



## McKenzie Clark buys second Durst Rho

Further to their purchase of the world's first production line Rho 160 large format inkjet printer, the South London based display graphics company, McKenzie Clark, has become the first UK company to add a second Rho machine. This time it is the new Rho 205/16, with 16 print heads for increased output.

Graham Clark, Managing Director of McKenzie Clark, said: "During the last couple of years, we have seen a steady increase in the demand for direct to media printing. Customers now appreciate the cost effectiveness and durability that direct to media offers. In addition, their expectations are for higher quality print. That's one of the reasons for choosing another Rho, the quality is excellent."

### Why choose the Rho 205?

"We have also found," continued Graham: "That there has been a steady trend for larger graphics over the last two or three years. Therefore, the increased width capability of the Rho 205 to two metres is very useful. In fact, we have recently made a further investment in a super wide inkjet printer capable of printing 3.2 metres wide, to satisfy the demand for even wider print. Other reasons include the proven reliability of Durst machines and their quality of engineering. Colour management is an important issue; the two Durst machines have the same print heads so that we can split larger runs across the two machines with identical results."

"Finally, we have a long history with Durst and they have provided the service support we need to satisfy the demands of our customers. Our business is all about quality and service, you need the right equipment and back-up to satisfy these criteria."

McKenzie Clark also has two Durst Lambda large format laser printers. Has the arrival of the two direct to media inkjet printers taken work away from the Lambdas?

"Surprisingly the answer is no," stated Graham: "The Lambdas have remained very busy. We operate a 24 hour working day and we have upgraded one of the Lambdas' to a faster speed to cope with the workload. We produce a lot of transparency material for light boxes and the results on the Lambda are superb."

The Lambda is still the preferred imaging method for many clients, in particular, the cosmetics industry for whom we supply a great deal of material."



### How do you see the market changing in the future?

"I think the major change has already happened over the last couple of years", replied Graham: "The traditional market barriers have been broken down; for example, we are competing directly against silk screen printers for work. Similarly, there is little distinction between photographic imaging and high quality inkjet printing. You use whatever process best meets the requirement of the job."

"It is our philosophy to provide a complete service to clients in-house. It is also important to add value, not just in price, in order to have an edge over the competition. What we offer is service and quality plus reliability and capacity. Jobs tend to be larger and lead times shorter. To meet deadlines you need a lot of plant."

### Who are your main customers?

"About 60 to 70% of our business is in the retail sector. This includes in-store displays, special promotions and all the other graphics that are now used on a regular basis in retailing. Direct to media is ideal for much of this work because it is cost effective, durable and we can respond to short deadlines. The majority of the work is short run, up to 50 units and we compete with silk screen on cost up to 100 units. In addition, the print produced on the Rho is of far higher quality than that of silk screen."



For more information on McKenzie Clark, telephone 0207 231 6070.  
For more information on the Durst Rho range of direct to media inkjet printers, telephone Durst on 01372 726262 or visit [www.durstuk.co.uk](http://www.durstuk.co.uk)

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