



Durst Tau 330 HD – perfect integration with other equipment for diverse printed label requirements



Label-form increases digital productivity



Label-Form Ltd.
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The Management Team of Label-form fltr:
Paul Holder, Operations Manager;
Debbie Mellett, Managing Director;
Steve Serls, Sales Director;
Steve Oliver, Operations Director.

Label-form Ltd, a leading label printing specialist based in Maidenhead in the UK, recently decided to install a Durst Tau 330 HD digital UV Inkjet Label Press with low migration inks to expand its digital production capacity. The company refers to it as 'from digital to a new level of digital: inkjet'.

Always at the forefront of new developments, the company wanted to increase their digital production. "Many customers come to us because of the colour density and white we normally offer with screen printing," Stewart Serls, Commercial Director of Label-form Ltd, explained. "The colours and white produced by the Durst are absolutely fantastic, one of the main reasons why we opted for the Tau 330."



Jobtickets as used in the production.

Customer demand

Having been active for fifty years, this 'young' production company is driven by customer demand. Stewart Serls: "We are one of the leading companies in the UK for the production of all kinds of labels, from single to multiple colour labels with special finishes, such as embossed, hot foil, tactile print for hazard warning and chemical labels and we can even print with paint!! We match our customers' label requirements to perfection. 'Leading' also means we have innovative ideas for your future label needs. We take the time to familiarize ourselves with what you are aiming to achieve. We work in conjunction with our customers - from the initial concept, via every production process stage if necessary, to produce the best possible end product. We select the right materials, adhesives and printing techniques to deliver the optimum solution which will now include the Durst Tau 330 capabilities in print."

New digital workhorse

Debbie Mellett, Managing Director stressed that choosing Durst as a business partner and the Tau 330 as the preferred new digital 'workhorse' was not a decision made overnight. "We looked at quite a few competitive digital inkjet presses. In the end, the Durst machine was the preferred printing system as it has the capabilities of meeting our business needs. We opted for the HD version which gives greater colour quality and with its ability to print on a wide range of materials with speeds of up to 48m per minute, it has the performance needed for small to medium runs of digital labels. Quality, flexibility and extremely fast delivery is critical for our organisation."

Steve Oliver, Operations Director: "We have a reputation for a dogged determination to achieve exceptional results, however challenging or complex the brief may be. With five decades of experience, we can take on a project on the customer's behalf, explore the different options and come back with the best possible solution."

Versatile solutions

Label-form is able to supply this diversity of solutions because it uses a wide range of production processes, including Screen, Flexo, Letterpress, Hot Foil, Thermal Transfer and Digital plus conventional & digital finishing lines. According to Label-form Management, the new Durst Inkjet fits extremely well into this high quality printing process environment as it is possible to produce very high quality labels with low origination costs. The process is more cost effective during the pre-press stage than other conventional systems and the short file preparation time creates optimum flexibility for fast turnaround short and medium runs with or without variable data. With these capabilities they are able to produce labels across the whole packaging and bespoke sectors.

Stewart Serls: "Label-form is able to mix and match all these processes, including finishing systems, providing an infinite number of different finishes to suit any application. The Tau 330 is able to take over crucial parts of the production we now run on other equipment much quicker due to its speed."



These operators went on training at Durst in Brixen.

Excellent inks

The Durst Tau 330 provides the standard CMYK colours + white, i.e. 5 colours. Durst specifically developed these inks for Tau UV Inkjet printing systems. Stewart Serls explained: "The inks provided by Durst are very good for the substrates we apply. The colours are excellent in terms of brightness and density. Durability is also excellent as the ink is fixed in the substrate and has an extremely fine adhesion. In fact the ink activates the molecules in the material and is actually integrated into the substrate. This results in a fast, successful curing process and a type of anti-scratch layer. The resolution is also very good with an outstanding print quality of 1260 dpi."

Label-form opted for extra white on the Tau 330. "The white ink option in particular attracted us," Stewart Serls continued. "Many of our labels are transparent so we print a white background first. The Durst Tau runs at the same speed when printing white, thus avoiding time loss. Moreover, similar to other colours, the white dries immediately which again prevents time loss whilst overprinting a second colour."

Debbie Mellett added: "Another very important feature for us is the use of special Tau low migration inks for primary food labels. Obviously this represents a huge opportunity for us, enabling us to expand what we already offer to packaging specialists in the UK. Durst's new Tau low migration inks for primary food labelling comply with European Printing Ink Association (EUPIA) guidelines, the Swiss Ordinance for Materials and Nestlé Packaging Inks Specifications."

Short run, variable production

Label-form has an extensive customer base with diverse label specification and print run requirements. Not surprisingly, the ability to print variable data is critical for Label-form.

Stewart Serls: "This was the decision making feature when buying the Durst Tau 330 with the added variable data option. We are currently the only label manufacturer in the UK with this Tau 330 configuration so it gives us a significant competitive edge. There is an increasing demand for small and medium production runs for the highest print quality with added value such as variable information."

Applications at Label-form range from smaller and mid-range runs for industrial and safety labels to labels for industrial, cosmetic, food and drink products, the chemical industry, airport security, printing on blank die-cut labels and printing of variable data jobs including sequential numbering, text, images, barcodes and QR codes.

Summary

Steve Oliver, Operations Director, summarized as follows why the management choose the Durst Tau 330: "With optimum training and support from Durst, high quality low migration inks and a wide range of variable data options, the Durst Tau 330 arrived at just the right time as we needed a premium digital label printing machine that would enable us to offer far more flexibility and complementary print options into the future."



The new Digicon was added to the Durst for finishing.



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