

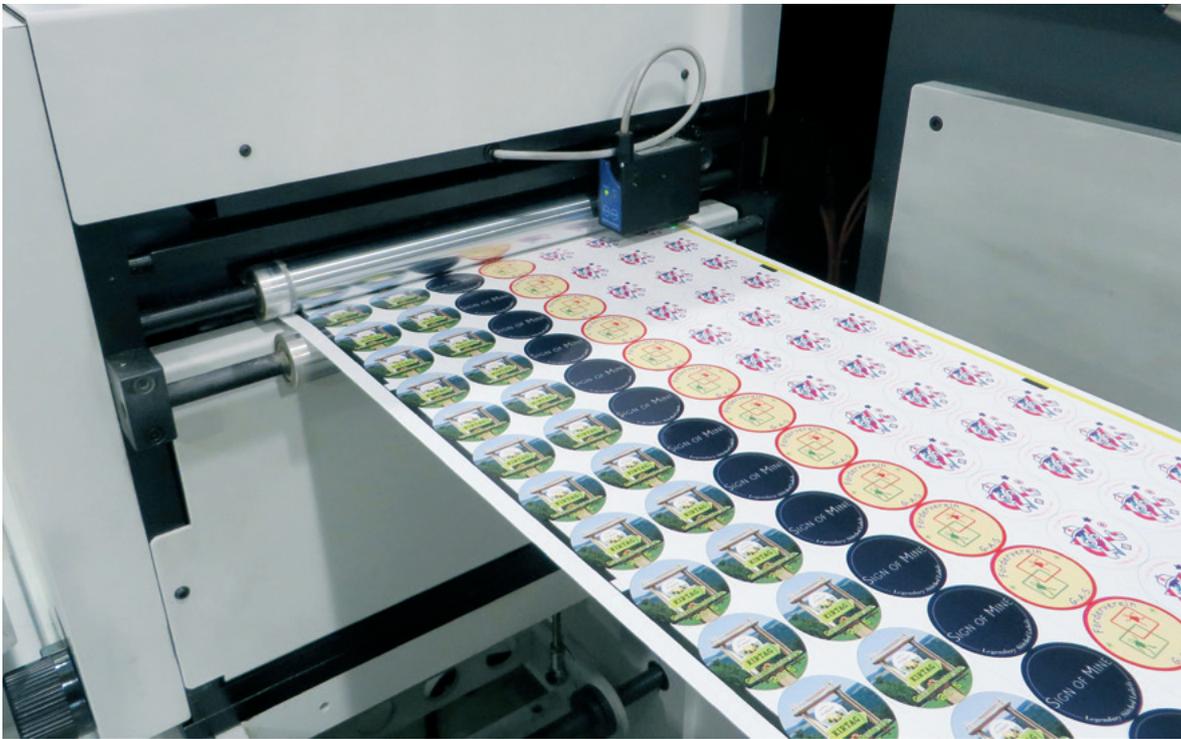
Tau 330 at Druckmaus.com: Looking for a niche we discovered a trend



More than 30 years ago Wolfgang and Peter Puhl founded an offset typography business; at that time they were just young pioneers. Today they manage Druckmaus.com, one of the most unusual online typographies in Central Europe. The site sells only label rolls but the quality is the best thanks to the Durst Tau 330.

Puhl Druckmaus
St. Pölten, Austria
www.druckmaus.at

From left: Peter and Wolfgang Puhl, Managing Directors at Druckmaus.com in St. Pölten (AT), in front of their new Durst Tau 330.



Durst Tau prints using UV inks onto rolls having a max width of 330 mm. Once printed, labels are covered by a protecting varnish and cut.

A fast decision

"During an open day for Austrian customers in autumn of 2014, the Puhl brothers examined the new Tau 330. A few weeks later they came to our Demo Centre in Brixen to test and simulate their daily production and after a few more weeks ordered the press", says Helmuth Munter, Segment Manager Labels Et Package Printing at Durst Phototechnik AG in Bressanone.

