

# Rho 600 Customer Profile

Voltaire

durst



## Voltaire is the first company in the UK to install a new Durst Rho 600

Graphic display and exhibition company Voltaire, based in Wargrave Berkshire, has just taken delivery of the first Rho 600 to enter the UK.

The family run business was founded in 1989 as a print finishing house by Mike Redrup, who is still the current owner and Managing Director. In 1994 the company developed its own printing facility and has shown an impressive rate of growth ever since. The business now offers a complete "one-stop-shop" in all aspects of graphic display, from free standing modular displays and pop-ups, to the design and construction of exhibition stands and events. Its list of clients is also impressive with many national and international brands, including Adidas, Microsoft, Waitrose, T Mobile and Laing Homes, to name but a few. More recently the company has been producing a sizable amount of work for the construction industry, particularly graphics required for housing developments such as display boards and building signage.



Voltaire has always been a trade supplier and still the major part of its business comes through agencies, who often involve Voltaire from the outset making full use of its creative design ability.

### Is digital a growth area for the company?

Mike Redrup, said: "We have had a digital output capability from almost the beginning of the company but more recently have seen an opportunity in direct to media printing. In fact, we have had a solvent ink printer for some time but it has neither the quality of print nor the productivity of the Rho 600. The retail side of the business is definitely growing and this is one of the areas where the Rho is the ideal solution. Apart from the quality of print, UV inks are environmentally friendly and therefore far more acceptable in a retail situation than solvent inks. For this reason, I can see solvent inks being used less and less. UV inks also fit in with our philosophy of providing, whenever possible, environmentally friendly solutions to customer requirements."

### What role will the Rho play within the business?

"The Rho is going to play a major role in the continued development of our business," continued Redrup. "Not only will it help us to provide an even better service to our



existing clients but will also allow us to broaden our horizon. We have already mentioned the work we do for housing

developments, for which it is ideally suited. Also, it will offer us the opportunity of printing directly onto display material, Foamex or Perspex for example, for use in exhibitions. This is because UV ink satisfies the stringent fire regulations required for exhibition material."

"It is in the growth area of retail where the Rho will make the most important contribution. We are about to take delivery of an automated i-cut machine, which will be used in conjunction with the Rho for cost effective an automated production of all types of retail display material. It is our intention to offer a complete retail solution for 2D and 3D displays. We are the only company in the Thames valley to be able to offer such a comprehensive service and our long term aim for the future is to become the major supplier throughout the whole M4 corridor, from London to Bristol."

### **Why did Volaire decide on a Rho 600?**

"We first saw a Rho at Sign UK, earlier in the year, and were very impressed. We are a quality driven company and it was the quality of print that particularly impressed us. Also, we wanted a machine that was capable of printing white ink. When Durst introduced the Rho 600 at Fespa, it was obviously the most advanced machine on the market, added to which, it can be upgraded. We went initially for the 8 head version, with both white ink and selective varnish options. It is our intention to upgrade as and when we need greater output. I understand that the 32 head version is capable of printing up to 160m<sup>2</sup>, which is an amazing speed. Finally, our Production Director, Mark Burley, has had a great deal of experience using a Durst Lambda and knows and trusts the people from Durst.

For more information on the Rho range of direct to media inkjet printers contact Durst UK on 01332 223980 or visit [www.durstuk.co.uk](http://www.durstuk.co.uk). For more information on Volaire telephone 0118 940 4920.



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