

Tau 330 in Production

Case stories and background information on installations from around the world



Dear Ladies and Gentlemen,

With this booklet, we would like to present a few case studies based on our global customers. The emphasis is always placed on the respective company, with its specific challenges and the decision-making process the company had to undergo before engaging in digital label production. As diverse as our customers' focus may be, the issues they face are very much alike.

We are very pleased, to have provided a solution for the changing market requirements with the Tau 330.

We are not only the technology supplier to our customers, but also their strategic partner and service provider to help them gain a competitive advantage and tap new market opportunities with the digitalization of the production process.

We would like to thank our customers for their willingness to share some detailed background information, so that we can provide you, dear readers, with an authentic insight into the processes involved and help you make the right decision.

We thank you very much for your interest and hope you enjoy reading the booklet.

Yours sincerely



A handwritten signature in black ink that reads "Helmuth Munter". The signature is written in a cursive, flowing style.

Helmuth Munter
Segment Manager
Labels & Package Printing
Durst Phototechnik AG

Flexo versus Digital

The Tau 330 is The Label Makers' answer to the shift in customer requirements

The Label Makers in West Yorkshire are intelligent persuaders. Anybody in Great Britain who wants to buy shampoo, detergent, a bottle of wine or jam and is not loyal to a particular brand, will reach for the article with the most appealing label. In most cases, it is fairly safe to assume, the label was produced by The Label Makers. For 50 years now the company has been designing and manufacturing labels and embellishments for product packaging of leading British brands from the Fast Moving Consumer Goods (FMCG) market. The focus on customer service and the high standard of quality is reflected in the fact that the world's most exclusive perfumery, the Roja Dove Haute Parfumerie at Harrods department store in London, has all the labels for its range of luxury perfumes produced by The Label Makers. Next time you are trying to decide which Single Malt Whisky to purchase, think about why the Glenfiddich strikes your eye more than the others do.



The Label Makers

West Yorkshire, Great Britain
www.labmak.co.uk

Besides their many years of comprehensive professional experience, one of the key factors of The Label Makers' success, is the continuous investment in the latest technologies to provide cutting edge solutions and the best service available to all customers. An indicator of this is the array of machinery, screen printers, flexo printers and finishing units, in operation at the production site. Three years ago they entered the digital arena when their first digital printer, a Xeikon 3300 complemented by a Digicon finishing unit produced self-adhesive labels for special edition series of the beverage industry.



„Around the time when we introduced the digital print system, we were faced with an increasing customer demand for shorter print runs“, says David Webster, Managing Director of The Label Makers. „On average we would produce about 100,000 – 200,000 labels per job, but the trend has shifted in the retail sector. Now we have to be able to produce and deliver short runs of 10,000 – 20,000 labels at short notice.

The trouble with flexo print was, that regardless of job size, the print preparations would take 3-4 hours – even if the print itself would only take seven minutes. The economical factors for this production method were highly inefficient.

Another crucial aspect was, that the existing digital print systems could not achieve the required production speed and were not suitable for PE-materials, to allow for a shift of production. To come up with a solution, The Label Makers analysed the market and scrutinised the available technologies. They were impressed by the Durst Tau 150 8C, because it featured all the relevant specifications and could be equipped with up to 8 colors, as demanded by many customers. However, the system only offered a maximum print width of 160 mm, which unfortunately was a limiting factor, especially for cosmetics- and toiletry products. In the end, The Label Makers decided, not to invest in the Tau 150 8C. Although they were impressed by the system, it would have only been a compromise to their actual needs and would not have been in line with their objectives.



A solution was eventually found at the Label Expo 2012 in Chicago, where Durst rolled out the latest Tau 330. This system comes with an optional print width of up to 330 mm and reaches a production speed of 48m/min. The specially developed Single-Pass UV Inkjet Technology allows the system to print with up to six colors plus white and generates an image resolution of more than 1,000 dpi.

