

# Guaranteed quality and productivity for growing customer base

Dacar Digital Printing was founded in 2004 as a Belgian, family-owned business – active in the signage and display market, covering Benelux, northern France and western Germany. They deliver full printing services to graphics professionals, sign makers, printers, photographers, marketing departments, and event and advertising firms. It is the only wide format company in Belgium that works exclusively for resellers.

The company has experienced considerable growth in recent years and with a shift in the market seeking high quality and fast delivery, Dacar Digital turned to the EFI™ VUTEK® 5r LED roll-to-roll printer, which also coincided as the 100th EFI VUTEK 3r/5r series printer to be sold worldwide.

“As our market for printing large banners and canvases continues to grow, we decided to add a 5-metre-wide roll-to-roll printing system to our machinery,” states Fons van der Lingen, CEO and founder of Dacar Digital Printing. “The machine’s ink price per square metre is highly competitive. There is also very little loss of material when loading new media onto 60-metre-long rolls, and when cutting printed canvases and banners using the 5-metre-wide inline finishing system.”

With the VUTEK 5r, Dacar Digital is able to continuously produce high volumes in smaller and longer print runs and in excellent quality. Dennis and Eric van der Lingen, Fons’ two sons, are now responsible for the management of Dacar Digital Printing. Dennis comments, “We prefer to deliver the best quality at a reasonable price and to be the most reliable in terms of delivery.”

Dacar Digital Printing uses the inkjet machine for printed advertising materials, such as Airtex, frontlit, backlit, mesh and blackout banners. The printing system is also used to temporarily print on self-adhesive materials or paper. “The machine briefly stops to cut after each print and the resulting loss is minimal compared to other systems that we have analysed. You can safely say that not only are we more productive, but we also save costs and cut waste,” says Dennis.



## Challenge:

“...our market for printing large banners and canvases continues to grow. [...] We prefer to deliver the best quality at a reasonable price and to be the most reliable in terms of delivery.”

FONS VAN DER LINGEN, CEO AND FOUNDER  
DACAR DIGITAL PRINTING



Dacar Digital Printing

Groot formaat digitaal drukwerk  
voor grafisch professionelen



## Dacar Digital Printing

Groot formaat digitaal drukwerk  
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Dacar Digital Printing is a Belgian family business that has been active in the sign and display market since 2004. The company was founded by Fons van der Lingen and is now managed by his two sons, Dennis and Eric. The company trades with resellers from festival organisers to advertising agencies. Dacar Digital is periodically tested by an external organisation on quality standards since 2009, and as such holds the Si'Bon quality mark.

Industrieweg 15  
2340 Beerse (Belgium)

Tel: +32 14 62 05 50  
<http://www.2dp.be/>

The integration is also another feature that hooked Dacar Digital on purchasing the VUTEk 5r. "It allows us to use the same DFE (digital front end) and workflow solution for all our machines and guarantees the same 'look and feel' in terms of the end result, regardless of which machine we use," says Dennis. "We now also successfully work with the EFI Fiery® DFE, in combination with the existing workflow environment. When a very large banner, for example, for the huge Tomorrow Land festival, measuring 20 x 50 metre or even larger, needs to be printed, the Fiery is in fact better, because it is even faster in two pass mode."

Furthermore, Dennis mentions the speed and the 1,200 dpi and 7-picolitre resolutions of the print heads, which provides the same high-resolution heads as some other systems in the company's machine fleet. "We are particularly enthusiastic not only about the high resolution of the fast heads, but also about the open architecture of the machine and about the software, which enables us to easily integrate this printer into an existing workflow."

### Solution:

"We chose this EFI high volume printer because it offers competitive ink prices, low energy bills, high resolution and speed..."

DENNIS VAN DER LINGEN,  
CO-MANAGER  
DACAR DIGITAL PRINTING



*Dennis and Eric van der Lingen in front of the EFI VUTEk 5r.*



Final product printed on the EFI VUTEk 5r.

Having worked with the machine for several months now, Dacar Digital Printing praises the EFI VUTEk 5r. "It runs like a sewing machine. The quality is consistent and reliable all day long and the media is extremely precise, even over larger lengths," adds Dennis van der Lingen. "That is particularly important when you have to print very large canvases for clients."

He concludes, "We chose this EFI high volume printer because it offers a competitive ink prices, low energy bills, high resolution and speed, as well as integrated accessories, which enables us to be more successful and keep costs relatively low. Everything we asked for has been delivered."

## Result:

"[The Vutek 5r] runs like a sewing machine. The quality is consistent and reliable all day long and the media is extremely precise, even over larger lengths."

DENNIS VAN DER LINGEN,  
CO-MANAGER  
DACAR DIGITAL PRINTING

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