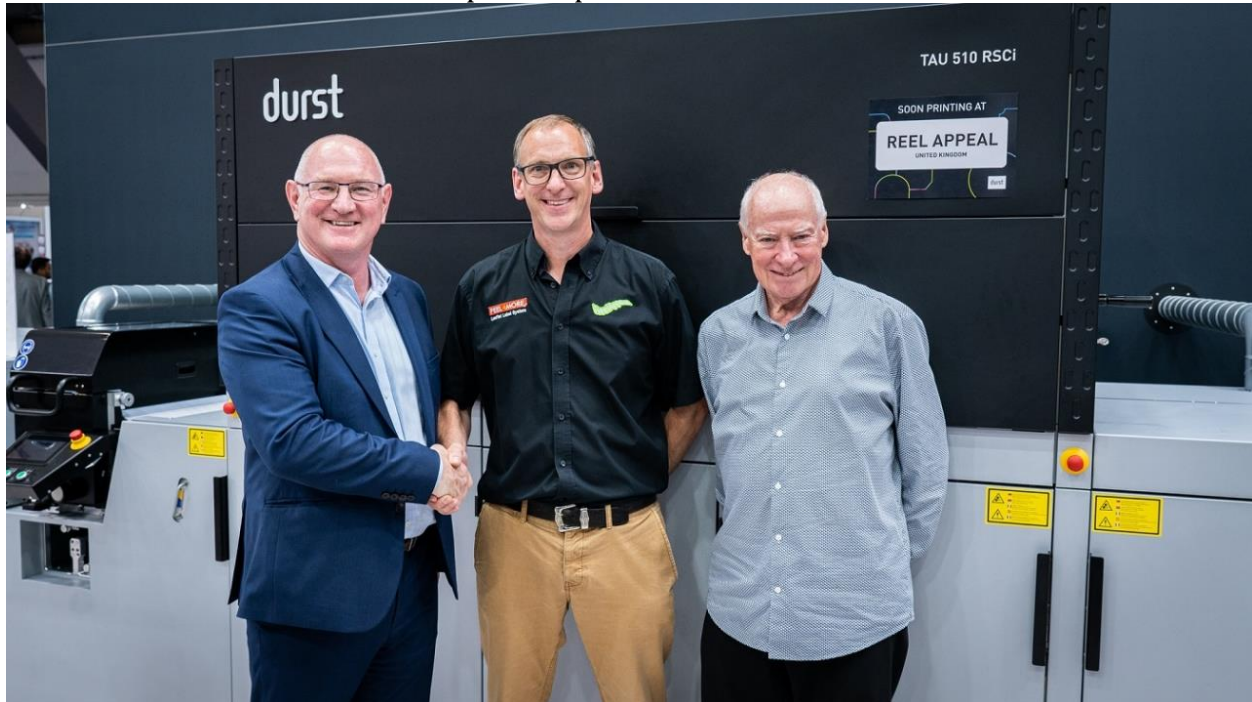


# Reel Appeal chooses Durst RSCi

Investment announced at Labelexpo Europe



UK trade printer Reel Appeal has announced at Labelexpo in Brussels, Belgium, that it has invested in a Tau RSCi single-pass label press from Durst.

Reel Appeal is also doubling the size of its digital set-up at its headquarters in Oldham, North-West England, in the UK. Installation is set for October.

The Durst tau RSCi press, the first to be installed in the UK and Ireland, will add new capabilities and print at twice the speed as more jobs are moved from flexo to digital production. A key reason for the investment was the Durst Tau RSCi's ability to print at 1200dpi, which will open up new markets for Reel Appeal – traditionally a major player in agro-chemical labels – such as hair and beauty.

'We recognized the potential when we first started in digital 10 years ago,' said Reel Appeal's managing director Barry Lewis. 'I first saw the Durst tau RSCi at Labelexpo Americas in Chicago last year. I liked the quality and build and came away with a really good impression. I then went to other manufacturers and did more research, but the RSCi was by far the best quality, had a good total cost of ownership and far more capabilities. I was also really impressed by the set up in that Durst makes the machines from scratch at its headquarters in Brixen, Italy. The 1200dpi will really up the print quality, help us to lower ink costs, and will be a door-opener into other markets, such as hair and beauty.'

Lewis added: 'Digital technology has revolutionized the label industry and we have been no exception. Without the costly set-up and origination costs, digital printing allows multiple

sorts to be easily printed on the same print run however short. The RSCi investment is another huge step forward for our business.'

Simon Cosh, Durst's UK and Ireland business development manager, said: 'We are delighted to announce this sale at Labelexpo. Reel Appeal will benefit not only from the uplift in quality from the 1200dpi functionality but also lower ink usage as well as a big increase in capacity that will enable the company to complete longer run work.'