

User Report

ASSOZIATION Bergmann, Fellbach, Germany

Thanks to digital direct printing, a design team is expanding its modular service catalogue into fine art printing, packaging design and advertising technology. They place high demands on their own work. The team ties together a variety of disciplines, as well as weaving-in the individuality of each customer.



"The Impala has opened up completely new areas of business for us", Benjamin Bergmann notes. He is managing director of the family business that his parents founded in 1992. At the time, they specialised mainly in trade show and exhibition architecture, communication design and product design. Today, thanks to digital UV direct printing, ASSOZIATION Bergman is also a specialist in fine art printing, creation of packaging prototypes and advertising technology. The company name crowns everything. It puts everyone under obligation to keep joining up new disciplines. Association does, after all, mean "connecting and linking thoughts and ideas" - in Bergmann's case, always enriched with emotion.

Modularity ...

What ASSOZIATION Bergmann offers customers is modularity. The modules have names like conception, design, planning and execution of trade show appearances, POS solutions, shop fitting, corporate design and visual communica-

tion, photography, printing, advertising and production technology. True to the motto "recognise individuality, design and communicate", the team puts together a service package that suits the customer and the project. Implementation is interdisciplinary and mostly done in-house. "That makes us flexible and fast. And most of all, we have control over processes", emphasises Bergmann.

... meets modularity

Matching Assoziation's services in modularity is the way swissQprint large format printers fit together. Bergmann has delved into the swissQprint toolbox more than once. At the time of delivery, the Impala was simply configured with seven out of its nine colour channels. Soon there was demand for higher productivity. So they had the six colours - CMYK plus light colours - upgraded to a double head configuration. Then came a second white channel and a varnish channel, both of them with double head configuration. Result: twice the output, as well as yet

more possibilities. Later on, swissQprint introduced the nine picolitre droplet as an option for fine art applications. ASSOZIATION seized on this possibility, too.

Fully equipped

The Impala UV printer currently stands fully equipped. With the board option, it prints oversized formats up to 2.5 x 4 metres. For comparison: the print bed measures 2.5 x 1.6 metres. The roll to roll option allows printing on flexible continuous media. The machine can also do tandem printing. This means that the operator loads substrates onto the rear half while the printer is at work on the front half of the print bed. The instant it has finished printing on the front, it goes to work on the rear. And vice versa, until the print job is done. Then there is another small secret weapon that ASSOZIATION has acquired: the lady-gun. This pistol-like tool eliminates electrostatic charges on acrylic glass and other substrates that are prone to static electricity. Due to ionisation, the microscopically fine ink drops hit their precise mark even on these kinds of difficult media, for a crisp print image.



Direct printing on a variety of substrates, from plastics to natural materials.



Packaging prototyping is a new field of business opened up by the Impala large format printer.

High self-requirements

And this print image is precisely where ASSOZIATION Bergmann scores. "Never before have we seen such precision printing on wood panels", attested Jason Martinez, CEO of Eicher workshops, a producer of museum graphics and guidance systems. Using the board option, ASSOZIATION Bergmann printed 3.5-metre-long wood panels for a large exhibition at a history museum. ASSOZIATION Bergmann has supplied the design department of a German car manufacturer with custom-printed wallpaper. Applied edge to edge, the transitions were in exact register. Benjamin Bergmann's eyes shine while reporting such projects. He holds a design degree and has high requirements of himself. That means he experiments and develops until he is satisfied with the result. And he attains his objectives faster with the Impala than with earlier means of production. "We save a lot of time and money", he remarks. He also appreciates how Amber, the swissQprint output software, permits so much freedom for experimentation.

Open to all segments

Design for exhibitions and trade shows remains the core business at ASSOZIATION Bergmann, usually in cooperation with specialist agencies. "Working designer-to-designer is so much fun", explains Bergmann, "We can contribute a lot of know-how." ASSOZIATION Bergmann works with publishing houses like C.H. Beck, DroemerKnaur, Piper, Hanser, Diogenes and MairDumont, in some cases for the past 20 years. The team has realised twelve booths at the last Frankfurt Book Fair.

A completely different and very complex story concerns orders for traffic signs using LED technology from a well-known company. Absolute precision and highest quality are required here, in printing with the Impala as well as in milling on the in-house Zünd cutter. Further jobs involve short runs, as well as display and packaging prototypes. In the field of fine art, Bergmann supplies photo and art reproductions as well as large-sized artwork. For interior finishing, the company prints table

and door panels as well as drywall and glass kitchen elements. It learns from this enormous diversity. "And quite apart from that, it is a real pleasure", says Bergmann.

Emotional elements

Emotions guide philosophy and activity at ASSOZIATION. "Buying the Impala was, ultimately, a gut decision", says Bergmann. Emotion also characterises attitudes to clientele and projects. Bergmann sees personal relationships with customers as a clear competitive advantage in a crowded market. In this context, he is respectful regarding growth. He wants his business to stay as compact and agile as possible. Yet despite everything, he is mulling over the idea of sooner or later acquiring a second, larger swissQprint machine. As usual, Bergmann is letting gut feeling guide him. It already proved spot-on when buying the Impala.

Info Box

ASSOZIATION Bergmann GmbH,
Fellbach, Germany
www.assoziation.de
www.direktplattendruck.de
Segment: Trade show and exhibition
architecture, communication & product
design, printing & advertising technology
Established: 1992
Employees: 8
References:
- Agencies, designers, architects,
interior designers and booth builders
(exhibitions, museum design)
- Publishing houses (displays, fair
appearances)
- Printing and packaging industry
(prototypes)
- Photographers and artists
- Decorators, sign makers
- Metal/plastics processors and joiners
(interior design elements)