



Durst Textile Printing & Soft Signage

The large format segment is growing continuously and soft signage is the key driver, because it is an environment friendly and odorless alternative to solvent- or UV-based products. Soft signage is the generic term for the use of textile materials for large format advertising- and information media. In this respect, there is a convergence enabled by the Durst printing technology. The Durst Rhotex series are designed for soft signage applications and the Durst Kappa high-performance industrial inkjet printing systems for traditional textile applications like apparel, home textiles and interiors.

The Kappa systems are designed for textile manufacturers, who print fabrics such as cotton, linen, silk or polyester on an industrial scale. These applications require different inks systems (water based reactive, dispersion or acid inks), additional production stages and knowledge about fabric pre-treatment and finishing.

The difference between soft signage and traditional textile printing, therefore, lies in the application area and usage of the final product.

Soft Signage Today

Soft signage is currently one of the growing areas in the print industry. For e.g. a Durst customer in Germany is producing more than 20.000 m² per month. The evolution of the digital inkjet technology has helped soft signage products to conquer the traditional market areas of application, such as paper, PVC and vinyl. The benefits of soft signage lie in its versatility and its robustness. Which other large format product can be folded, is easily transported and installed and even recycled? Soft signage products are suitable for indoor, as well as outdoor applications, they offer an added ecological value and the print quality is on par with traditional materials. It also arise entirely new applications and opportunities such as 3D decoration and velour printing.

New Application Areas

The Rhotex series makes it possible to open up new application areas. With traditional textile printing, however, additional textile treatments and process knowledge are required. With the Rhotex 180 TR, Durst is expanding its textile direct printing portfolio with dye-sublimation technology. Printing on sublimation paper and the transfer process using a calender minimizes production expenditure and enables those not in the industry to enter the field of traditional textile production.

Water-based Inks

The Rhotex HS series prints with eco-friendly, water-based dispersion inks, especially developed for digital printing on polyester. This ink is odorless and can be recycled; it is skin-friendly and free of volatile organic compounds (VOC). It reaches on the Blue Wool Scale a light fastness of 5-6 and can be therefore used indoor and outdoor.

For transfer printing water-based dye-sublimation inks are available for the Rhotex 180 TR. These odorless, skin-friendly inks are free of volatile organic compounds (VOCs). The transfer process is carried out on a calendar and no pretreatment is needed. For traditional textile printing on e.g. cotton and silk water-based reactive- and acid inks are used.

Durst Rhotex Series

With the Rhotex 322 and the Rhotex HS, Durst offers two industrial direct textile inkjet printing systems for soft signage applications. Production speed of over 900 m² per hour makes the Rhotex HS the fastest digital soft signage printer on the market. With the Rhotex 180 TR, Durst is providing dye-sublimation technology for textile printing. The Rhotex 180 TR offers industrial productivity at a production speed of 200 m² per hour and a maximum printing width of 1850 mm.