„We had already been aware and were quite impressed by the Durst systems. The Tau 330 now features the print width that we require to produce items like shampoo labels. The print quality is comparable to screen print and the ink options for white, orange and violet allow us to cover most of the pantone color space.“

Early in 2013, The Label Makers installed the first Tau 330 in GB and production was initiated immediately. The company had already gained previous valuable experience with digital workflow systems and their in-house design studio was familiar with Esko RIP software and with color management in the design-to-print process. Existing customers gave positive feedback on the high standard of print quality and the cost efficiency of the Tau 330. New customers were impressed by the flexibility the system offered. Variable data printing and fast, inexpensive, high quality production for short and long runs allowed The Label Makers to provide tailor made solutions. At the start of production, the machine operators were surprised by the outstanding high-speed material guidance of the Tau 330, which reduces material loss. To produce flexoprint, The Label Makers needed a store room for the numerous mixed- and full color inks. The Tau 330 only fills one pallet for all seven inks (CMYK + White, Orange, Violet).

„Flexo print required us to have a huge stock of inks, amounting to £ 40,000, to be able to cater for all the color variations our customers demand. And you need 2 kg of ink per color to even start up the machine. That’s probably the best way to illustrate the differences of those print technologies.“

The investment in the Tau 330 has already paid off for The Label Makers. Not just financially, but also as a confirmation, that quick and efficient tailor made customer solutions are at the heart of everything they do.



got milk?

From the labeling of milk churns to variable digital label print with 1,000 dpi



herpa print GmbH
Much, Germany
www.herpa-print.de

The Bergische Land has always been an agricultural region and is one of the major sources for milk production in Germany. It provides the setting for the successful company history of herpa print GmbH in Much. In an era before Tetra Pak and Bar Codes, large milk churns were used as transport containers by dairy farmers and had to be labeled correspondingly. At first, the numbers were stamped into the churns to allocate them to a specific dairy farm. The churns were then delivered to one of many regional outlets. After the sale, the churns would be returned to the farms for cleaning and refilling. By the middle of the 1950s, milk production had grown to be an important economical factor and the traditional milk churn labeling was outdated. The early stages of herpa print's story of success can be traced back to the moment when reacted to the changed market situation. The company demonstrated its aspirations for the future, by investing in a screen printer to produce self-adhesive films for the labeling of milk churns. Since then, herpa print has extended its range of different film substrates to include PVC, PET, PE and PP, and has tapped new markets in the automotive-, electronics-, pharma- and steel industry.

Today, herpa print employs 95 people and is known in many industries as the expert for printing and processing of film products. Companies like Coca Cola, BMW, Siemens, 3M, Daimler, VW, Hella and Phönix Contact are among their customer base. Their extensive product portfolio includes applications such as type-, performance- and transponder labels (RFID), signs for industrial application, front panel films, keyboards, adhesive tapes and pads, stamped parts, POS materials as well as outdoor advertising.

This year sees the company's 65th anniversary and again the times are changing. In the course of the years, label printing has become the driving force of herpa print and contributes to around 80% of turnover. However, customer requirements are shifting, and there is an increasing demand for labels with variable print data and short run production. These are not ideal job specifications for a screen printer, and so the company has been considering the acquisition of a UV inkjet printer system for some time now.



'For a number of years, we have been producing digital large format advertising media, and it became evident, that sooner or later we would have to include digital label production,' says Markus Henger, Head of Prepress and Digital Printing at herpa print. 'Although at first, none of the solutions available in the market could provide the flexibility we were looking for.'

Besides production speed and quality of the print image, an important criterion for herpa print's choice of a digital label press system was the print width. With a product portfolio ranging from small labels to signage for heavy load transport, herpa print needs the according print capacity to utilize the full potential of digitalization.



'The Tau 330 was the solution we had been waiting for to expand our portfolio. The system was not available at that time, but being aware of Durst's excellent reputation in the inkjet technology, we were prepared to install the Tau 330 as the first beta-customer and optimize its operation in a joint field-test together with Durst.'

