

Quality wall-coverings

In Bonn the Thamm company, "the image-maker", has been turning out giant-sized photos for 21 years. Now, having introduced wallpaper, new and profitable markets are opening up.

"Aren't they fantastic?" Administrator Andreas Thamm fondly pats the samples still in his office after recent participation in the "Material Vision" show in Frankfurt am Mien. Well-structured surfaces adorned with large decorations, rustic and fine plaster in pastels, techniques of painting and veiling – masterful works of artisanal painting, digital prints you can't tell from the originals. "Instead of motifs or realistic designs like photographs, our 'My Wall' wallpaper collection (www.mywall.eu) concentrates on fine quality wall surfaces that can be produced at a very low cost" he explains.

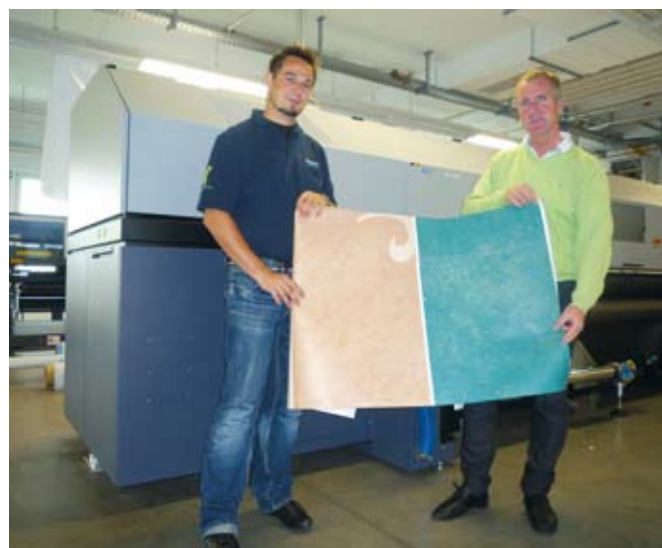
And to do so he can draw on family experience: in Bad Godesberg his sister runs an interior decoration firm specialized in designing colors and decorating walls for the upscale market. They are primarily her designs that, for display at the show, were digitalized with a Cruse 3D scanner and printed by Thamm with the new Durst Rho 320R on non-woven material 78 cm wide. "Even though the machine was installed just a few weeks ago, print quality with up to 600 dpi resolution is exceptional", declares sales manager Michael Bete with great satisfaction. "And we work with an economical standard material, which needs no special pretreatment for digital printing".

The non-woven used is 100% PVC-free and so easy to install that even the most unskilled will have no difficulty using permanent or removable adhesive for non-woven support. Thanks to its dimensional stability the support is able to hide cracks or minor defects on walls in old buildings. "My Wall" acts just like rough wallpaper but with the advantage that, instead of drab standard shades, we can offer all the trendiest colors. As a background decoration the customer can choose between different versions of mineral revetments; they come from an old sample book that we've revised and digitalized" Thamm says. "Now we're able to offer a new interpretation of wallpaper, in step with the times". With a price of about 30 euros per square meter, "My Wall" is aimed at individual customers but can also be used for display areas, advertising or in public areas. The material printed with Durst UV Roll-to-Roll water-soluble ink is highly flame-resistant, complies with DIN standard 4120, is scratchproof and resistant to wear.

The company has been experimenting with different versions of wall coverings for quite some time. For example, it offers a wall-decoration system that can combine (perfectly adapted) the motifs of muralist Rainer Maria Latzke, famous among those in the trade. By printing on coated cotton you get an alternative much less costly than the originals, which often run to several thousand euros; furthermore, they can be applied without a break up to a height of 3.20 meters, here also using Durst's Rho 320R. "Even on cloth the printing results are surprising", Thamm declares with pride. "Moreover, we're delighted with the fact that the inks are truly odorless, something that on cloth is never taken for granted," adds Bete. In fact, printing on cloth has become a specialty of this company (which employs 45 people) and is being used more and more often for wall coverings.



Thamm also offers a wall-decoration system combining (in perfect adaptation) the motifs of muralist Rainer Maria Latzke, printing them on coated cotton with the Rho 320R.



Sales manager Michael Bete (left) and administrator Andreas Thamm standing in front of the Rho 320R with two patterns in the "My Wall" collection.

The rubber-lipped frame system the company uses, formerly conceived for P.o.S. applications for printing on textiles – txframe – is mainly used in the fashion sector as “interchangeable wallpaper”. Showrooms and concept stores appreciate the chance to be able to change motifs, easily adjusting to the season or collection. So the txframe is being continually broadened, and in collaboration with building acoustics specialist Pinta Akustik, there are now also coverings for soundproofed walls, partitions and lowered ceilings.

“The trend to individualization isn’t hampered even by architectural surfaces”, says Andreas Thamm with conviction. “In this sphere, too, we want show the worth of digital printing, and that’s why we continue to experiment on new materials. Just recently, for example, we used one-way sun-block films.

We are enthusiastic about the results we get with the Rho 320R. And I’m convinced that the machine is the cutting-edge of the technology, the best there is right now on the market”.

Sonja Angerer
www.thamm.de



Complicated wall coverings like these serve as a model for the “My Wall” collection.

The “My Wall” collection is printed on standard non-cloth fabric with Durst’s Rho 320R.

