

## 3 Rock Signs



### 3 Rock Signs takes delivery of the first Durst Rho with white ink capability

3 Rock Signs of Dublin has achieved a European first by installing the first production Rho 160W Plus. A large format, direct to media, inkjet printer with the ability to print white ink.

3 Rock Signs is a rapidly expanding signage company, which primarily supplies the trade with a wide range of display and signage material, on any number of different media. They recently moved into 10,000sq. ft, purpose built offices.

John O'Reilly, Managing Director of 3 Rock Signs, said: "We were the first sign company in Ireland to install an UV direct to media printer, which very quickly reached its capacity. Believing that digital imaging would continue to play an ever-increasing role in our business, we took the decision to invest in another machine. We looked at all the options before deciding on the Rho 160. We needed both the high output and flexibility that the Durst machine offered. At present our work is split almost 50:50 between rigid and roll media and we print on a wide range of different media including vinyl, Foamex, Correx board and banner material, including mesh."

"In addition to the ease of media change, we have a lot of short run work, anything up to ten off and this is where the Rho offers a great advantage. It is capable of ripping different jobs whilst printing others, so there is no delay between one job and the next."

"We also chose the white ink version as a potential business tool, without being totally sure of the demand. Having said that, within three days of the machine being installed we received a job requiring white ink. We printed white text and underprinted the image with white on clear plastic, with superb results."

#### Why is digital imaging becoming much more important?

"We have seen a dramatic change in the sign business with much shorter response times," continued John. "The average job is now completed in three to four days, and sometimes much faster. We recently turned round one job in three hours, to help a customer out of trouble. This would not have been possible with silk screen printing. The Rho helps us to satisfy our clients' demands by being able to respond very quickly and the quality of output is excellent."

"In addition, there is a requirement for much more four colour work and constantly changing images. Digital is ideally suited to such work, from construction hoardings to retail displays, everything is becoming more image conscious."



### 3 Rock Signs

Founded in 1993 and becoming a limited company at the end of 1995, 3 Rock Signs started by selling safety signs. They soon invested in a plotter and screen printing machines and more recently in a UV inkjet printer. With the move to their current premises and the purchase of the Rho 160, they are intent on expanding the business even further."

"Apart from helping us to supply our existing sign trade customers with a high level of service and competitive prices," said John: "We see the Rho providing an opportunity to expand the business into new areas. The distinction between the different print disciplines is rapidly diminishing and we find ourselves competing for work from both screen printers and graphics suppliers, amongst others."



For more information on 3 Rock Signs, telephone +353 1 457 0188.  
For more information on the Durst Rho 160W Plus and the Rho range,  
telephone Durst on +44 (0)1372 726262 or visit [www.durstuk.co.uk](http://www.durstuk.co.uk)

**durst**

**Leaders in Imaging Solutions since 1936**