At the end of 2012, the Tau 330 was installed at herpa print. Some months later, in summer 2013, Markus Henger reflects on his experiences with the digital inkjet system:

'We couldn't be happier with the print quality and the reliability of the Tau 330. I especially want to thank Durst for their fantastic service quality. They always and immediately reacted to any issues or trouble we had, adapting the Tau 330 to our specific requirements. Today, we produce about 5% of our labels on the Tau 330. This might not sound too much, but there's a reason for that. We manufacture specialized industrial products and the standards are much more complex compared to the consumer market. Innovations have to be thoroughly tested before commercialization is possible. With the Tau 330 and consequently the digitalization trend, our customers need to incorporate new inks, a new printer system and new materials, which have to be tested and coordinated internally. This includes numerous tests, because every industry has its own regulations for labels, regarding application, durability and functionality. The Tau 330 satisfies our customers' demands for high image quality, variable data printing and cost-efficient short run production. Especially the pharma industry is showing an interest in our print capabilities. There is, however, one disadvantage compared to screen print. If the customer desires an RAL or HKS spot color print, 4C has some limitations. We then let the customer decide on screen print or the Tau 330. Of course, job size and cost efficiency is a factor. Regarding the chance to enter new markets, especially the production speed of the Tau 330 opens up an enormous potential for flexo print production. For herpa print, it was the best decision to wait until the perfect market solution became available, before investing in the Tau 330. The decision to install the Tau 330 as a beta customer, provided herpa print with a competitive edge over its competitors.'



'What's the use of a digital print machine, when it lacks 20 or 30 millimeters in print width,' says Markus Henger. 'That's why we hesitated for some time before finally investing in the best solution.'

The best solution was presented at the Drupa 2012. The Durst Tau 330 UV Inkjet Label Press features a print width of 330 mm, when fully equipped, and reaches a production speed of 48m/min. Thanks to the specially developed Single-Pass UV Inkjet Technology, the system can print up to six colors plus White and achieves an image resolution of 1,000 dpi.

Chances and Risks

Digital label printing is a high potential investment

The region of Limburg used to be Belgium's coal-mining region up until the 1990s. In the late 60s, the pharmacist Jozef Geraerts sold his self-made cough syrup to the local miners. Geraerts was very interested in technology, so when he saw a labeling machine at the drupa 1973, he decided on the spot to purchase the machine to label his cough syrup. Back then, he was in possession of the region's only labeling machine, so Geraerts had a lot of inquiries from surrounding companies to print the labels for their products. So it came that Geraerts started to produce labels, more as a hobby in his free time, while his actual business was still the pharmacy. In 1987, his daughter Rita Geraerts turned her father's hobby into her own profession and founded Geraerts Labelstore. Today, the company produces labels for the logistics-, packaging-, cosmetics- and beauty industry and is present in both, the Flemish- and French-speaking regions of Belgium. Geraerts Labelstore operates a UV book print machine, a flexo print machine and several finishing systems. With the investment in the Tau 330 UV Inkjet Label Printer, the company replaces the traditional book print machine with digital production flexibility.



Geraerts Labelstore
Limburg, Belgium
www.geraerts.be



„We are a medium-sized business and therefore the investment in new production units is an existential risk for us but a great chance at the same time,“ says Rita Geraerts. „Seeing that some of our key accounts wanted to continue with digital production in the future and the general customer requirements are turning towards short order runs and variable data printing, the inkjet technology was the solution for us and a therefore a fairly safe investment.“

The drupa 2012, provided Geraerts Labelstore with an overview of all relevant systems. Geraerts Labelstore then proceeded to conduct samplings together with the manufacturers. The Durst Tau 330, which was presented for the first time at the drupa 2012 trade fair, was exactly what Rita Geraerts was looking for. It is a UV inkjet label printer that has a maximum print width of 330 mm and reaches a production speed of 48 m/min. The specially designed Single Pass UV Inkjet Technology enables the system to print with up to six colors plus white and achieves an image resolution of more than 1,000 dpi. The Tau 330 combines reliability with productive efficiency, to produce short and medium runs with a substantial profit margin. Compared with conventional print machines, even small runs can be produced highly profitable.



