

## User Report

**H&D Digitaldruck GmbH, Karlsfeld near Munich, Germany**

**An experienced, loyal team. State-of-the-art equipment for getting the jobs done. A broad customer base. Service without ifs or buts. These are what have brought one of Germany's leading digital printers to its present-day position - a position that it intends to keep.**



Walter Welte has been 20 years in the business, so he is not one to be misled when it comes to digital printing: he can tell a hit from a flop. His company H&D is top dog in the Munich area and delivers far beyond Germany's borders.

### No cluster risk

The customer base is extremely broad: none of the 1500 clients on the roster accounts for more than three percent of sales. They include famous names like Mercedes, VW and Porsche, whose showrooms are regularly graced by impeccable printing from H&D. The same goes for 18 fashion houses. "Fashion is a major source of business for us", stresses Welte, "but by no means the only one." Film and television producers order scenery and props, interior designers buy personalised decorative elements. And because H&D has the necessary capacity and infrastructure, smaller sign makers often call on their larger partner for services. These now include fascinating 3D effects produced by a swissQprint Nyala 2 large format printer.

H&D can be relied upon to deliver - even when time is running out. The team has helped many a desperate project manager out of trouble when the regular supplier had just an answering machine on duty. Maybe on a Saturday morning, when a replacement for a broken exhibition stand panel was needed. Or on a Sunday afternoon, when a crucial decorative item was missing for a shop opening the next day. So it hardly comes as a surprise that those frantic searchers have since become loyal customers.

### Investing millions

Walter Welte and his son Patrick both made careers for themselves in the print media industry, and run the business jointly. Obliging customer service is their maxim. In this they take a no-compromise stance; every customer has to be a satisfied customer. Father and son also

seek a technical edge: the past couple of years have seen them invest around two million euros in hardware, software and new machines. The company recently switched over entirely to Caldera RIP to gain an even better grip on colour management. Colour profiles are all created in-house, with ten operators trained for the job.

### Redundant machinery

Crucial printing machines are doubled up, because the professionals at H&D know that even the most reliable systems can have downtimes. The production shop presents an impressive scene: the largest printing machines include three 5-metre-wide roll printers from NUR and Durst, two 3.2-metre-wide sublimation printers, and two swissQprint flatbed printers each equipped with a roll to roll option - as further backup for the roll printers.



H&D produced this display for a company anniversary. It is a direct print onto veneer plywood panels with white underlay in some areas.

Advising the Weltes on their choice of production equipment is Horst Ebner of Kaut-Bullinger. They have a trustful relationship going back years. "Technical service is also top-notch. These guys know what they are doing", says Walter Welte in praise.

### Three swissQprint UV printers

H&D was the first German customer to take delivery of a Nyala 2. That was in July 2014, two months after the machine was launched. The 3.2-metre-wide and 2-metre-deep UV printer replaced an existing swissQprint Oryx purchased by H&D - one of the earliest swissQprint customers - back in 2008. Carefully maintained, this printer was still doing a sterling job but had since become undersized for the volume of work being handled at H&D. It went to a grateful buyer in Frankfurt.

Staying on at H&D is a swissQprint Impala, with six colours and equipped with practically every available option. In operation since 2011, this machine was also just launched when Walter Welte made his purchasing decision.



Walter Welte (right) with son Patrick and daughter Julia seek to maintain a technological edge.

### Six-digit savings

Production manager Jürgen Nebl esteems the flexibility of swissQprint machines.

"They are extremely fast to set up", he explains. Radically different jobs and formats - from tiny to oversize - are done in a jiffy. And with top quality. The Impala regularly produces boards four metres long, even though it has a print bed just 1.6 metres deep. It is equipped with an optional device that automatically feeds and seamlessly prints oversized media. Things really get moving on the Nyala 2 in tandem mode: while it is printing at the front of the print bed, the machine

operator is busy placing print media at the rear. "That puts an end to coffee breaks", laughs Nebl.

Walter Welte comments: "Since we started printing directly on boards, we have saved tons of adhesive and laminate." He speaks of six-digit sums. Not to mention the work time saved thanks to the elimination of the laminating process. Much less is also coated. All told, board printing is a success story. One that Welte Junior and Senior aim to continue. They are sticking to their strategy of pursuing measured further growth.



What looks like fine marble is, in fact, directly printed particleboard flooring. H&D supplied this floor covering for a television production.

### Info Box

H&D Digitaldruck GmbH,  
 Karlsfeld near Munich, Germany  
[www.hd-xxlprint.de](http://www.hd-xxlprint.de)  
 Segment: Digital printing  
 Established: 1995  
 Employees: 50  
 References:  
 - German carmakers (POS material)  
 - Fashion labels (POS material)  
 - Film/television (scenery, props)  
 - Architects (personalised decorative elements)  
 - Museums (exhibit displays)