

Technology that delivers on its promises

## How the Karibu saves tens of thousands of euros.

declaro Beschriftungs GmbH, based in Gütersloh, Germany, has switched to a roll to roll printer from swissQprint, slashing production costs. The Karibu offers great reliability and high print quality. Thanks to its efficient features and low operating costs, declaro is saving well over EUR 20,000 a year.



As a general signage contractor, declaro offers an extensive package of services ranging from consulting, planning and permit procedures to production and installation, in Germany and beyond. The company also routinely develops bespoke solutions for its customers. For Dietrich Amtenbrink, co-founder and partner, declaro's state-of-the-art equipment is key: "Our extremely tight schedules mean that our machines have to operate reliably round the clock."

In 2020, the company evaluated a new roll to roll printer based on high expectations for efficiency, reliability and quality. Ultimately, they chose a from swissQprint. "The price and projected operating costs met our criteria, and swissQprint has kept its promises in every respect."

## Versatile applications

The swissQprint roll to roll printer excels at a wide range of print jobs at declaro: mainly backlit applications, but also films, blackout textiles, wallpapers and banners. Even flag fabrics, which are generally sublimation printed, are no challenge at all for the Karibu. “What is particularly impressive is the high quality it achieves printing large solid areas”, Amtenbrink emphasises.

## Significant savings

The Karibu saves declaro both time and money. “With our previous system, we had pricey maintenance agreements, a lot of visits from service technicians and of course the interruptions that entailed”, says Amtenbrink. “Now that we’ve switched to swissQprint, we’re saving over EUR 20,000 year. That is a tremendous sum!” he confirms. “swissQprint’s service technicians come out every six months for scheduled preventative maintenance”, adds Katharina Vogt, head of digital printing. The company also saves on energy costs, because the Karibu consumes less than half as much power as the previous system.

## Smooth workflow

The team in the digital print department appreciates how easy the Karibu is to operate. Its cassette system and its patented Tip Switch Vacuum technology make changeovers from one print job to another fast and simple. Mesh printing runs smoothly, too, and above all without the hassle of cleaning. “Everything is functioning flawlessly and the Karibu is seamlessly integrated in our print-and-cut workflow”, says Katharina Vogt.

## Handy features

“One of the Karibu’s key features for us is its ability to produce multilayer prints with accurate registration. It’s one of the reasons we chose this machine”, says Amtenbrink. Multilayer printing is used to create film and backlit products. One example project, which declaro completed in just two months, is a new logo launched by furniture retailer Jysk at its 300 stores. Jysk wanted a fabric for lightboxes to be printed in such a way that only the white logo gets illuminated, while the blue background remains opaque. Using the machine’s intelligent multilayer technology, declaro was able to meet this requirement efficiently while delivering premium quality. “In the past, we would have had to tediously cut and apply black films”, explains Amtenbrink.

## Round-the-clock reliability

The Karibu operates 24 hours a day at declaro. “We can let the machine run overnight without any worries”, says Katharina Vogt. On the night shift, the Karibu typically produces wallpaper or narrow films. The dual roll option for double the output makes this possible – reliably and with no supervision.

For the team at declaro, which often works to tight deadlines, this kind of reliability is a huge plus. “Like our vehicle fleet, our printers have to keep on running continuously, so that we can ensure quick turnarounds”, says Amtenbrink, concluding that declaro’s investment in the swissQprint Karibu has more than paid off: “Both swissQprint and their machine deliver on their promises: reliable operation, low operating costs and premium quality print results.”

## About declaro

declaro Beschriftungs GmbH is a leading contractor in the signage industry. It supplies bespoke end-to-end solutions to customers ranging from famous international brands to local businesses. Beyond its core services, including outdoor advertising, lettering, directional systems and POS signage, declaro has also become established in the football marketing sector. To facilitate the fulfilment of large-scale contracts, declaro is a member of “Werbeland”, a German association of signage companies.



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|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Company     | declaro Beschriftungs GmbH,<br>Gütersloh, Germany                                                                                                                                                                                                                                                                                                                     |
| Website     | <a href="http://www.declaro.de">www.declaro.de</a>                                                                                                                                                                                                                                                                                                                    |
| Segment     | Signage                                                                                                                                                                                                                                                                                                                                                               |
| Established | 1990                                                                                                                                                                                                                                                                                                                                                                  |
| Employees   | 65                                                                                                                                                                                                                                                                                                                                                                    |
| Printer     | Karibu                                                                                                                                                                                                                                                                                                                                                                |
| References  | A wide variety of industries, e.g.:<br>Automotive (Audi, Mercedes Benz,<br>etc.)<br>Logistics and transport (Lufthansa,<br>DHL, etc.)<br>Beverages (Coca-Cola, Warsteiner,<br>etc.)<br>Food (Kraft Foods, Unilever, etc.)<br>Retail (Edeka, BabyOne, etc.)<br>Media and entertainment (ZDF,<br>Bertelsmann AG, etc.)<br>30 football clubs in the German<br>Bundesliga |