

## "Actually, we'd like to print money"

Says Andreas Thamm, administrator of Thamm, "The Imagemaker", joking about his decision to buy Durst's Rho 500R.

And he just might succeed, given this UV roll-to-roll printer's preset 600 x 600 dpi resolution! But Thamm isn't interested in copies: the Bonn company prefers extraordinary applications and moneymaking niche markets.

"We're especially proud of this project", says sales manager Michael Bete, showing photos of the warm, sunny offices of a big insurance company. One might call it a successful example of interior design following a group's directives. And yet it's much more: behind the green fabric held taut by the company's texframe system is high-performance soundproofing foam certified on the bases of surveys done by a famous acoustic insulation laboratory. These products absorb up to 100% of reverberation, offering a quiet that aids concentration even in open-space offices. And the texframe goes even farther, for example making it possible to prepare partitions and decorations for shops: perfect use opportunities for the new Rho 500R. In fact, for applications of the kind it offers the special multi-roll option making it possible to simultaneously print up to three reels 1.6 m wide. Even when different designs and color profiles are requested. "Thanks to the pneumatic system we can even use reels in very different sizes", says Andreas Thamm with satisfaction. "No other machine on the market can offer that".



For Andreas Thamm a decisive purchase factor was the multi-roll option offered by Durst's Rho 500R.



Not that this company with 45 employees doesn't have choices when it comes to printing. In its 4,000 sq m Bonn production plant it has another two Rho models, the 500R's "little sister", the 320R, and a flatbed Rho 800 as well as seven big-format printers from other suppliers, four of them purely textile machines. But the Rho 500R beats them all, and not only for its top 400 sq m/hour speed. At Thamm, as its administrator stresses, "for quality reasons" they usually prefer printing in quality mode, with speed of about 200 sq m per hour. And this is because the company deals mainly in special solutions. Between often-complex development, data optimization, packing and mounting, there is seldom much time left for printing. Even when an order gets filled ahead of schedule, which rarely happens. "Short-term order consignment has become common lately", sighs Bete. "Which increases the importance of having totally reliable, high-production machines like the Rho 500R. In fact, that's the only way of being sure that there aren't nasty surprises in store".

Instead, as Christmas approaches, the new Rho 500R has a nice surprise in store for anyone looking for presents at the gift mart in a big city in southern Germany. After twilight, and commissioned by a big department store chain, the pedestrian zone is lit by a gigantic ball reminiscent of Christmas tree decorations. This is made possible by the special backlit function that creates a deep yellow and dark black behind this surface of approximately 1,500 sq m. By day the decoration looks like a big-format poster and at night becomes innovative lighting. The fact that in this case, too, there was little time to create it was practically a given: after all, every year Christmas arrives quicker than you think...

Text and photographs: Sonja Angerer  
www.thamm.de



Administrator Andreas Thamm (left) and sales director Michael Bete in front of the company's "Rho gallery": in the foreground the Rho 500R, behind it the Rho 320R and flatbed Rho 800.

Andreas Thamm talks with an operator about settings for the big backlit project that in the Christmas season will be adorning a pedestrian area in a southern German city.