Plakativ X-Large Printing was founded in Vienna, Austria in 1994 by Klaus Ziegler, and has offices in Innsbruck, Graz and Dornbirn and employs 50 people. In 1998 the company moved into the large format printing market and is now one of the foremost specialists of large format printing in Austria. Plakativ specializes in graphic design and production, large format printing and outdoor advertising. www.plakativ.at

For a company that only entered the large format printing arena relatively recently, Plakativ X-Large Printing has certainly moved fast in making its mark on the Austrian wide format printing scene. In 1999 Ziegler purchased his first VUTEk large format digital inkjet printer—a 5 meter VUTEk® 5300—marking a move into large format printing that has ultimately seen the company carve a name as one of the foremost specialists within the Austrian marketplace.

CHALLENGE:

“Plakativ’s goal was to become the foremost X-Large printer in Austria. To accomplish this we needed to develop a strong supplier-customer relationship and to invest in a reputable and trusted technology.”

—Klaus L. Ziegler, Owner & Managing Director
SOLUTION:
“From the moment we saw EFI’s VUTEk superwide printers’ performance and quality, we were sold. From our first 5300 to our newest acquisition, the QS2000, VUTEk has always been our trusted partner and supplier.”

Headquartered in Vienna, the 50-strong Plakativ team extends its large format printing capability throughout the country, thanks to additional offices located in Innsbruck, Graz and Dornbirn. The company continues to expand its printing capability and now boasts a formidable backbone of five EFI™ VUTEk large format printers; four of which operate from Plakativ’s 2300m² facility in Vienna. Following the initial purchase of the VUTEk 5300, Plakativ subsequently added two 3 meter VUTEk 3360 roll-to-roll solvent printers, a 1.5 meter VUTEK 150 and a QS2000 UV-curing, superwide format printer which enables the company to print onto rigid and flexible substrates up to two meters wide.

Indoor and Outdoor Projects
The array of VUTEK wide format inkjet technology permits Plakativ to undertake all manner of associated indoor and outdoor projects, be it large-scale building wraps, high quality fleet/vehicle graphics, POP displays, or exhibition and theater-stage graphics.

With an established pedigree and appreciation of customer needs, Ziegler knows the importance of supplier-customer relationships and the need to invest in a reputable and trusted technology. “I’ve always bought VUTEk as I trust the equipment and believe in the design strategy of continually incorporating performance and quality into the technology,” he says.

For Plakativ, operating such a diverse range of VUTEK printers gives the company complete flexibility and ensures that they remain responsive to customers by channeling print jobs through the most appropriate printer to suit the needs of the respective job. Ziegler explains, “We purchased the VUTEk 5300 because it was the best 5 meter machine in terms of both speed and quality. It gives us the firepower we need for turning around larger jobs like building wraps.”

This five-meter capability is enhanced by Plakativ’s two 3 meter VUTEK 3360 printers, one of which is located at the company’s back-up production facility in Innsbruck, which opened in 2002. The versatile VUTEk 3360 roll-to-roll solvent...
printers and eight color capability enable Plakativ to produce improved color quality with smooth highlights and mid-tone transitions, while delivering an overall increase in apparent resolution.

“Our dual 3360 installation adds a significant string to our bow and we installed them primarily because of their eight color printing system,” continues Ziegler. “We also needed a reliable solution to print high volumes at three meter widths for applications like truck side curtains, as well as some indoor requirements.”

For self-adhesive vinyl printing, Plakativ operates a robust and dependable 1.5 meter wide VUTEk 150 printer. “The VUTEk 150 is perfect for printing high quality printed graphics onto an array of different materials and, for us, is especially good when it comes to printing backlit substrates for light box applications. In fact, around 90% of the self-adhesive vinyl printing we produce goes through the 150,” says Ziegler.

VUTEk Excellence

Completing the line-up is Plakativ’s most recent installation; the VUTEk QS2000 UV-curing, superwide format printer — for Ziegler, the jewel in the crown of his company’s printing arm. “The VUTEk QS2000 is a truly excellent printer and for me, represents a milestone in the marketplace when it comes to rigid printing. Its stability and reliability make it ideal for 24/7 printing and it delivers an amazing level of quality—the best I’ve ever seen in terms of print resolution and sharpness.”

Since installing the QS2000, Plakativ has set the printer to work on an ongoing project to print advertising banners for the increasingly popular pitch-side scrolling banner systems used at football stadiums across Europe.

“The QS2000 delivers superior results when printing onto Tyvek material—the substrate used for the scrolling system’s large format advertising banners,” explains Ziegler. “Naturally for such a high profile application, ensuring color vibrancy and consistency is paramount and the QS2000 easily meets the challenge.”

Building Wrap

Other recent projects undertaken by Plakativ include the printing of a huge building wrap, which was installed on the Vienna headquarters of well-known Austrian insurance group, Wiener Städtische Versicherung AG. The project formed part of an advertising campaign for the group and saw Plakativ’s VUTEk 5300 wide format inkjet printer produce a huge image, designed by Austrian artist Christian Ludwig Attersee, onto mesh PVC substrate. In total, the building wrap

RESULTS:

“Plakativ is the leading provider of high quality printing in Austria. We continually meet greater demand for our products and have became more earth-friendly in the process because of our trusted relationship with VUTEk and their dedication to high quality, technology and eco-centric solutions.”
measured a massive 4000m² and adorned the company’s offices for eight weeks.

Having been in the printing industry for as long as he has, Ziegler is highly appreciative of customer needs. “With an increasingly high number of large format print providers in the marketplace, customers are continually looking for the lowest price and are often unconcerned or uninformed as to exactly how their job is produced and which substrate would work best, for example,” he explains.

“At Plakativ, our team is able to harness a collective number of years worth of knowledge and experience to offer much more of an all-around service. We therefore consult with our customers to ensure we have all the details of a given job, so that we can discuss ideas and propose options that ultimately ensure a quality result. In today’s industry, I think it’s unwise for customers to merely consider the price aspect alone.”

Supplier-Customer Relationship

This supplier-customer relationship is something that Ziegler values highly and is equally as strong from Plakativ’s perspective as an EFI customer. “The close relationship that I have with VUTEk products has been forged over many years and is as much about a bond with the company, its values, and the people, as it is the machines they make. Having that level of faith is vital to the long term interests of each party,” he concludes.