Located in Gars am Kamp, Austria, Schrei GmbH has been a leading provider of sheet glass for many years. When partners Christian Hable, Manfred Reinisch and Jochen Schinkel noticed the growing demand for pre-printed glass products, such as mirrors, room partitions, doors, etc. and the lack of high-quality printed glass on the Austrian market, they set out to extend their product offerings by acquiring the means to print directly on glass.

Austria Glass Vendor Takes Advantage of Growing Trend Toward Printed Glass

Challenge:

Schrei wanted to extend their market reach by offering pre-printed glass for a variety of applications.

Using the EFI H652, Schrei GmbH set new standards for architecture and interior design by printing directly onto glass, at quality levels previously unseen on the Austrian market.

A manmade material that has been in constant use for thousands of years, glass touches our everyday lives — at home, in research and science, electronics, retail displays, product design, architecture, interior design and more. Nowadays it has found many new uses from delivering commercial messages to serving as a fine-art canvas — all made possible by new technology that allows you to print directly on glass.

A company that has picked up on this trend is Schrei GmbH, based in the Austrian town of Gars am Kamp. Partners Christian Hable, Manfred Reinisch and Jochen Schinkel were glass vendors who decided to extend their market reach by offering pre-printed glass for a variety of applications. When choosing technology, printing onto film and then laminating it onto glass was really not a viable option, explains Schinkel. The associated labour costs were simply too high and the potential for bubble formation presented an undesirable risk.
Previously unseen quality standards
The alternative was printing directly on glass. This way, it is possible to meet the demands of the market regarding quality and durability, both indoors and outdoors. The availability of printed glass in Austria is limited with plenty of room for quality improvement.

With this in mind, Schrei set about looking for a suitable system that would fully satisfy customer expectations. According to Schinkel he struck gold with the EFI H652 UV printing system. “With this UV printing system, we are able to render quality standards that have not yet been attainable on the Austrian market,” he says.

Surprise effects on glass
The EFI H652 guarantees a resolution of 900 x 900 dpi, and using eight greyscale levels it delivers realistic photo quality directly onto the glass. “The feedback that we receive from our partners, for example kitchen studios, is simply outstanding. Our clients are impressed with the rich colours and smooth, harmonious colour gradients.” Apart from kitchen studios, Schrei is currently working for architects, and retailers in particular, who are keen to break into the printed glass market where there is no limit to the number of possible applications. The spectrum ranges from kitchen splashbacks, doors, partition walls for offices and restaurants to shower walls, staircase banisters and much more.

As a general principle, printing on all conventional glass types such as float glass, single-pane safety glass (ESG), laminated safety glass (VSG) and heat-strengthened glass (TVG) is possible; either on one...

Solution:
“With the [EFI H652] UV printing system, we are able to render quality standards that have not yet been attainable on the Austrian market.”

“The feedback we’ve received from our partners is simply sensational,” states Jochen Schinkel.
side of the glass or embedded in the middle of VSG and TVG glass, transparent or opaque. For opaque applications, the motif can be printed in white ink.

On their website, Schrei displays a range of motifs, patterns and designs, which have already been tailored to the special requirements of glass printing. To help the customer gain a better understanding of how the subjects work a catalogue is available containing practical examples. Of course, the company is also offers custom motifs – whether they are background motifs for children’s rooms, conference rooms, biotech labs or aquariums.

A solid technical capability
With the acquisition of EFI’s H652, Schrei has established a solid technical capability, says Schinkel. However, glass printing is by no means a plug-and-print application; it requires a certain degree of intuition and flair on the part of the operator. This starts with using the correct glass pre-treatment, on-going calibration and optimum processing of print data. For this purpose, Schrei benefitted from the colour management functions of the Fiery XF RIP server. Now, consistently high-quality prints are produced across the entire 800 x 165 cm printing width.

The system’s UV-curable inks have a high level of durability and scratch resistance on virtually all materials — ranging from glass, stainless steel and diverse plastics to aluminium and aluminium composite panels. There is almost no material that cannot be printed on. In fact, Schinkel plans to expand the range of printing substrates in the near future. Using aluminium composite panels, in particular, he envisions interesting synergies for the existing customer base. For now, the company is focusing on glass printing with a push to expand sales to the whole of Austria.

Result:
“The feedback that we receive… is simply outstanding. Our clients are impressed with the rich colours and smooth, harmonious colour gradients.”

Rodrix Einrichtungs-GmbH in Vienna has been recognised as a specialist for kitchens and room furnishings for many years. They sell printed glass and printed glass partitions, amongst other items supplied by Schrei GmbH.
Why EFI?

EFI™ (www.efi.com) helps businesses worldwide bring their visions and goals to life with a scalable, digital product portfolio. Our powerful servers; controllers; RIPs; inkjet printers, and precise colour and imaging solutions help companies increase their brand recognition and market reach on signs, buildings, bus wraps, graphic displays and more. Our business automation software helps companies work faster and more cost-effectively. Our office, enterprise and mobile cloud solutions help companies create, access, and communicate impactful information that can win them more business.