

Version Image Plus' Experience with North America's First Rho 1000 - Leads to their Second - The First Site in the World with Two Rho 1000's

"Montreal-based Version Image Plus (VIP) has a reputation for handling high volume large-format print jobs. It could be 14x48 foot single-piece soft-signage billboards, 53 foot long vehicle wraps for long-haul truck trailers, or an elaborate 70x162 foot mesh facade to cover long-term repair work on the Bay building- a downtown landmark. Now the company's reputation is expanding VIP is increasingly known for handling any job with remarkably fast turnaround. Founded in 1995 by Pierre Peloquin, who was joined in 1997 by Michael Bouchard, VIP recently added two large-format production digital printers: a five-meter Durst Rho 500R for roll media and a 98-inch Rho 1000 for rigid media - the first in North America. The leading digital print provider in Quebec Canada, has increased its peak capacity to an astounding 22,000 square feet per hour.

"One key reason we have success is because we have speed, Peloquin says. Our Durst machines have allowed us to turn around large jobs quickly - jobs that in the past would have taken us double the run time in order to match the quality we get from our Durst printers". This capability has proved its worth in fulfilling VIP's many POP and commercial display print projects, as well as its large-format jobs. But it's especially important given the printing demands of the political elections in Quebec, a major source of print work and a real test for any print provider.

During a two-week period leading up to the 2009 elections, VIP ran two separate machines, non-stop, and still had to outsource half of its entire project. But with the addition of its Rho 1000, when the 2011 elections came knocking, VIP printed 32,000 4x8 foot boards in just one week - a company record. And none of it had to be outsourced.



One factor that played a major role in job efficiency: VIP was able to print on pre-cut and pre-punched boards without having to worry about ink clean-up or board cutting after printing. Thanks to its level of productivity, Peloquin says, he had no second thoughts about ordering a second Rho 1000, to be installed and operational in May. The speed and pre-cut sheet workflow the Rho 1000 offers has proven themselves to VIP and its customers.

"I decided to order speed," he says smiling. "No one can possibly print a job as fast, with such high quality, with any other printer." This business model, Peloquin says, lets his company deliver jobs quickly and with better production efficiency, which is attracting even more business. VIP now runs jobs on its Rho 1000 24-hours a day, five days a week - seven days during the election season - and its digital workflow gives the company a distinct edge against the lithographers, silk screeners and other digital printers it competes with.

One essential factor in the actual productivity of the Rho 1000 - and the Rho 500R - is the reliability of the platform as well as the service and support Durst provides. Peloquin says he has been very impressed by Durst's service. "I'm all about support," he says. "Service and support is extremely important in my business - and I see it's extremely important to Durst as well." The Rho 1000 is the flagship of an entirely new generation of large-format UV inkjet printers from Durst that features production speeds with image quality levels previously unattainable from any commercial digital imaging platform. This industrial-grade printer, which also emphasizes flexibility and versatility, can efficiently transport and print on a remarkably wide variety of sheet, heavy rigid and roll media.

The capabilities of the Rho 1000 make it highly suitable for integration into screen and offset printing workflows, in which its high-speed, and linear workflow becomes one step in the print production process.