



## Imageco invests in a Durst Rho to sustain their rapid growth

Imageco of Leeds believes that their new Durst Rho direct to media inkjet printer is a vital part of their continued business expansion. In just two years from launch, Imageco has already grown to a company with a turnover of £4.5 million and employs 32 people.

Imageco's business is focused on two main areas; firstly, providing high quality professional graphics across a wide range of indoor and outdoor applications to agencies and companies; including exhibition stands, graphic and free-standing displays, banners, billboards and posters. And secondly, innovative and effective merchandising solutions for the retail trade, including equipment, graphics, systems and signage. They have an in-house finishing facility and employ a team of twelve people in the installation department.

They have a very impressive client list, which includes several household names; for example, Peacocks, New Look and Grattans.

When Steve Johnson and Brian Plows started the business they brought together two different disciplines. Brian has many years' experience in the retail business and Steve similar experience within professional photolabs and graphics.

### Why choose the Rho?

Brian's screen printing background gave him an insight into the possibilities of direct to media inkjet printing and felt that this represented a great business opportunity. It was Steve's many years first hand experience of Durst equipment and, in particular, the production capabilities of the Durst Lambda, that prompted them to consider purchasing a Rho. (Having already installed a Lambda 12 months previously!)

Brian commented: "We obviously looked at other machines but we wanted the flexibility of being able to print on both roll and sheet fed materials. Once we saw the Rho in action, we made our minds up immediately that this was the machine for us."

"This represents a major investment for the company," continued Brian. "But we know that if we want to continue to grow at the rate we have over the past two years we must offer the very latest technology. The new printer provides us with a significant competitive advantage, and we are looking forward to utilising the full range of its capabilities."

"We have experimented with printing on a range of different materials including, corrugated card, ceramic tiles, even louvered doors! Some of the results have been incredible. However, it



would be very easy to get distracted by all the different printing and business possibilities the Rho offers, instead we are concentrating on the fact that it enables us to offer an even better and wider service to our existing clients."

#### **How has the Rho fitted in with Imageco's business?**

Brian said: "The Rho has already proven to be highly productive and easy to use. We were producing commercial work the week after it was installed and it has continued like that ever since. In fact, it's been so busy that we have not had the time to produce all the samples our salesforce keep asking for!"

"We are also looking to invest in a CNC cutter to complement the Rho," continued Brian. "This is for the production of large, free-standing display units, and prototyping retail displays, amongst other items, where we believe there is a large business potential."



Durst Rho showing textile printing feature