

## Print-Division in Slovenia takes delivery of the first Durst Rho 800 HS

Print-Division, located in Maribor, Slovenia, has recently taken delivery of the world's first production Rho 800 HS (High Speed) large format, UV inkjet printer. This is the fifth Rho UV inkjet in use by the company, which has three Rho 160's and a Pictor. The Rho 800 HS was purchased to replace their existing Rho 205.

Zoran Markovic, Managing Director of Print-Division, said: "We bought the Rho 205 five and a half years ago and have been very pleased with its performance during that time but our business has outgrown its capacity. What we needed now was a very fast, high production machine and the Rho 800HS was the ideal choice. We first saw it at FESPA in May this year and made the decision to purchase it immediately."

"Over the years our salespeople have been getting much larger orders and, particularly in the retail market, delivery times have been getting shorter. So, to be able to satisfy this demand for high volume, high quality print, we had to look to investing in new equipment."

The Rho 800 HS is housed in the company's new premises that will eventually hold all their print equipment which, at present, is spread over two sites. The new premises comprise 4,500m<sup>2</sup> of production space and 3,000m<sup>2</sup> of warehousing. "We now have sufficient space to have everything under one roof," commented Mr. Markovic. "In addition to all our other printers and equipment, we will now have room to install a 40m x 30m gluing table for producing building wraps and other huge displays."

Print-Division was founded 22 years ago as a photographic lab and retailer. The business grew rapidly and, in addition to their chain of photographic retail outlets and photo labs, had 20 minilab sites. Their connection with Durst goes back to the photographic side of the business with variously automatic enlargers and other equipment until the purchase of a Durst Lambda about 12 years ago.



This was their first venture into large format digital printing and soon the company wanted to expand into other large format digital print areas. This is when they set up the printing division separate from the photographic business. Today, both the photographic and printing businesses trade as successful independent companies.

Print-Division employs 44 personnel and offers a complete digital print service through to finishing and delivery of the widest range of roll and rigid materials, from textiles and vinyl to Foamex and corrugated board, both for indoor and outdoor applications. Their customers include all the major Slovenian retail chains and major brand names such as BMW and Coca Cola across the country. They also export a large volume of print to Austria and Germany.

"We tend to use a dedicated machine for each material," said Mr. Markovic. "We learnt this through our photographic business as being the most productive solution. We have subsequently applied this photographic theory to printing. To keep changing material you lose a lot of time and this way each machine is capable of achieving its maximum output."





"We will decide in the next two months what we will print mostly on the new Rho 800 but that will be after we have purchased an automatic cutting table. We want to make the production of corrugated display material a continuous process by linking the cutter to the Rho. Not only is the Rho exceptionally fast, it also produces very high quality print and this is particularly important for in-store retail displays. We have the six colour option of additional light colours so flesh tones etc. are perfect. We also have a requirement for some high quality white ink printing which the Rho Pictor takes care of."

"The Rho 800 has only been installed for two days and already we are greatly impressed by both its speed and quality of print. In fact, it's the only machine I can remember that has been right from day one, we keep our fingers crossed that it stays that way! The most important aspect of buying a printer is the after sales service and as you can see from all the Durst printers, we are very pleased with Durst. They deliver what they say they will."

How does Mr. Markovic see the future developing? "Firstly, as I have already mentioned, we wish to install an automatic cutter as soon as possible then, after that, continue to speed the processing of orders. Clients have greatly improved the material they send through to print but, ideally, we would like to make the ordering of print even more automated and that includes internet ordering. Hopefully, within the next two to three years, we will be able to establish a fully automated ordering and printing process using the internet. What we do now and will strive to continue in the future, is to 'add value' to what we produce in order to maintain a reasonable profit margin."

For more information on Print-Division,  
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Zoran Markovic, Managing Director of Print-Division

