

President of FESPA, Anders Nilsson of Gamleby Screen, installs a Rho 351R

Gamleby Screen AB of Gamleby in Sweden, has recently installed its second Durst Rho UV inkjet printer. The first machine, a Rho 205 flatbed with the white printing option, was installed in 2005. The 205, which is still in constant use, has proven to be very reliable and was obviously a contributory factor in choosing another Durst inkjet.

Gamleby Screen was founded in 1968 and bought by its current owner, Anders Nilsson, in 1992. When Mr Nilsson took over the company it was a general screen printer with a range of screen presses producing a whole variety of different publicity items from stickers to signs. He saw a niche market opportunity of specialising in large format work; one of the presses was 2 x 4m and is still in use today. He invested in a giant cutter and other equipment as well as massively extended the original premises in order to handle large format production. In 1992 the company employed 6 people, now it employs 5 (including Mr Nilsson) and has increased its turnover 400%.

Anders Nilsson, said: "I first started looking at digital UV printers in 2002 but it was not until 2005, when I purchased the Rho, that I felt that they could be used as true production machines."

"The decision to purchase the Rho 351R was taken because we needed more capacity and we particularly wanted a roll to roll printer which could handle textiles. The Rho 351 is definitely the best machine for printing textiles and its quality and productivity are excellent. Also, the extra width at 3.5m is very useful. Curing can be a problem when printing on textiles and this varies considerably with different materials. The Rho is capable of handling the widest range of different media and has proven to be very reliable. We are able to load a whole roll of media and leave it printing unattended. The machine is linked to our mobile phones and when it has finished printing we can return to the office and switch it off."

"Printing on textiles is definitely a growth area. I would say that the market for PVC is fairly static in Scandinavia but the demand for printing on textiles is growing, particularly in the retail market."



The Rho is capable of double-sided printing and much of what we produce is in this format. Also, with the Rho 205, its fine registration allows us also to use it for double-sided printing on both rigid and flexible material. Typically, we produce a large volume of different types of flags and banners, all of which are double-sided, as well as many other items. They do however, require careful finishing."

"The company supplies work throughout Sweden, Norway and Denmark and much of what we produce is for the trade, supplying printers and producers of POP and POS material for retail use. We are experts at creating complicated solutions, for example hybrid printing using both silk screen and digital processes. We are also able to respond very quickly to clients' requests; 60 – 70% of our business is produced on a rapid turnaround."

"Environmental issues are already a major factor in Scandinavia. As a company, we do not have any solvent printers, for example, and our silk screen operation only uses UV inks. The next step will be using more environmentally friendly media. Already a great deal of work has gone into PVC production in Europe, however there are still cheap foreign imports in circulation which do not meet our European standards."

How has your role as President of FESPA influenced your business? "It takes up a great deal of my time, of course! But FESPA is a huge success. A few years ago it produced one exhibition every three years, now there are four or five per year and membership is growing daily. We have 35 member countries and that is likely to be 40 in a couple of years' time."

"The FESPA exhibitions have helped me find the right machine for my business. Durst is an important exhibitor with FESPA and I have been able to compare its machines with others. There are many different approaches to the industry including the multi-disciplines of screen, digital and offset. Durst has always looked to its customers by offering machines that are designed to provide the right solution for the business. Its development into industrial applications is very interesting and is designed to help develop other niche markets."

"The industry is influenced by small inexperienced businesses. Almost anyone can buy an inkjet printer and start printing. Price and quality can then become real issues and can even damage the overall market. It is very important to invest in the right machine for your business and one that will hopefully remain competitive for a long time."

The exhibitions allow FESPA to put money back into the industry. Membership is free but over the last three years we were able to invest 1.7m Euro in projects including seminars (the last was on textile printing), surveys and product revues. FESPA covers manufacturers, printers and end users and, in addition to looking at future trends, offers great networking opportunities.

For more information on Gamleby Screen contact Anders Nilsson on +46 493 130 40.

