touch the end product before we have to authorise production."

This piece not only highlights Espo Service's professionalism but also the success of the Modena's firm's choice to install Durst's digital technology in order to provide its customers with a better service and itself with an advantage over its competition.

