



Durst Rho creates new business for DNR GROUP

DNR Group, in pursuit of expansion, have embarked on an investment of £1,500,000 over the next six months, spread across all companies.

Plastic and Metal Profiles, the screen printing, and sign making division of the Newcastle based group, which also includes, a Blow Moulding company, a specialist litho/rotary letterpress printers, and an origination company, have opted for digital flat-bed. PMP, is involved in signage, initially providing engraved, chemical etched and silk-screened, plastic and metal signs. The business has been predominantly industrial in nature, supplying large volumes of nameplates and warning signs to the national utilities, business outlets and government departments. Posters became a significant part of the growth, and two years ago PMP decided to invest in digital technology with a roll-to-roll digital press.

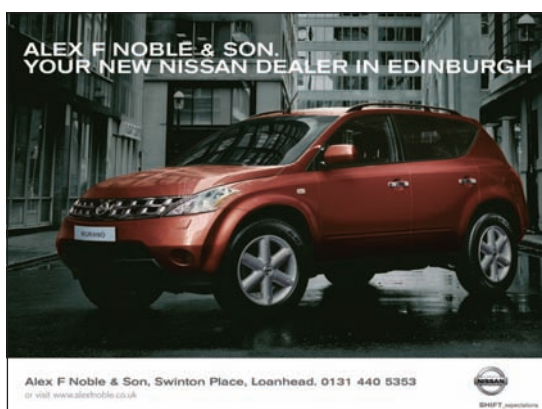
With that experience, it was decided to research flatbed machines and after viewing the market place; the final choice of the Rho was a confident decision.

Ritson Hunter, Managing Director of PMP, said; "The Rho offered the quality we needed and, very importantly, the ability to print where needed, two whites as well as four other colours. Not only does this provide us with Under Surface Print ability, but also fits in with much of our existing screen business. From a business standpoint, it is an advantage that the machine is capable of printing both rigid and flexible material up to 40mm thick and 2mtr wide, and we also appreciate the fact that the Rho can be upgraded as our business develops."

"The Rho will not replace our traditional large volume print but opens up new opportunities," continued Mr Hunter. "Whilst

maintaining the industrial business, we are looking to develop the commercial market, a great deal of which could be available from our existing clients. We can now take on short run and even personalised print. One such example is the work we do for a political party, printing 8ft by 4ft election posters, amongst other projects. We can now add individual candidates' photographs and details to the posters and deliver them within hours, when required."

Malcolm Cairns, General Manager of PMP, added; "Although Thornton Print and PMP operate as separate companies, the two sales teams are able to sell the services of both





production units, and this means that they can offer a one-stop shop for the widest range of printing processes including; litho, rotary letterpress, flexo, screen and digital printing. Initially we see business opportunities from existing customers, particularly from our local authority, construction, colleges and university clients, whilst Thornton's have a host of brand leaders as clients. In the future we are looking at developing our retail business, for example the white ink feature of the Rho means that we can supply short run reversed window decals. We are also selling in the 3D POP market; we have die-cutting capability, and are already producing several jobs".

"We mentioned our business with the construction industry and, thanks to the Rho, one of our clients has placed a large order for producing standard 1500mm wide panels in sets of 5 for the outside of housing developments. This is something that we could not have considered supplying in the past."

"Although it was a new machine to us, the Rho did prove to be user friendly, indeed, we printed a commercial job on it as soon as it was commissioned, and whilst we were still receiving product training from Durst! The finished print was excellent and the client was delighted with the work."

"Digital print is very much a growth area and not only will the Rho help us to satisfy this demand but will also help the company and group to extend its business into new markets."

For more information on the Durst Rho Range, telephone Durst on 01332 223980 or visit www.durstuk.co.uk. For more information on PMP, contact sales on 0191 266 5050.



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