

User Report

Creatrade GmbH, Au/SG, Switzerland

Jürg Rissi, managing director of creatrade GmbH, presents his company in a very modest manner. It is not a big company - but good things come in small packages. Its six employees have an exemplary infrastructure at their disposal. This includes a swissQprint Impala inkjet system that has opened up new areas of business for the company.



The creatrade studio is bright, clean and inviting. This is where advertising tarpaulins, building site signs, illuminated advertising, car graphics, magnetic film, textile prints, stickers and much more are created. Commercial companies account for around one half of the customer base, and graphic designers make use of the company to turn their ideas into reality. Small to medium size businesses and private customers also appreciate the services offered by the powerful team. Industrial customers sometimes place orders for packaging prototypes alongside classic advertising media, and architects also come to creatrade to have their models produced. The company also prints glass for interior designs.

Variety is the name of the game

The more colourful the palette, the more important a modern machine pool coupled with efficient work processes. A time-honoured Zünd UV-Jet 215 inkjet machine was put out to graze just over a year ago. It made room for a brand new Impala inkjet system from swissQprint. The UV machine is equipped with a roll to roll option, whilst seven of a possible nine colour channels supply CMYK, white, primer (for glass) and varnish. The existing Mimaki JV33 and CG-60SR are rarely used these days. The Impala simply runs so smoothly and works so well with the Zünd XL-3000 cutter.

The Impala is used mainly for direct printing on base materials, which are sometimes also coated and cut. The Impala processes paper, panels, tarpaulins, wood, glass and many other media.

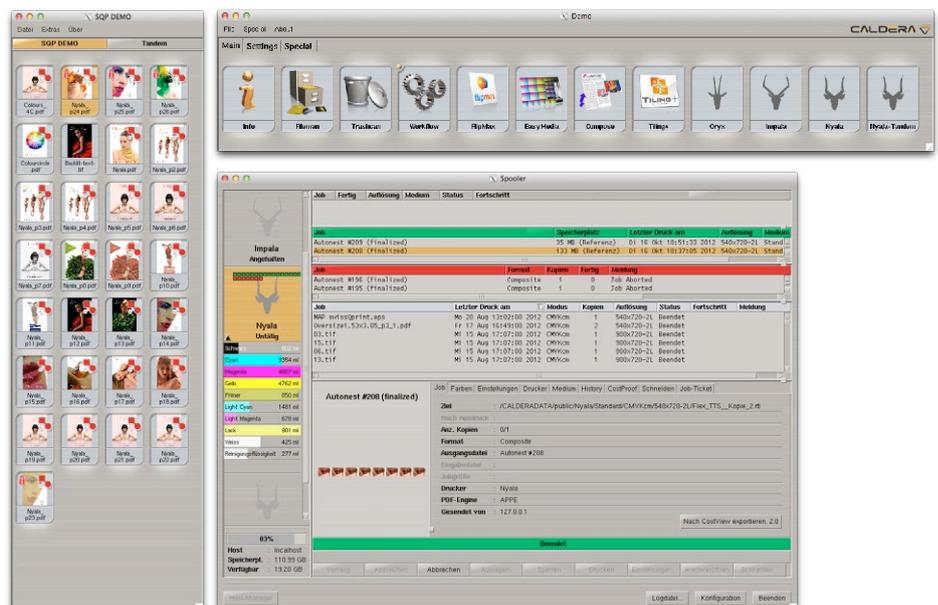


Continuous print+cut workflow

A Caldera V9 Grand Rip + as well as a Grand Cut and APPE were included in the Impala package. The print-to-cut software previously used has become obsolete as Caldera makes data handling for printing and cutting processes extremely easy. Regmarks are generated automatically. The troublesome transparency problems of the past are history thanks to APPE.

A little help goes a long way

The aptly named Live Spooler offered by swissQprint in collaboration with Caldera is a very useful tool. Numerous employees can access one and the same RIP station from their own workplaces. Nobody gets in the way of others. On the contrary: the Live Spooler gives each operator feedback on where his job is in the waiting list or how many copies of their series have already been processed.



Caldera spoolers and swissQprint printers are optimally aligned for top performance. The operator maintains a clear overview at all times.

The HotFolder with integrated workflow is also very practical. It is ideal for quickly processing frequently occurring, repetitive jobs such as standardised advertising boards. The pre-defined RIP process is activated by dragging the print file into the HotFolder - that's all it takes to start printing.

Controlling Impala with Caldera is very user-friendly. Handling spot colours, white and primer is both convenient and simple. That includes method selection, contour thickness adjustment, print sequence organisation and print quality definition.

Competitive advantage thanks to speed

The small company is located directly on the border with Austria. Many Swiss companies are shopping around in neighbouring countries at the moment to take advantage of the weak euro. Rissi is convinced that his segment can take on the competition from abroad - by introducing speed into the equation. This is exactly the kind of efficiency he can achieve with Impala.



Jürg Rissi, managing director of creatrade GmbH

Rissi uses an example of a short-notice project at a local shopping mall to explain: the entire interior and exterior signage and all the menus for a 600 m² restaurant were completed in just 15 hours. Everything was ready in time for the opening.



Impala keeps operating costs low and makes machine operators happy.

The acquisition of a new inkjet system has also enabled creatrade to tap into new areas of business. Reputable cosmetics companies, for instance, place orders for printed POS material made of acrylic glass. The specified demands had previously seemed unachievably high. Today, word has spread that the small company in the Rhine valley is highly competent and efficient - with regard to both quality and volume.

Saving with a clever system

Not only customers benefit from efficiency. The production costs are now lower and the machine operators happier. The simple design of the Impala printing system is easy to understand; Rissi also says the time needed for training is proportionally low. The system is up and running within ten minutes every morning. And once it is in full swing it scores further points with a modest power consumption rate. Last but not least, downtimes are a very rare occurrence.

Info Box

Creatrade GmbH, Au/SG, Switzerland
www.creatrade.eu
 Segment: Signage and printing
 Established: 2007
 Employees: 6
 References:
 - Arbonia Forster Holding AG (displays)
 - Coltène/Whaledent AG (rollups/posters)
 - Jansen AG (event decoration/tarpaulins)
 - Schwarzkopf/ Henkel AG (decoration panels/POS material).