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## Roger labels up

Four years on, Practimax doubles it's investment in Durst Series

### FIRST UNIT EXPERIENCE

**“NO** problems at all, very productive and efficient as well as cost effective. The machines low maintenance is a huge cost saving for us as well. Most importantly, Tau 330 offers reliable process stability” That is what Roger Yeap, the managing director of Practimax Sdn Bhd said when we asked about his first unit of Durst Tau 330 which he purchased 4 years ago.

“Durst Tau being a digital machine, it makes it a lot easier executing smaller jobs in comparison with conventional machines which require a lot of set up time. In addition, we need film, blocks and even we must mix and match colours. It is not as user friendly process.” He added.

### NO MORE SILK SCREEN

“Certain jobs which previously ran on silk screen needed high density ink and has a very technical way of running especially using rotary block. Durst Tau machine however requires you to merely just press a button. No need for 3 or 4 hours setup time and the screen blocks can break easily.” Roger explained about the changes that took place after the Durst Tau single pass UV was installed.

That in fact is the reason why Practimax have converted all the silk screen jobs now to digital.

### LOWER PRODUCTION COST

“Customers wants to see samples. Sometimes customers have 100 SKU, normally we run only one to show the customer. With Durst Tau, we can now run all 100 sample immediately. Customers are quite impressed. And we can do that in few minutes. In conventional method, we need about one week to that. when customers need any changes, we have to do all over again. To run the sample, the block itself will cost RM50,000.00. To change one logo colour, for 100 sample, we need to redo 700 blocks. And it takes us two weeks.” Roger said.

### HIGHER DIGITAL CONTRIBUTION

“Before purchasing Durst Tau 330, we were printing the conventional way only. Now after 4 years, digital label printing contributes 30% of our jobs. Digital label output can help us up till about 50% of our jobs and that itself is good enough for us.”

“Certain simple jobs are more cost effective in the conventional ways but for difficult jobs however, digital is definitely more effective. With Durst digital label printer, we are now able to take up difficult jobs. We had a lot of complaints prior to this whenever we took up these jobs especially with the intensity of the white colouring not being up to par.

With the Durst Tau we are now able to print opaque white with ease, that is one of the advantages of this machine as well as being able to print on transparent material.”he added



**PRACTIMAX SDN BHD**  
Labels & Labelling

## Brief

PRACTIMAX Sdn. Bhd. was incorporated in 1999, with a starting workforce of less than 10 people. Today, within a short time frame, it has more than 100 workers, servicing customers from Multinational Corporations to Retail Outlets.

It's core business activity is manufacturing of self-adhesive labels using paper, film or foil for consumer packaging, instruction labelling and product identification for various range of products from food, cosmetics, household, body care, toiletries, pharmaceutical, chemicals, electronics to electrical products, covering virtually any industries or business that require customised self-adhesive labels.

With over 17 years of experience in the label printing industry and equipped with specialised knowledge in printing technology and expertise in customer service management.

The manufacturing facility operates 24 hours a day to meet the stringent customer demand for quality, delivery and cost. Practimax believe that understanding customer expectation is directly proportional to the production of better quality labels and delivery schedules. In short, quality, delivery and cost factors are essential in their business through reliability and the willingness to respond to urgent request from our customers.

Practimax Sdn. Bhd. is committed to be the number one manufacturer of self-adhesive labels in the country.

### Why Invest again on second unit of Durst Tau Series?

"Simply because we have reached the full capacity of our current machine hence we need another Durst Tau. I like this kind of technology particularly the breakthrough inkjet technology. That is the future I believe and Durst series have proven to be very productive. Although it cost more than other label printers but it is very reliable. I have less down time with Durst.

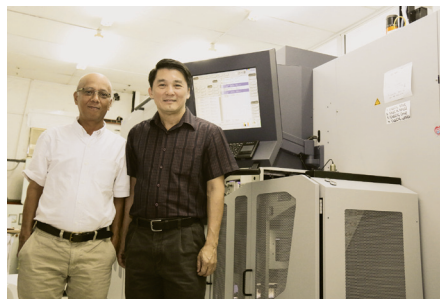
I bought the first Durst Tau series from EP Digital Sdn Bhd, and they have provided a superb after sales service and support. My second unit is also from them. My appreciation to Yap Yee Kian and his truly



**GREAT SUPPORT... Sean Yap of EP Digital Sdn Bhd.**



**PROUD OWNER... Roger Yeap with his latest Durst Tau 330E Series.**



**THROWBACK... Yap Yee Kian with Roger during the first installation of Durst Tau Series in 2014.**

dedicated team.

I am glad to say, my first Durst is still as efficient as my latest one. Same capacity. The new Durst series have upgraded their software with different display panels. The productivity rate is the same. It is a work horse."

### GROWING AND GROWING

Roger started Practimax Sdn Bhd 17 years ago with three staff with a rotary machine, then flexo. After 14 years he went digital. Today there are more than 100 staff. He hopes Durst will produce a higher speed digital inkjet technology and higher print resolution for his next investment. Today they are one of

the top label printers in country.

"Our Philosophy is different. We are liberal, flexible and we tolerate with customers. That is why we have reached this far.

I was one the pioneer to purchase Durst Tau series when it was launched four years ago. I expect Durst to introduce this within another two years. I believe the future is about technology. Everything come with technology. Without embracing technology advancement, we will not able to survive."

"Those days, cost of labour is very cheap. Today is very hard to employ people. It is difficult to employ skilled people. The new generation prefers to work with new technology. I used train machine operators for two years, then only we allow them to operate machine. With Durst, I just need to train the staff for two hours and we don't need skilled staff for that."

Thanks to our investment and trust on the reliable Durst Tau series, our business volume is growing every year. It has enhanced and innovated our products and services. Digital technology enables us to fulfill market requirements, open niche markets and take advantage of opportunities to remain a step ahead of the competition. Mostly importantly, we could deliver to our customers on time." Roger concluded. ♦