

New Digital gets down with Durst



Digital label vision: Marc de Amicis (l) and Nigel Gainey have successfully stayed true to their decision to print only digital labels

DIGITAL label printer New Digital Print has already grown its customer base since installing a Durst Tau 330

label press in February.

Fuji Xerox supplies the Durst Tau 330 in New Zealand and Australia.

Marc De Amicis, director at New Digital Print, says the press has exceeded the company's expectations. He says, "We already had a toner-based piece of equipment but we needed something to complement what we did. We couldn't do thermals with our other machines. That was work we couldn't get; it was a hole we had to fix."

Based in Melbourne, De Amicis and business partner Nigel Gainey started searching for a new digital press about 18 months ago. De Amicis, says, "We were approaching capacity so we knew we would need a new press. We got samples from several companies and compared the

A Durst Tau 330 digital label press, supplied by Fuji Xerox, has expanded the print possibilities at New Digital Print

results. The Tau gives better quality. It is 720 by 1260dpi, whereas most of the others are 600 by 600dpi. Plus, it has the two extra colours; not all of them have that.

"Being the first in the country, we needed to go through some trialling of substrates and local suppliers. What is available in Europe is not necessarily available here. We have upgraded the inks to the high pigment inks. They are definitely darker, and more vibrant, and more cost-effective. Support from the people at Fuji Xerox has been professional and we are pleased that they have over-delivered in several areas."

While digital print has a reputation for enabling cost savings for short runs, the Durst Tau 330 has enabled longer runs. He explains, "Five years ago, we were looking for work under 5000 meters now we are looking at work up to 20,000 metres. Durst Tau, especially the thermals and more synthetics. We are transitioning bigger runs

across from the old press as well. On average, the Tau runs at 40mpm with most coverage. With light coverage it can go a lot faster.

"Nigel scrutinises everything with an artist's eye and really, the Tau quality and the results we are getting have gone beyond our expectations. It has proven us wrong, doing jobs we didn't think it would be able to do."

He sees a healthy future for digital labels. He says, "Last year in Brussels, we saw the latest Durst machine and the quality it was producing. This has presented a road map for our future. Obviously, the Tau has given us a more opportunities in the market. We still believe in digital printing. We have seen the market changing and we have played a part in educating the market."

He concludes, "As we see it, the Tau is definitely one of the best machines out there. We are making money off it and that keeps us in business."

Digital print powers label transformation

SIX years ago, business partners Mark De Amicis and Nigel Gainey decided to concentrate on digital labels.

De Amicis says, "Nigel, had a background as an art director for a label printing company that had traditional analogue equipment. We were sitting at a café and Nigel grabbed a bottle of Peroni and he said, 'These labels could be done digitally.' He said we could get the colours and the speed.

"Basically, we just embraced the new technology and we took a punt on it. The challenge lay in educating the market that digital is here and it can play a role."

The company produces labels across the board.

He says, "Our clients range from food and beverage companies to industrial. For new clients we find that word of mouth helps; we haven't really advertised our services. We aren't

a trade printer but we are getting more and more requests from the trade that is because they don't have the right gear. They have old machines that can't achieve the colours or the quality that we can with the Tau.

"Many of our clients are people coming up with a concept on the kitchen tables. Some of them are the farmer's market type businesses and being able to give them a professional looking

product really helps them grow. Before digital labels, they would have printed pre-cut labels from their home computers. We can give them quality products.

"We see differences between the inkjet and toner-based technologies. We appreciate that the toner technology has many positives but also some limitations. Inkjet operates differently and we find the inks are quite vibrant."