„The print technology and quality of the Tau 330 were impressive and the system was ideal to complement our UV flexo print,“ says Rita Geraerts. „The decisive factors for our initial step into digital production, were Durst’s inkjet technology expertise together with their after-sales support.“

During the implementation phase of new technology, it is crucial to have a reliable partner at your side. Although the inkjet technology has many benefits, first there is a learning process to understand and operate the new machine and to be in command of the workflow processes. Some of the challenges that need to be faced include digital color management, material treatment and print data preparation.

Geraerts Labelstore was aware of those challenges and, together with the Durst service team, they worked intensively to master all the processes involved.

The Tau 330 was installed in spring 2013. Today, the company produces more jobs digitally than on the flexo printer, although the flexo printer still accounts for the larger production volume.

The customers now have the choice of both technologies and can decide which is better suited for their purposes. Flexo print is the preferred option for large jobs, or when a customer wants a special pantone color shade, whereas the Tau 330 is better suited to produce short runs and variable data printing.

For medium runs, when both options become available, Geraerts has noticed with some surprise, that most customers go for digital production- even though it is the more expensive alternative. An indicator, that most customers are willing to spend extra for top quality products.

„Our customers are absolutely convinced by the set-up times, the ink application, the light fastness of the colors and the resulting operating efficiency and quality of the Tau 330,“ says Rita Geraerts. „With digital printing it only takes a few minutes to create samples or soft-proofs and present them to our customers. That way, they can compare the quality directly to their own labels or try out different versions, without creating direct costs.“

The investment in the Tau 330 has enabled Geraerts Labelstore to develop its service- and quality orientation. It also provides the flexibility to all customers to achieve the best results, whatever the requirements are. The Tau 330 is the first UV inkjet label printer in the region. Let’s see if history repeats itself ...



Diversification and Modularity

Digital label printing allows an economically viable utilization of analog production machines

The famous Jamón Ibérico is generally regarded as one of the world's finest hams. If you have ever bought this delicacy, you are probably aware of Etiquetas Rospil, the company that produces the packaging sleeve for this culinary delight. Etiquetas Rospil is one of the leading producers of labels in Spain. The company focuses strongly on diversification of its product range. This fact becomes evident when you take a look at the company's customer base with more than 2,000 names and their product applications, ranging from the food industry to the print sector and industrial labeling. A further indicator of the company's diversification, is the machinery in operation at the production facility, with rotary- and flexo printers, as well as a variety of finishing systems for cutting, die cutting and refining. In the summer of 2013, Etiquetas Rospil entered the digital production age with the acquisition and installation of a Durst Tau 330 UV Inkjet Label Printer.

„Etiquetas Rospil was founded by 3 partners all of which had previously been engaged in the label business," says Francisco Bonet, co-owner and Managing Director of Etiquetas Rospil. „The last 35 years have shown that diversification is the key to success and the best way to handle volatility in the individual markets. We have continuously expanded our product portfolio and our customer base and have managed to establish an excellent reputation for ourselves with our dedication to providing the best services and products possible."



