

A. Skylt



Alex Nerö, Managing Director of A. Skylt.

Swedish sign company, A. Skylt, take delivery of the first Durst Rho in Scandinavia

A. Skylt is the latest company to invest in the new Rho 205W direct to media inkjet printer. Not only is it the first to be installed in Scandinavia but also one of the first in Europe capable of printing white ink.

Alex Nerö, Managing Director of A. Skylt, said, "White ink was an essential requirement. Having first looked at the Rho about twelve months ago, we decided that direct to media inkjet is the future of our business. Having taken that decision, we researched the market thoroughly and we finally settled on the Rho at Drupa. We looked at all the machines there and, although others claimed a white ink capability, only the Durst was able to demonstrate it. The Rho continued to print with white ink for the duration of the exhibition, without interruption.

"Other factors influencing our choice of the Rho were its flexibility; the ability to print roll and sheet fed material and the extremely impressive construction of the Rho; it is built to withstand an industrial environment. Finally, we were very impressed by the people at Durst. They don't make claims they can not substantiate and their back up is superb."

How do you see the Rho fitting in to your business?

"The company was founded in 1964 with a view to supplying signs to the building industry," replied Alex: "In 2002 we bought the company from the previous owner and looked to expand the business into new markets."

"The sign industry comprises hundreds of small one or two person operations, who offer a vast range of products. We supply signs to both these trade customers and directly to end-users and



One of the many styles' of signs manufactured by A. Skylt.

we also offer many unique products. This is the reason we embarked on our latest business venture titled "4 Sign", which is a network of co-operating sign companies based throughout Sweden and Scandinavia. It is our intention to supply member companies with original signage designs, from stock. Instead of producing expensive one-offs, it allows us to manufacture an economical quantity. Our 4 Sign members can then sell them on to their customers at a competitive price."

"This is also where the Rho fits into the business plan, it plays a central roll in the 4 Sign organisation. Member companies can offer the Rho output to their customers, and once again, we are able to supply the printed material at a competitive price."

"We are very excited about the response to the 4 Sign concept and already have over fifty members. I believe there is no limit to its growth potential and it is our intention to extend the network to include Denmark and Norway."

A. Skylt recently held a very successful launch party for members and potential members of the 4 Sign network, where the Rho was unveiled to the attending visitors. In many instances, this was their first opportunity to see a large format direct to media inkjet printer and all agreed that it offered a great business opportunity for their sign businesses.

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The company's philosophy is to provide complete signage solutions starting with the raw material through to the completed sign. They produce anything from Bus signs to film posters and from free standing outdoor displays to light boxes. In addition to printing the graphics, they also manufacture the signs, often to their own design.

Since its arrival, the Rho 205W has been kept extremely busy printing on a wide range of different material including, aluminium, paper, vinyl, banner material, including mesh, Foamex, wood and Dibond. Currently they are experimenting with printing directly onto Perspex, which is then curved with a special heating process before installing into a lightbox.



Mark Roland of Durst UK and Scandinavia demonstrates the Durst Rho 205W to guests at the 4 Sign launch party.