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How to Take School Spirit to a Higher Level: White-Ink Printing on Pads, Mats by Artistic Coverings

New Technology Delivers: Creativity, Durability, Matched Color

CERRITOS, California, January 2009 – If your local school, stadium, day care center or gymnasium is equipped with vinyl safety padding or mats displaying team mascots or sponsor logos, chances are they're the handiwork of Artistic Coverings of southern California. Using popular printing techniques, the company takes a nondescript, functional item and transforms it into a "billboard" that boosts school spirit or delivers a company's message.

The Appeal

If these printed pads and mats were appealing before, they're even more appealing today.



New advances in printing technology make it possible to produce highly creative images that are durable and flexible, and do an excellent job of matching inks with school or corporate colors. One improvement, in addition to the adhesive and "flex" qualities of the inks, is

the advent of white ink – which lets printers produce sturdier, more dynamic graphics on a wider range of surfaces more easily and at lower cost.

"Printing with white ink has been around for a few years now, but not like this," says Troy Robinson, co-owner of Artistic Coverings, which recently installed a Durst Rho 351R grand-format UV inkjet roll printer. "Before white ink, we would cover a standard white vinyl pad with colored inks and leave it bare



where white was called for in the design. That took a lot of ink. The earlier white inks had to be applied so thick that they'd flake off. But with this new Durst printer, the difference is like night and day. There are no added coatings needed anymore to protect the printed surface. We used to have to apply a 3ml over-laminate to protect the ink from flaking."

The Savings

Although the new ink costs more, much less ink is required to complete a job, he notes. In addition, both the over-laminate step and the need for specially treated media are now eliminated, which results in further savings.

"We've looked at a number of printers and none of them – from the \$20,000 low-entry models to the larger commercial models that compete with the Rho 351R – can print on standard vinyls," co-owner Michelle Robinson adds. "Some of our customers were enticed by low-priced deals for a while, but now they're coming back to us because of the quality of the image, the color matching, the durability, and the long-term cost benefits. No one can celebrate saving a few dollars when the ink is peeling off."

The Printer

The Durst Rho 351R UV inkjet roll printer has an 11.5-foot-wide print bed and can feed two 63-inch rolls of media at the same time – useful when printing an 800-foot-long series of 4-foot panels to cover a stadium outfield. The printer applies Durst's VOC-free inks – a huge plus for schools and pre-schools concerned with the environmental friendliness of their facilities – and prints on recycled and recyclable roll materials.

Other Services

In addition to wall coverings, Artistic Coverings is now able to print retail point-of-purchase (POP) materials, truck tarps/side curtains, and a greater variety of graphic images on materials important to its current clients – such as pole wraps, decals, stadium advertising signage, indoor and outdoor protective padding, pre-schools and trade show exhibits – all thanks to these recent advances in printing and inks, and the addition of its new Durst printer.

Pricing and other information for the Durst Rho 351R, as well as for other Durst products and services is available by contacting Durst U.S. by phone at 1-888-480-3588, or by e-mail at info@durst.com.

About Artistic Coverings

Artistic Coverings, Inc. is a diversified manufacturer and large format digital printer incorporating product designs that deliver true value to a wide range of customers. Artistic

Coverings brings more than 100 years of experience in the development of quality products and services. The company's businesses develop and market products for competitive sports, early learning environments, entertainment venues and a wide range of digital graphic applications. For more information, contact Artistic Coverings by phone at 562-404-9343, or visit: www.artisticcoverings.com

About Durst

Durst Phototechnik AG is a leading manufacturer of digital imaging systems for graphic, pre-press, signage, commercial/retail display, packaging, industrial and photographic applications. Headquartered in Brixen, Italy, the company operates manufacturing facilities in Brixen and Lienz, Austria; has major offices in the U.S., France, United Kingdom, Germany and Mexico; and partners with exclusive agents in 120 countries. Durst's reputation for quality, precision and reliability spans more than 70 years. Durst Image Technology U.S., LLC, a wholly owned subsidiary of the Durst Phototechnik Group, is the exclusive distributor and service provider for all Durst professional digital imaging equipment in the United States and Canada. Durst's professional imaging products include the renowned Lambda laser imagers, Rho large-format UV inkjet printers, Theta roll-to-cut print photo imagers, Sigma high-speed film scanners, photo album creation systems, and other products.

CONTACT: For more information on Durst Image Technology U.S., LLC or any of Durst's products and services, contact Christopher Howard, Senior Vice President of Sales & Marketing: phone 585-486-0340 ext. 5250, fax 585-486-0350, e-mail choward@durstus.com. Or visit: www.durstus.com.