Etiquetas Rospil
Madrid, Spain
www.etiquetasrospil.com

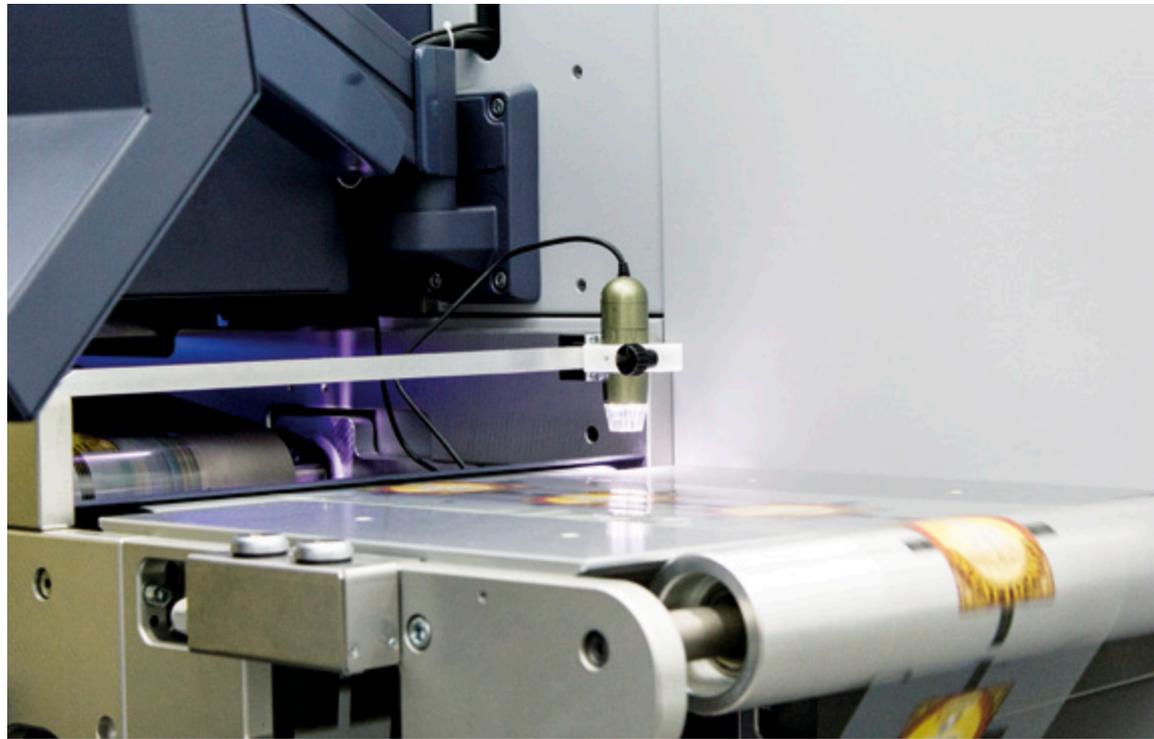
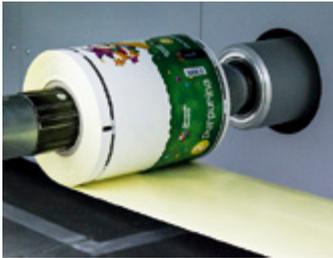


The early days, when production was achieved on a single print machine in a 17 m² facility are long gone. Today, Etiquetas Rospil operates in a 1,600 m² shop floor and has 18 employees. In the last few years, the company has become aware of a cross-sectoral trend, regarding a change of customer requirements towards fast and cost-efficient production of small runs.

Their conventional print machines were not able to handle this request, so Etiquetas Rospil's philosophy of diversification was extended to include the production methods. The digital inkjet technology provided the best option to deal with changed customer requirements, and at the same time established a prime position for the company at this early stage of digital labeling in Spain.

During the decision-making process, Etiquetas Rospil compared offers of different print system suppliers, with regards to their productivity, flexibility and quality. It quickly emerged, that the Tau 330 was superior in all respects to all the other potential solutions. Because Etiquetas Rospil also operates in the print industry, they were previously aware of Durst's manufacturing competence and the company's technological know-how, which eliminated the need to scrutinize the candidate.





„Within the print industry and other sectors, the company Durst is regarded as the leading producer of industrial inkjet print machines with an impeccable reputation and several decades of experience in the industry’, says Francisco Bonet. „Our decision to go with Durst, was not only based on the quality and performance of the Tau 330, but also on the system’s modular extension capabilities as well as on the company’s transparent corporate policy. We can modify and upgrade the Tau 330 anytime our requirements change. We also have a respectable technology and ink partner on board, as opposed to a hidden partner that we depend on for supplies and who therefore ultimately controls our production.’

