

A tireless worker in constant use

In mid March 2008, a Rho 800 Presto was installed at Iffland Siebdruck GmbH & Co KG of Gelnhausen, Germany. It has already proved indispensable: by the end of July, the flatbed printer, which handles sheets up to 2.5m wide, had already produced 8,000 m². The screen printing company, in Frankfurt on the River Main, was founded in 1969 and can boast a long tradition. It deals mainly with graphics and had already begun to use digital printing by 1998 but the recently created technical publicity department only used small format machines. "We were looking for a machine that combined reliability with an increased print quality and productivity," explained Alexander W. Bohlender, one of the company's three administration partners.

"For most of our screen printing areas, digital printing was not cost effective." The Rho Presto 800 satisfies the company's considerable demands as the machine's productivity, in continuous printing mode, is up to 120 sheets (125 x 80cm) per hour.

With 65 employees, of which 8 are trainees, Iffland is a big fish in the mainstream of the sector. The company's clients come mainly from industry, in particular the catering and vehicle sectors, and tend towards larger projects. Its services include digital printing and screen printing, from the initial start up to commissioning and installation/delivery of publicity material to its clients' branches. For the last ten years it has also covered the whole vast field of technical publicity and works with partners who deal with the finishing and erection of printed material, even vehicle livery, across the entire country. Iffland Siebdruck has held the ISO 14001 certificate since 2007. It concentrates on achieving optimal quality throughout all its processes.



Iffland Siebdruck GmbH & Co KG has 65 employees, of which 8 are trainees.



Alexander W. Bohlender, one of the three administration partners, explains the choice of a Rho 800 Presto: "We were looking for a machine that combined reliability with an elevated print and productivity quality."

Screen and digital printing side by side

For two, often three shifts, the company works on two screen printing lines, new in 2004, using a screen printing reel system which was developed specially for Iffland. The Rho 800 must keep pace with this and it is more than capable of doing so, thanks to its automatic feed which allows for the parallel printing of sheets without pausing for loading.

"Today our clients ask for personalised/customised printing to meet their particular needs, such as long outdoor durability or particularly precise print quality for close up images," affirms Mr Bohlender. "The printing method used for creation is no longer important to them." This means that the Rho 800 Presto is used not only for short run digital printing or customised one-offs, but increasingly also for large quantities that previously could only be produced economically by screen printing.

"Every time our screen printing machines are in use or we have an urgent job, we use the Rho 800 Presto," he continues, "A print run of 200 to 300 is more cost effective on the Rho because the cost of ink per m² is similar to screen printing. The absence of origination of screens must also be considered as well as the significantly reduced production time." Another important point is the workforce required: it only takes one person to operate the Rho 800 Presto. Like all Durst models, it works with Quadro Array technology and can print on a range of different plastic media. For subtle colour tones and for clarity, two light inks are used: light cyan and light magenta. White tends to be used mostly for producing proofs or samples and this does not compromise printing speed.

Steven Heinze, who operates the Rho 800 Presto, is particularly enthusiastic about how easy it is to use and the clarity of the Caldera RIP's user interface. "Intense practice in the training centre in Lienz helped me greatly in the beginning, seeing that I am a qualified screen printing operator without any previous experience of industrial level digital printers."

Passionate about customer care

Mr Bohlender often accompanied Gilbert Kapaurer to Lienz and was most impressed with the atmosphere there: "You can feel the passion behind Durst's excellent products. For example, until the Rho 800 Presto came along, I had not expected that the quality of the image, already good in the first demonstration, could be improved."

Another important issue for him: "For a company with medium size ranking in this sector such as Iffland, it is imperative that we collaborate with a supplier who has experience in this area and understands it. Durst is synonymous with reliable production, has long-standing relationships with clients and provides individual support. Even if a problem arises after purchase, it is still possible to find the right person to talk to at Durst AG." Although until now there have been no problems at Gelnhausen.

Sonja Angerer



The machine operator, Steven Heinze, is particularly enthusiastic about how easy it is to use and the clarity of the Caldera RIP's user interface.