



Walkersmcr looks to the future with a Durst Rho

The Manchester based printers, Walkersmcr, is one of the oldest established screen printers in the UK. As part of an on-going investment programme, they have recently installed a Durst Rho 160 Plus, direct to media, inkjet printer.

Gary Herrington, Managing Director of Walkers, said: "We have been considering an investment in digital technology for some while now and have had a close look at all the possible options. We eventually chose the Durst Rho as the best solution to our requirements; we needed the flexibility of roll and sheet feed and we wanted the increased output offered by the Rho 160 Plus."

"Other factors that impressed us about the Rho are the quality of engineering and its short run capability. Not only is the media change easy and very fast but also ripping different jobs. There is no delay between one job and the next. Finally, we have a long standing relationship with Sun Chemicals, who market the Rho to the screen printing industry in the UK, and know of the excellent reputation associated with Durst equipment"

Why has Walkersmcr invested in digital printing?

"There are three main reasons," continued Gary. "Firstly there was a growing demand for digital print from our existing customers, which we wanted to bring in-house. Secondly, to satisfy the increase volume of short run screen printing and thirdly, as a means of attracting new business from both our existing clients and new clients."

"Printers are now required to supply a solution. In the past, print buyers would show considerable interest in equipment; nowadays, as lead times get shorter, they are more interested in the end product and not the method of production. Service, quality and price are all major factors. It is therefore necessary for printers to adopt a wide range of processes in order to best satisfy these demands. Lead times continue to get shorter and computer to print technology eliminates many of the time consuming and costly processes associated with screen print."

"Printers have looked at ways of taking pressure off margins for a long while; digital and in particular, direct to media, has helped to add value to the product. The major part of our business is in the retail sector and here we have been able to offer 3D colour proofing at a competitive price and still make changes before the production run. Also we are now able to supply short run displays for test marketing or local promotion. It all adds up to being able to supply a better service to our customers."



Walkersmcr

Founded in 1895 by Edward Walker as a supplier of cotton tickets to the Manchester cotton mills, they soon moved into general printing. Edward passed the business on to his son Ralph and finally his grandson Roger took over the helm. The company started the screen print side of the business just after the Second World War and concentrated their printing efforts on exhibition and point of sale material. They have steadily built on the point of sale sector, which now represents the major part of their business and is supported by their own 3D design studio. This year, the company was successfully taken over in a management buy-out; however, there are still two members of the Walker family involved in the business. The purchase for the Durst Rho is an important part of a major on-going investment plan.

For more information on Walkersmcr, telephone 0161 2237814.
For more information on the Durst Rho 160 Plus and the Rho range,
telephone Durst on 01372 726262 or visit www.durstuk.co.uk

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