The Durst Tau 330 was rolled out early 2013. It is a UV inkjet label printer that has a maximum print width of 330 mm and reaches a production speed of 48 m/min. The specially designed Single Pass UV Inkjet Technology enables the system to print with up to six colors plus white and achieves an image resolution of more than 1,000 dpi.

In the basic configuration, the Tau 330/200, the system is installed with a print width of 200 mm, and is capable of modular extension to 330 mm. The basic ink configuration can also be upgraded to include up to 7 UV inks with additional process colors (orange, violet) and white, to cover a wide range of possible applications. The Tau 330 combines reliability with productive efficiency, to produce short and medium runs with a substantial profit margin. Compared with conventional print machines, even small runs can be produced highly profitable.



„We decided on the basic configuration, because for the time being the print width of 200 mm is sufficient and the standard inks currently meet the needs of our customers,’ says Francisco Bonet. The modular expansion option provides a high level of investment security and flexibility because it enables us to quickly react to our customers’ requests. We focus on an economically viable utilization of our machinery and the Tau 330 closes that production gap perfectly.’

After the acquisition of the Tau 330 and the first production jobs, Etiquetas Rospil has already found new room for improvement: The digitalization and automation of the complete job processing, for example digital die-cutting technology to avoid interruption of production due to a change of the machines.

Flexibility and Profitability

Digital label printing is not an alternative but an ideal complement to the print portfolio



The French Group Techmay S.A. is known across Europe as a producer of self-adhesive blank labels. The division Techmay Loetiq of the Techmay Group supplies more than 200 standard forms and produces in excess of 30 mil. m² of blank labels annually. Since 1975, the division Techmay Etiquetage has been engaged in industrial labeling and is known as the leading supplier for the food-, logistics-, pharmaceutical-, cosmetics- and chemical industries. The company also runs an in-house DTP department. The group has its main manufacturing base in Millau in Southern France with an 8,000 m² shop floor and 22 production lines, compiled of systems for offset printing, letterpress, screen, flexo as well as various finishing systems, including for booklets insertion. The latest addition to the impressive machinery in operation, and also Techmay Etiquetage's first digital production unit, is the Durst Tau 330 UV Inkjet Label Printer.



Techmay S.A.
Millau, France
www.etiquetasospil.com

'We have been following the technological progress in the sector of digital label printing for a number of years now, but there was never an urgency to make an investment,' says Alexis Becquey, Directeur Technique et Production at Techmay Etiquetage.

'The last two years though, have seen a shift in customer requirements towards short order runs, fast shipment and variable data printing.

Traditional production methods are not equipped to handle these requirements, even flexo doesn't prove economically viable for short order runs below 2000 meters. Therefore we had to come up with a solution for our customers. At the same time we realized, that digital production methods would open previously untapped markets to us.'

Of the 100+ employees of the Techmay Group, more than 25 alone are occupied with label production. The labels are produced for a variety of applications such as product- and security- labels, identification tags as well as for advertising media and couponing. To cater for the increasing customer demand for short order runs and faster delivery terms and also guarantee full capacity utilization of the traditional production lines, Techmay Etiquetage decided to assess the market for a suitable digital label printer. The applied criteria were high print quality and production speed, but also the ability of the system to be integrated into the existing Esko prepress workflow. After an extensive analysis of different suppliers, the company decided on the Durst Tau 330. This system was first rolled out at the drupa 2012 and met all the applied requirements.



„The decision for Durst was made unanimously. The company has an outstanding inkjet expertise and understands the needs of the European market very well. The robustness and reliability of their machines is a confirmation of Durst’s vertical integration,” says Alexis Becquey. „The excellent print quality and speed of the Tau 330, combined with its flexibility in print width and choice of media was exactly what we were looking for. The system is also very user-optimized and has a very good workflow software to fully exploit the benefits of the inkjet technology. The local French-speaking service- and support partner forms an excellent team with Durst and thus confirmed our positive image of Durst and helped us to smoothly gain a foothold in the digital label production.”