And even though, after its introduction in 2012, Durst UV inkjet color presses for label printing have been the most sold machines on the market, with more than 50 units of Tau 330 and 25 units of the "smaller sister" Tau 150 installed, Helmuth Munter seemed a bit surprised at the speed with which the St. Pölten company made the investment. But for the Sales manager Wolfgang Puhl that was not an unusual situation. The two brothers started 30 years back as self-taught, "trying to do things differently from competitors", as the Technical manager Peter Puhl says.

In the first appearance of personal computers on the market, they based their company entirely on DTP, creating an advanced offset typography with 20 employees. But they did not want to stop there.

When at the beginning of the new millennium the decrease in medium size offset typography orders became more evident, the brothers thought to search and develop a profitable market niche.

They succeeded in finding this niche in the digital print of small format color labels; Druckmaus.com was born.



For special dimensions or particular boundaries a laser cutter is used at Druckmaus.com.



Once packaged inside dispensers, labels are delivered to customers. A turnaround time of eight days is needed for delivery.

Any type of labels

For more than six years at Druckmaus.com you can order labels in rolls: Round, oval or squared, in 44 standard profiles or with customised, thanks to in-line laser cutter from ALS Engineering. We studied many print systems on the market, but we were particularly enthusiastic for the Tau 330 print quality and productivity.

"Thanks to Durst Tau, at the beginning of March 2015 we installed the alternative we were searching for", says Peter Puhl. "Reaching a print resolution of 720 x 1.260 dpi, the Tau is ideal to print small sized labels with photographic quality, which for our company represent 95% of our orders."

The requirements related to the print quality of labels are particularly extensive. Sometimes labels are carefully examined in the finest details at a very short distance. Often, as per the list of requirements, the need is to print very small readable type sizes. "Even a very small default in a nozzle may spoil a label having dimensions lower than a few square centimeter", explains Wolfgang Puhl. "Our customers are extremely demanding as the label is often related to the sale of their product."

The majority of clients are typically small companies and small manufacturers in the German language area who need low quantities of professional labels, from hundreds to few thousands per order; a real logistic nightmare for typographers specialised in the label print business who usually supply large companies with many thousands of labels per order.

A market niche for small quantities

However, recently even in the label business the demand for small quantities have increased due to the trend to customise products in Western markets. An increasing number of companies sell their regional products, or handmade single products, and want these to be labeled and packaged in an attractive way and according to the local legal regulations. Also industrial products are more and more marketed in special editions and this has modified the entire characteristics of the label print sector. With its offering specifically suitable for small quantities, Druckmaus.com is extremely well placed to meet this growing trend. Most typical Druckmaus.com clients, around 200-300 per day, place their few hundreds Euros orders several times per year. In the German language area, very few companies are able to offer a service similar to Druckmaus.com. That is why on-demand market sectors and regional companies consider Druckmaus.com a real "gem".

Puhl uses Google Adwords to place his website in an optimal position in the main search results, so he only has to think about his online promotion; a best-fit method for a pure online typographer. Usually print data are loaded directly onto the site from the clients placing the orders, or from small graphic agencies, as a PDF print-ready document, or occasionally, as a JPG files. Once the preprint department in Druckmaus.com has verified that there are no errors, the job is sent directly to the print queue. Durst Tau 330 uses the advanced DFE software Esko-Artwork, almost a standard in the industry.

"Compared to large groups buyers, our clients are less sensitive about price and request fewer frequently special formats of labels", explains Wolfgang Pohl. "We offer six standard PP (polypropylene) supports and paper, from gold to silver up to vivid red and transparent. For weather resistant labels print is protected through a specific varnish. During the post-print manual stage labels are usually packaged inside solid dispensers. Clients having a packaging line can order, as a special option, adapted rolls with a 76 mm core." Once perfectly packed, labels are then delivered via DHL, usually delivery within eight days. The payment is made upon invoice: "as usually happens in e-commerce, we have no contact with customers", says Wolfgang Puhl. The infrastructure of the company can then remain particularly "slim". The majority of the 20 employees can concentrate on production, most of them for many years. "Without Internet our business model would just not be feasible", says the Managing Director. "Since we started using the Durst Tau 330, the difference has been really felt. Our clients very really impressed by the visible increase in the print quality compared to the machines we used to print with in the past", adds Peter Puhl.

