



Durst Rho protects profit margin at Leach Colour

Arriving the same day as his wife gave birth to their son Tom, Jim Parkin, Director of Leach, said that the Rho has obviously been referred to as, "His other baby". This is an understandable analogy as Jim talks about the Rho with much enthusiasm.

"The Rho has provided us with a great opportunity to provide a new and wider range of services to our clients as well as opening up new markets," commented Jim. "It has also helped redefine the roll of our Durst Lambda. We can now concentrate on using the Lambda for the production of the highest quality photo imaging, for use in Museums for example, with the Rho and other printers providing the high volume more cost efficient graphics.

Jim Parkin sees many opportunities for the Rho, the most important being within the screen printing side of their business.

Jim says: "The Rho fills the gap between short run Lambda and high run screen print. It is cost effective and competitive in today's market place for run lengths of 50 to 150 off (depending on substrate)."

"A large part of this sector utilises 5 or even 6 colour screen-printing. Most digital processes lose out here but Leach has extended the capability of the Rho by linking it to a 2 colour semi-automatic screen printing line. Along with specially developed ink sets, this allows us to 'overprint' spot colour, even metallics so fulfilling the needs of the POS requirement."

"With minimal pre-production costs, the Rho will enable us to offer a prototyping, or trial run facility for in-store and cinema foyer displays. We will be investing in a CNC cutter to complement the Rho for this purpose."

"One of the most exciting areas for the Rho," continues Jim. "Is in the signage industry. We have worked very closely with a leading UK ink manufacturer to provide an exclusive protective varnish, which enables us to increase the expected outdoor life of Rho output to 5+ years. We



Durst Rho 'Edge-to-Edge' printing feature

can now produce coloured signs of up to 6 colours with a protective varnish straight to powder coated metal, Di-bond or Foamex."

"We are already producing signage for; one of the UK's largest water authorities, universities and colleges and a vast range of one-off, exceptional quality signage to a range of delighted customers."

Jim continued: "The Rho and its instantly curing ink technology allows direct-imaging to an unlimited range of materials previously untouched by digital printing. This does of course, open up an entirely new market and one in which we have already had several enquiries. These include, printing on carpet tiles and laminate flooring for a premier league football stadium, suspended ceiling tiles for a major retail chain, flat-pack furniture with wood and metal effect finishes and clear polythene sheet for the construction industry, to name but a few."

Why was the Durst Rho your first choice?

"We wanted a machine that could print on both roll and sheet fed material. We have a considerable volume of business printing banners both for indoor and outdoor applications and being able to print directly onto uncoated roll-to-roll media is extremely cost effective."

"Secondly, we know and trust Durst, they have excellent engineers, who are always quick to respond to any problem that might arise. The Lambda has proven to be extremely reliable, the Rho has the same build quality."

"Once we knew that Durst were going to produce the Rho, we just waited for its arrival. A bit like waiting for the birth of my other baby!"



Jim Parkin and Richard Leach with large jigsaw created for Land Rover showrooms