

Highest flexibility and very fast delivery

Durst Tau 150 label printer completes a successful trial at its first Beta site in The Netherlands

Omnilabel BV of Dalfsen was the first company to take delivery of the new *Durst Tau 150* high-speed UV inkjet label printer. The machine was installed in June 2010 for Beta testing and six months later *Omnilabel* is delighted by the performance of the *Tau*.

»Durst has been very supportive«, said Managing Director MICHEL SMUDE. »The *Durst* people have given us a lot of confidence in both the machine and their ability to respond to any unforeseen issue. The press is not only printing reliably and profitably but also it has given us a commercial boost, which was the major reason for purchasing the machine.«

The company was established in 1997 as a label printer by *Eshuis BV*, a general printer founded in 1891 by the grandfather of INGRID SMUDE-ESHUIS (wife of MICHEL). The medium-sized label printer mainly specialises in small and medium volumes of printed and blank labels. It still provides labels to *Eshuis* but now that only represents a small part of the business, with most coming from a large number of private clients.

»The company prides itself on printing labels of excellent quality from large quantities of many millions to small volumes of a few hundred or thousands«, continued MICHEL SMUDE. »We also offer the

highest flexibility and very fast delivery. Printing of blank labels still represents about 70% of our business but we are always looking to invest in new printing technology which will help to improve the service we provide and help to add value to the products we supply. The increasing demand for short runs has led us to evaluate various digital inkjet label presses to find the best possible option that would fit our current requirements and also offer good potential for future growth.«

»The *Tau 150* was the best solution. Apart from its ability to provide very fast turn round of the highest quality, the *Durst UV* ink also offers excellent colour retention and allows for outdoor applications. The *Tau* has proven to supply a good entry into potential new customers and has already been responsible for us winning several new contracts. One example is for labelling flowers for outdoor display at a major chain of garden centres and another is for a milk producer who is about to launch the largest European brand of butter. The *Tau* enabled us to print sample labels of the butter from a PDF supplied by the customer whilst we discussed the project with them. Instead of taking three days to create proofs of the labels, it took us just a couple of hours. The customer was so impressed by our response time and quality of the samples that we were immediately awarded the contract.«

»Although The Netherlands has experienced the current business recession like everyone else, our company has continued to grow throughout that period and we expect the growth to continue over the next twelve months. We believe that the *Tau 150* is responsible for actually speeding our growth whilst helping us to add value to the products we supply. Currently the factory is operating three shifts a day to meet the current demand.«

»We have in excess of 800 different customers all with varying label requirements from 100 to 100 mil-

lion items. For the company to continue to be successful and in demand, we have to be able to respond quickly and flexibly. Most of our orders are supplied within three days, even the large volume ones and the *Tau* helps us to satisfy this demand. We will typically be required to print a large volume of blank labels and then overprint in colour just 20 or 30 items in batches for use as hang tags, for example. We supply one such customer with between 600 and 700 different orders per year.«

The *Tau 150* features *Durst's* proprietary single-pass technology and covers web widths from 100 mm to 165 mm (3.94"-6.5") and



utilises liquid UV ink technology. The system reaches a throughput speed of close to 50 m/min (164 fpm). Building on its multi-generation product offerings in the photographic market segment, the *Tau 150* delivers an apparent resolution in excess of 1000 dpi, utilising state-of-the-art grayscale inkjet print-head technology from *Xaar*. *Durst's* proprietary UV inkjet technology features CMYK ink colours, plus White as an additional configuration option. A wide range of standard substrates are supported without the need for expensive and time consuming pre and post treatment. The *Tau 150* delivers repeatable image quality from the first to the last label and from run to run at the push of a button. *Durst's* solid and robust mechanical construction ensures high reliability for a heavy duty 24/7 production schedule and built-in maintenance functions, such as automated printhead cleaning, help to maximise performance and machine uptime.

→ www.omnilabel.nl
→ www.durst-online.com



Typical *Tau 150* jobs at *Omnilabel*.