

## User Report

### Daelprinting NV, Ieper, Belgium

Go shopping in Belgium and you have a good chance of encountering products from Daelprinting: print media for the retail trade such as billboards, banners, posters, three-dimensional displays and stickers. And all of it produced digitally: Daelprinting has managed the transition from signwriting to screen printing, and now finally to digital printing.

Daelprinting has made it through all the minor as well as major revolutions in advertising technology that have swept through the industry since the 1960s. In the 1980s, screen printing superseded the artful craftsmanship of the company founder. Digital printing is now dominant, which is the key to profitable short runs and personalised media. Screen printing for industrial applications makes up just 20 percent of the company's turnover these days. Media destined for the retail trade accounts for the lion's share of production, all done with digital printing.



### All-purpose digital

The former Ieper basketball court is now home to the fleet of machines at Daelprinting, all carefully selected according to production volume and applications. Digital made its debut in 2004 with a Nur Tempo. Next came a Nur Expedito, a Durst Rho320 for roll jobs, a Durst P10 for larger orders involving the same media types, and an Inca Onset for long print runs. A swissQprint Oryx joined the fleet in early 2013 to meet demand for short runs, specific media, and fine-resolution photo printing. "Before its arrival, we had to refuse some small orders", says Arjan D'haene. "We couldn't afford to interrupt big jobs for tiny print runs." Now the Oryx meets this type of customer demand at short notice, and with high quality.

### Prototypes drive revenue

A secondary reason for acquiring the Oryx was to offer a prototyping service. "That definitely brought in more orders", notes D'haene. A realistic sample means certainty for customers. He adds, with a

wink: "The Oryx with its superb printing quality occasionally tripped us up." The swissQprint machine prints the prototypes, but other machines are normally used for production batches. Yet they do not deliver the same quality as the Oryx. Certain customers insist on the same quality as the prototype. So the Oryx gets



"Prototyping has definitely brought in more orders", says Arjan D'haene, co-proprietor of Daelprinting.

used for batches as well. "Of course, its high-quality output is essentially an advantage", says D'haene. "Thanks to that, we were able to get our foot in the door supplying exhibition stand constructors." Stands tend to have short viewing distances, so the demands on quality are correspondingly high.

### Diversity and specialisation

Another application area for the Oryx is printing outside photographs for store displays. To give the images a lifelike appearance, light shades populate two of the Oryx colour channels for producing fine tonality and gradients. The UV printer provides eight channels in total. CMYK populates four of them, with two others carrying varnish for visual effects and white. Since white joined the ink spectrum, Daelprinting has always needed a good stock of acrylic glass to meet what has grown into heavy demand for this substrate. "It is impressive how many materials the ink will adhere to", remarks Arjan



For photorealistic reproduction, the Oryx inkjet system prints using light-colour inks.

D'haene. Thanks to the board option, the relatively compact printer can also process media up to 2.5 × 4 metres. In short: Oryx is the go-to machine for diversity and specialities.

### The best solution pays dividends

Successive jobs may be similar or different, yet changeover times between them are extremely short. "This efficiency, quality and reliability is what we value in the Oryx", is how D'haene sums it up. "Its well thought-out construction had us convinced from the start." Register pins, for example, enable precise media positioning with full utilisation of the printing table area. Daelprinting on principle never goes for the cheapest, but rather the best solution. "Investing in quality machinery pays over the longer term", of that Arjan D'haene is confident. Thus, the Oryx has turned out to be exceptionally low-cost to maintain. Paperlink VTS performs regular services on the large-format printer; the company's technicians know the machine inside-out. They are based quite nearby, so down-times and time-to-respond are very short. Which is another plus point, because time is money.

### Personalisation and colour management

Daelprinting recently merged with DIOSS and the combined company now offers a complete portfolio targeting the retail trade: POS items, shop displays, and entire store concepts right down to customer loyalty cards. Such cards, together with special promotions, highlight an advantage of digital printing: the possibility for personalisation. Customer data flows into the print production process together with information concerning individual store branches. Printing processes utilise both companies' machine fleets. That makes colour management highly important for consistent printing results. Daelprinting and DIOSS have jointly standardised their colour profiles.

The ambitious company group knows just what the retail trade needs. It fully intends to keep its finger on the pulse and so keeps close track of technology and market developments – so that future revolutions can be met with similar ease.

### Info Box

Daelprinting NV, Member of DIOSS Group  
leper, Belgium

[www.daelprinting.be](http://www.daelprinting.be)

Segment: Advertising technology and screen printing

Established: 1960

Employees: 25 (65 in in the group)

References:

- General retail: department stores, chain stores, boutiques, etc. (POS items, billboards, prototypes and display series, etc.)
- Exhibition stand constructors (advertising and styling elements)