Net increment in productivity

The Durst Tau 330 installed at Druckmaus.com uses UV inks in process colors Cyan, Magenta, Yellow and Black. These are supplied in tanks and paid basing upon a price per liter, not for Peter Puhl a calculation model of the price based on the industrial standard "Click-Charge". "The usage of inks becomes clear and costs can be easily calculated. Operators are then pushed to pay more attention to the usage of consumable materials and this also represents an advantage to the environment." But, above all, Durst Tau 330 is much faster than the machine we used in the past. It prints with ten print heads per color using the patented Durst Single-Pass process, with variable drop size and a grey scale technology, on materials up to 330 mm wide. Currently Druckmaus.com produces at about 30 linear meters per minute. The maximum speed for the Durst Tau 330 is 48 meter per minute, however the post-print stage remains a bottleneck. Within a few weeks the new, much faster, finishing machine will be installed; 40 meter per minute productivity will be achievable. Then we will be able to decrease from two to one working shift during normal production periods and this will make the older employees happy, as they will be able to go home sooner.

"Durst Tau 330 really offered us new opportunities", declares satisfied Peter Puhl. In the future, the brothers want to purchase a second inkjet label press, and this will probably be again a Durst machine. "We were really impressed by the fast and customised assistance we received from Durst", says Peter Puhl. "In the packaging sector, where many large Groups are operating, it is not so easy to get this top level service for medium size customers." The newly installed Durst Tau 330 can be further developed. For example, at Druckmaus.com only four colors are used, whereas we could use up to seven. Currently, in fact, we still do not use white, purple and orange and, for space reasons, also larger substrate rolls (jumbo-rolls).

Quotes:

"Since we started using the Durst Tau 330, our customers were impressed by the visible increase in print quality compared to the machine we used in the past".

Peter Puhl, Managing Director and Technical Director at Druckmaus.com.,

Our customers are mostly small size companies, which in reality need high quality print for their labels. "Reaching a print resolution of 720 x 1.260 dpi, Durst Tau 330 is ideal to print labels of small sizes with photographic quality, which for our company represent the 95% of orders." Wolfgang Puhl, Managing Director and Technical Director at Druckmaus.com

Warenkorb | Anmelden | Startseite
Suche

DRUCKMAUS.DE Selbstklebende Etiketten auf Rolle, einfach online bestellen. Bedruckt und gestanzt nach Ihrer Datei (PDF, JPG, TIF, EPS).

Etiketten in 44 Standard-Größen. Preise ansehen und online bestellen:

Etiketten in jedem Format. Preis berechnen und online bestellen:

Breite: 85,0 mm
Höhe: 54,0 mm
Stück: 5000

Komplettpreis berechnen:

netto 186,80 €
19% MwSt. 35,49 €
Gesamt 222,29 €

Weiter

Lieferzeit: 8 Werktag • Versand auf Rechnung • Zufriedenheits-Garantie

Ergänzend gibt es bei uns: Visitenkarten • Aufkleber privat • Stempel • Flyer

Startseite | Warenkorb | Sofortbestellen | Fragen und Antworten | Impressum | AGB

Customers at Druckmaus.com order small quantities of labels exclusively through the web site.

durst

Durst Phototechnik AG

Julius-Durst-Strasse 4
39042 Brixen/Bressanone, Italy
P.: +39 0472 810111
F.: +39 0472 830980
www.durst-online.com
info@durst.it

Durst Phototechnik Digital Technology GmbH

Julius-Durst-Strasse 11
9900 Lienz, Austria
P.: +43 4852 71777
F.: +43 4852 71777 50
www.durst-online.com
info@durst-online.at

Durst Industrial Inkjet Application GmbH

Julius-Durst-Strasse 12
9900 Lienz, Austria
P.: +43 4852 90900
F.: +43 4852 90900 55
www.durst-online.com
diia@durst-online.at



The latest technical developments are constantly being incorporated into Durst products. Descriptions, illustrations and specifications are therefore subject to change without notice.

Durst® is a Registered Trade Mark

Copyright Durst Phototechnik AG
EN - 09/2015