

User Report

Mader-Werbetchnik, Lauterach, Austria

The future needs a past. And that is most definitely true of the Mader family in the Vorarlberg town of Lauterach: advertising technology runs in their blood, so to speak, and has done for the past four generations. Yet experience alone is insufficient for holding one's own in this line of business. Openness to innovation and focus on specialised applications are also necessary to keep a successful operation going.



One glance at the contact page on the mader-werbetchnik.at website makes it immediately apparent that this is a family-owned business through and through: the Mader name stands next to every photo. Managing director Bernhard Mader tells how, in 1985, he became an apprentice in the company his father had founded two years previously. That man's own father and grandfather were themselves sign makers. Since the start of the 20th century, Mader has been a byword for printing and signage of all kinds in Vorarlberg.

Bernhard Mader emanates calm and prudence. But look closer and one detects an inner restlessness, fed by curiosity and the urge to move ahead. Mader lives and breathes his work. He is continually in dialogue with his fellow professionals and knows exactly which direction the wind is blowing at any given time. He is also aware of the industry's problem areas and stumbling blocks. And from all that, he learns. Jobs that others would deem infeasible on time or technical grounds are where Mader-Werbetchnik really gets going: these are the ones that bring valuable lessons. A «tinkering shop» is what

Mader fondly calls his operation. So it hardly comes as a surprise that his exacting customers include artists as well as the organisers of the Schladming Ski World Cup: their advertising banners had to withstand durability tests in the Audi wind tunnel prior to deployment.

Tinkering alone is not enough

However much he likes fiddling around, Mader is first and foremost a businessman who has trimmed his shop to be cost-effective. It houses a carefully chosen mix of machinery, with a straight-through Esko print and cut workflow to ensure efficient processing. Much care and attention is lavished on the machines themselves, such that a venerable Wild plotter continues doing its job just as well as when it was new. A Mutoh roll to roll printer, used for truck tarpaulins, is soon to be replaced. Mader has joined forces with a local truck upholsterer and the two are making deliveries as far afield as Saudi Arabia. Mader is currently investigating the possibility of executing jobs like these with the swissQprint Nyala inkjet system. The 3.2 m wide flatbed machine is kitted out with every option in existence for this model: its nine colour channels are

loaded with CMYK plus two light colours, along with white, varnish and primer (for printing onto glass). In flatbed mode, the board option allows printing of 3.2 × 4 m media with no need for a conveyor belt – a feat made possible by a clever feeding technique. Cardboard packaging frequently wends its way through the production process, so the machine includes a pair of 2.2 kW vacuum pumps. Thanks to these, even stubborn or heat-sensitive media hold flat on the printing table. The latest swissQprint option provides a tandem function that turns the machine into a shift labourer by printing media on the front and rear zones of the printing table alternately, and without pause. Last but not least, this high-performance printer with a maximum production rate of 140 m²/h in the configuration described also features an option for continuous roll to roll printing – useful with tarpaulins, for example.

Versatility is key

Until September 2012, the Nyala's spot in the workshop was occupied by its smaller stable mate, the Impala (with a 2.5 m wide printing table). When swissQprint



Bernhard Mader: «Applying varnish is a popular stylistic device with advertising media.»

launched its latest model, Mader knew this was just what he needed. He recognised the benefits on offer from this flatbed machine, namely its versatility coupled with high quality and efficiency. The worthwhile nature of his investment was confirmed after just three months in operation.

The 3.2 × 1.6 m table allows large-sized board material to be printed without pre-cutting. Apart from that, Mader notes the demand for ever-increasing media sizes. The machine's format meets that requirement as well.

Acrylic sheet applications and lightweight board POS items are very popular, along with items used for building exhibition stands. Also on the job list are book spines, personalised annual reports, high-grade printing on handmade paper, even printing onto carbon substrates. Bernhard Mader enthuses, «the ink adheres perfectly to very different kinds of media.» Glass processors occasionally order printed glass panels for interior finishing work. Accordingly, the machine has one colour channel loaded with a primer that facilitates direct printing onto glass and some metallic surfaces. Effect varnish is an oft-used stylistic device that the Nyala takes perfectly in its stride. The company recently produced 15,000 stickers in just two days, using sheet-fed printing. Tandem mode was the obvious choice here, and the only issue was a shortage of personnel to keep feeding the media. Despite all its possibilities and impressive printing quality, the machine consumes noticeably less ink than the 5-year-old Zünd 250 Combi inkjet machine that is still in use.

Specialities rather than quantity

Mader always keeps his eyes and ears open for new trends, and addresses special needs. He has just begun offering



swissQprint systems are modularly extensible. Mader uses a fully equipped Nyala.

lenticular media printed on the Nyala to the advertising industry, along with «sandwich media» - Dibond sheets pressed onto glass - for interior work. The glass protects the printed surface, while also achieving an attractive depth effect. Short-run packaging material is another speciality: here, printed cardboard progresses directly to an Esko Kongsberg flatbed cutter system. Via an integrated Esko Automation Engine, data is prepared from the outset in such a way that it can be transferred straight-through to the print and cut stage of production.

Putz Drucktechnik GmbH is the company's partner for evaluating and introducing optimum production facilities and processes. For the past 25 years there has been a friendly and trustful relationship with Putz consultant Markus Flachberger. That cooperation has on occasion led to Mader's enlistment as the test customer for putting beta developments through their paces. This was also the case with swissQprint. Mader appreciates how the Swiss manufacturer takes customer needs seriously, and the steady progress it makes

with implementing solutions for the real world. «Their stuff simply works! White print, for example: how often do I hear my industry colleagues curse about that! Yet we ourselves have no problems with it», he expounds. He has recommended swissQprint systems on more than one occasion so far, «to anyone keen on versatility and quality.»

Info Box

Mader-Werbetechnik, Lauterach, Austria

www.mader-werbetechnik.at

Segment: Advertising technology

Established: 1983

Employees: 8

References:

- Zumtobel Lighting (exhibition stand construction, displays, printing of escape lighting)
- Grass Beschläge (exhibition stand construction, advertising media)
- FIS Ski World Cup (advertising media)
- Hammerer Planen (truck tarpaulins)
- Local artists (art projects)