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Live Digital Display Production at FachPack

Durst and EskoArtwork, in conjunction with their customer ROBA CORRUGATED, demonstrated digital display production on their booth at FachPack 2010. The display comprised a Durst Rho 750 HS Corrugated and a Kongsberg XP. Visitors were able to see the complete production process from digital file to the final product.

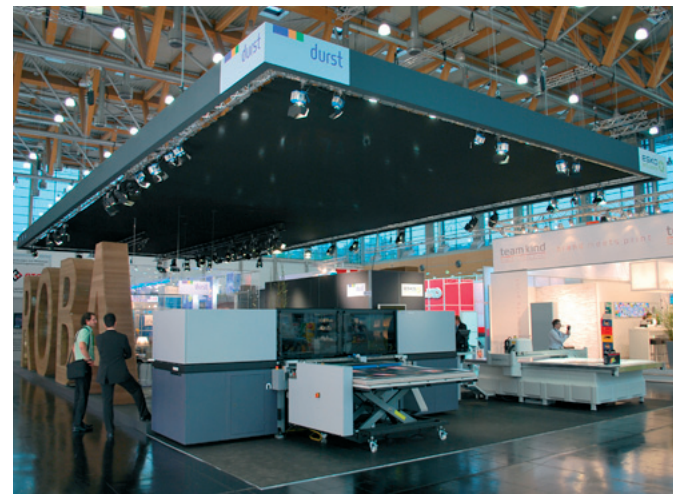
This unique opportunity of being able to view the complete production process was driven by the Bauernfeind family, owners of ROBA CORRUGATED, who had taken the decision to offer a one stop service for packaging and point of sale displays for its market. Building on flexo, offset and digital technology, ROBA now offers its clients a full service ranging from one to many thousands units.

"For us to stand still is regression", says Dr. Roman Bauernfeind. "We have been looking at digital for many years and came to the conclusion that the new Durst Rho 750 HS meets our expectations in terms of productivity and quality. Together with the Kongsberg A-XP we have a powerful digital solution for short runs and mass customisation". The move of ROBA towards full service and digital packaging production allowed the three partners to show for the first time a digital production workflow at one booth. The exclusive design and the integration of high technology under the aegis of ROBA clearly communicated the partnership and was received very well by the visitors. Mr. Seidl, Managing Editor of Print and Publishing International for example remarked that "...the booth is certainly within the top 3 of FachPack."

The visitors could see how blank sheets were printed with the Rho and converted into boxes and displays with the Kongsberg cutter. The graphics varied according to the corporate design colours of ROBA, ESKO, and Durst. By that the full versatility of the digital production workflow could be experienced.



A winning hand. ROBA offers full print service with flexo, offset, and digital print



Joint booth of ROBA, Durst, and Esko

"Our joint show created much interest with the visitors to FachPack and all three companies experienced an encouraging response from demonstrating digital production workflow. It was a perfect win-win situation," says Dr. Rudolf Massimo of Durst. "ROBA could show the benefits of digital display production to its clients, which has already generated a good demand for the new service. Durst was able to present our latest corrugated inkjet printer to the corrugated industry and Esko could demonstrate its pre-press and finishing competence. Digital production of corrugated displays is a very exciting development within the industry as it offers unrivalled flexibility and fast response times."



Versatile corrugated packaging and display production

One year of digital production at Model Obaly – A review

Model Obaly a.s., based in Opava, is one of the largest producers of packaging in the Czech Republic. A year ago, its management decided to invest in a digital production workflow comprising a Durst Rho 700 Presto Corrugated and a Kongsberg cutting table in order to provide their customers with a full service of between one to many packaging and display units. The digital process specifically addresses the short run packaging and display market sector which could not be serviced by offset and flexo technology.

"Today, after a year of operation," said Ondřej Pagáč, packaging technologist for the Model Obaly company, "it is clear that we have made an effective investment and Durst was the right choice."

"Our shift starts virtually every day with the printing of prototype and pre-production samples for our analog productions," explains Ondřej Pagáč. "All factories of the Model Group in the Czech Republic have learned to benefit from the possibilities created by our digital printing. Also packaging designers have a very effective device in their hands as they are able to evaluate and test their designs. The Rho also facilitates the printing and varnishing on metallic foils. This is of particular interest to high-end packaging clients in the cosmetic and pharmaceutical industry. Thanks to being able to provide finished samples, we can communicate with our clients more effectively. For the most part, however, we produce short run packaging and display material for our customers."

Short run POP display and packaging production

"Because of their high impact on the purchasing decision, point of sale displays have become a major contact point for our customers, the manufacturers of branded goods," explains Pavel Matýšek, sales manager and member of management of Model Obaly. "We appreciate it as being an essential part of presenting brands and products. The demand for short run production and one offs stems from a number of sources. The group of clients who want short runs of point of sale displays is growing steadily. Another section of our customers also looks for single displays, atypical constructions or displays for exhibition purposes." For example: "We decided to create our own booth in this way for important exhibitions. Besides the costs savings it gives us the opportunity to present the creativity of our designers."



Model Obaly managed to fulfill its ambition of launching a short run production of point of sale displays



Durst Rho 700 Presto installed in premises of Model Obaly.



Some of the printing from the sample book, which is used by sales representatives of Model Obaly

Demand for gift packs

"Gifts are a very sensitive area. Parameters are influenced by ethics, emotions, and search to provide a means of expression. In the business world it is even more complicated. Everyone is looking for the appropriate mix of respect, expression, adequate value and personal relationship. Our last year's gift worked very well. We gave our partners Christmas presents in specially designed packaging. Since then, many of them have turned to us for the production of exclusive, short run gift packaging, particularly as the packing can be personalised, which is so important in furthering business relationships."

Universality is important

"The versatility of the Durst Rho 700 Presto is very important in allowing us to be able to provide new services," said Ondřej Pagáč. "Concerning our main production, it is very obvious that most of what we produce is printed white corrugated or smooth cardboard. Using the white printing capability helps us to produce graphics on natural cardboard. Varnishing helps to highlight specific parts of the design, but we have also used it as a protective coating for short run packaging projects. Clients are still learning what possibilities the Durst Rho can create. We have also printed on self-adhesive foils, labels and frequently we print on silver metallic foils."

Business stagnation has not happened

"Advertising is essential for all companies during business downturn as well as growth," says Pavel Matýšek. "Digital printing and digital production has experienced a healthy growth in our country. Our customers, like our factories, greatly appreciate the benefits of digital production. During the last year, we have had to operate a two-shift working day on many occasions and particularly now, before Christmas, we have an increasing demand for special VIP series of gift packs. To date, we have not needed to back up our digital production centre with another printer as the Durst Rho is extremely reliable and HSW Signall is a responsible partner who provides us with an excellent service."

VIP gift pack



The possibilities of UV technology are also illustrated on this noticeboard



The effect of partial varnishing can make the product more attractive



After ten years Model Obaly decided to introduce their products to the expert community