

Luxembourg company installs a second Rho UV inkjet printer



Dété Publicité was founded as an advertising agency by its current owner, Dan Thill. Much of the original work then, as it is now, was for the retail sector and particularly for supermarkets.

Dan Thill, said: "Amongst a whole variety of different publicity items, we found we were producing many short run in-store promotions, which led us to invest in a small display printer. It wasn't long before other advertising agencies were asking us to print their banners and posters; Luxembourg is small regional market and therefore print runs for supermarkets, for example, tend to be small and not suited to offset printing."

"Four years ago we separated the company into two, the advertising agency and the graphics printing side. We purchased a router for vinyl cut lettering and also our first flatbed, it was a prototype and we subsequently had others but the quality was never up to what we wanted. We decided on no more prototypes! We bought our first Durst flatbed about 18 months ago, a Rho 600 with white and varnish. We were very keen to have the white printing capability and although other manufacturers claimed that their machines could print white, Durst was the only company able to convince us and to demonstrate it successfully."

"As an advertising agency we have to constantly offer new incentives to clients and come up with new ideas on how to present their company and their publicity. Therefore, we are always trying out different media for printing and the Rho's white ink option allows us to print on virtually any material and colour."

"Another important factor for us was to be able to print both rigid and roll material. We were the first to have the heavy roll printing option on the Rho 600 and this allowed us to print unattended over night. Again other machines could print on roll but only Durst was able to offer the "unattended" printing facility. We now print boards during the day and roll material at night, this optimises the productivity without having to have shift working. Since we have installed the Rho we have seen both a large potential market and an actual increase for roll to roll printing."





Initially we were unable to compete with imports from the previous Eastern block countries, however their costs have increased both in transport and running costs and now we are finding that we are competitive in this growth market. This is the main reason for purchasing our second Durst UV inkjet; a Rho 351R roll to roll printer with the white ink option. The quality is excellent, it's as good as we have ever seen, and our customers are very impressed. Also the built quality of Durst machines is second to none and we have not seen the same level of technology from any other manufacturer."

"We now use the Rho 351R to print on a variety of roll media including textiles, for which we have created our own cutter. We also have a Fotoba 320 wide cutter, which is kept busy producing our supermarket promotions. Typically, we have to print 70 different promotions a week for a client with a chain of 14 supermarkets. The Rho will print the complete order overnight. Other regular work includes printing bus posters; in Luxembourg a full campaign comprises only 110 items and we can offer two different designs over the 110 sites at no additional cost. Again we run the job overnight." In addition to the wide range of P.O.S. material, other main areas of work for Dété are exhibitions, corporate signage and permanent displays for Museums, for example. It also manufactures its own range of furniture made from a unique composite material which has the appearance of coloured slate and was created by one of its clients in Portugal. "We offer a unique service in Luxembourg," commented Dan Thill. "We are the only company able to provide a complete in house service from design, through production, print and finishing, to construction and display." For more information on Dété, contact Dan Thill, telephone +352 49 48 24 1.

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