The Durst Tau 330 is a UV inkjet label printer that has a maximum print width of 330 mm and reaches a production speed of 48 m/min. The specially designed Single Pass UV Inkjet Technology enables the system to print with up to six colors plus white and achieves an image resolution of more than 1.000 dpi. In the basic configuration, the Tau 330/200, the system is installed with a print width of 200 mm, and is capable of modular extension to 330 mm. The basic ink configuration can also be upgraded to include up to 7 UV inks with additional process colors (orange, violet) and white, to cover a wide range of possible applications. The Tau 330 combines reliability with productive efficiency, to produce short and medium runs with a substantial profit margin. Compared with conventional print machines, even small runs can be produced highly profitable.

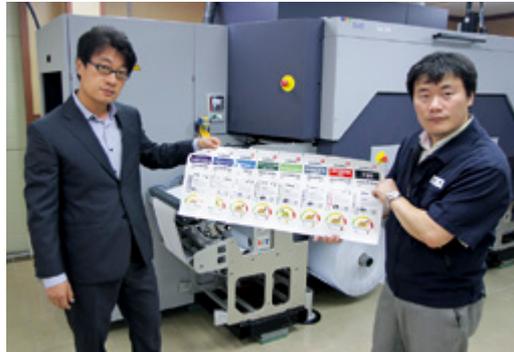
After the installation of the Tau 330 in Millau in spring 2013, Durst conducted a first training with the machine after which Techmay Etiquetage started the sampling- and test period. Two months later, Durst conducted a second training, where job-related specifications and processes were analysed and optimized. Today, the Tau 330 produces short order runs of up to 3,000 meters and variable data printing. The easy reproduction of print jobs has also proven a major benefit for Techmay Etiquetage and its customers. The Tau 330 allows for short term repeat orders and thereby reduces storage requirements.



„We are very happy with our investment in the Tau 330,” says Alexis Becquey. „The system’s productivity provides us with a high level of flexibility. It’s not only our regular customers who benefit from this, we now have many first-time customers for our digital production. Achieving great results on the Tau was easy with the color management tools provided with the system. After all, print quality is not an issue with inkjet - this is why most jobs actually running on the Tau 330 where primarily chosen because they optimize cost savings and can be produced in record time. And when it comes to variable data, the Tau 330 is the ultimate solution to offer our customers.”

Digital Exit-Strategy

Digital label print as a solution for the global regulation of product marking



Serom Co. LTD
Gwangju, South Korea
www.serom.co

The South Korean Kumho Tyres Company is one of the world's leading manufacturers of tyres. The company is the market leader for truck and automobile tyres in Asia and Australia and is number 3 in the USA. The company is increasing its operation in Europe, for example as Original Equipment Manufacturer for the Mercedes A-Class and the VW Polo. The main production facility for the tyres is located in the South Korean city of Gwangju, which is also home to Kumho's label supplier Serom Co. LTD. Serom has been producing the packaging paper for Kumho Tyres since 1990. Ten years ago, Serom installed offset- and platen printers to carry out production of labeling and marking of the wrapping paper. Serom holds more than 10,000 labeling templates for Kumho and also facilitates the sampling for Kumho's other production facilities and their local suppliers. Every day, Serom produces between 100-200 label designs with an average print run of 30,000 labels for Kumho. Each print job must be produced and delivered within a day. This calls for a high level of flexibility on Serom's side, that's why the 20 employees are constantly on call.

'We do have highly motivated employees, but the short term jobs can simply not be handled with traditional production methods,' says Jung-Hun Park, who is the General Manager in the second generation of the family-run company. , Consequently, we regularly over-produce and therefore have a huge stock of finished labels.'

This system of warehousing and stand-by operations worked effectively, until Serom was faced with the new EC-regulation for label marking. From November 2012, all tyre labels had to provide information about fuel efficiency, wet grip and external rolling noise in addition to the product-specific identification. This new regulation would clearly also affect the situation outside of Europe. Countries such as South Korea and Japan were considering the introduction of similar regulations and sooner or later, the USA and China would also follow. This development rendered Kumho's overproduction strategy obsolete, because Kumho would rapidly react to the changed requirements and modify the 10,000+ label designs according to their country-specific requirements. Hence, Serom would not be able to execute short-term production of short print runs, because the necessary stock cannot be handled.



In order to deal with this new situation and to meet the new requirements, Serom decided to invest in digital print technology. Because time was an important factor, it was a welcome coincidence, that in spring 2012 the drupa (the world's largest print trade fair has a cycle of 4 years) took place in Düsseldorf, Germany. This allowed Park to analyze the latest developments of digital labeling with one stroke.

„In South Korea, the HP Indigo is very popular in the digital sector, but we were not convinced by the performance and quality. The drupa provided the option to search for alternatives,“ says Park. „Most print service providers are not even aware of the technological innovations on the market, so a satisfactory solution would not only please our major customers, it would also provide us with a competitive edge and even open up new market potential for us.“

After several days at the drupa, Park was confident to have found the best solution for Serom, the Durst Tau 330. Durst is the world's leading supplier of Digital Inkjet-Printing Systems for industrial applications. Durst's continuous development of the inkjet technology has been crucial in the digitalization of production processes in many segments, such as large-format, label, textile, ceramics and glass decoration. At the drupa 2012, Durst presented, among other systems, the new UV Inkjet Label Printer Tau 330. It is a UV inkjet label printer that has a maximum print width of 330 mm and reaches a production speed of 48 m/min. The specially designed Single Pass UV Inkjet Technology enables the system to print with up to six colors plus white and achieves an image resolution of more than 1,000 dpi. The Tau 330 combines reliability with productive efficiency, to produce short and medium runs with a substantial profit margin. Compared with conventional print machines, even small runs can be produced highly profitable. However, the Durst 330 was still in the beta-stadium at its presentation during the drupa 2012, and Serom could not wait until the official market launch in spring 2013. Because Serom wanted to invest in two print machines, to have a back-up option, the Tau 150 with an identical production capacity and print quality, as the Tau 330 provided the solution that Serom was looking for. The only difference is the maximum print width, of 330 mm on the Tau 330 and 165 mm on the Tau 150.

In the summer of 2012, the Tau 150 was installed in Gwangju with 4 colors plus white and Serom immediately began production. The young computer-savvy employees were more than happy with the Tau 150. The digital workflow was regarded as job enrichment and not as an additional challenge. Accordingly, the team quickly picked up the relevant know-how regarding color management, material treatment and print data control. In May 2013, the Tau 330 was installed to operate as a second digital print machine and Serom also invested in a Digicon Die-Cutting System to further automate production.



„The Tau 150 enabled us to react to the new requirements at Kumho, but the Tau 330 has raised our production to the highest level of efficiency,“ says Park. „While we sometimes had to produce labels in an upright format with the Tau 150, because the print width was not quite sufficient, we can now produce in horizontal format with the Tau 330, thereby reducing material waste and facilitating an easier finish and faster production process. The Tau 150 started off as a compromise for us, but we have really made the most of its potential by producing small labels for new customers on it and using it as our backup-system.“



The digitalization process has helped Serom deal with a potentially existence-threatening situation and has enabled Serom to flexibly react to the requirements of its major customers. What's more, the constant time pressure due to the short-term nature of the print jobs has been eliminated, so Serom can use the available extra time and energy for the acquisition of new customers. Today, Serom already carries out sampling for other industries and word of the digital production capacity of the Durst Tau 330 has also spread in Gwangju. In the last few years, Korea's fifth-largest city has transformed itself into a high-tech location, and an increasing number of companies from the automotive-, electronics- and consumer goods industries are settling there, so in a few years another Tau 330 will be on Serom's agenda.



**Durst Phototechnik
AG**

Label Printing

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