

## Rainier Industries Expands its Display Division with Rho Printers – Including a New Rho 500R

More than 100 years ago, Seattle-based Rainier Industries was equipping prospectors looking to strike it rich in the great Alaska Gold Rush with tents sturdy enough to stand up to the harshest weather "up north." Today the company is one of the largest digital printers in the U.S., and while it still makes high-quality tents, the largest part of Rainier Industries by revenue is its Display Division.

More than ever, Rainier Industries' Display Division is powered by Durst Rho printers. Division Manager Charlie Rueb says Rainier Industries first acquired a Rho 351R and since that time has added a Rho 800, a Rho 320R – and most recently the new Rho 500R 5-meter roll printer. "We had a 5-meter printer for billboards," Rueb says, "but it wasn't providing the image quality our clients wanted for many grand-format jobs. The 500R gives us the ability to print 16 feet wide at very high quality and high speed. We've really increased our capacity."



The company's Rho 500R was printing challenging jobs almost immediately. "I've never had a Durst printer that didn't go from installation to production without a problem," Rueb says. "Our first job on the 500R was for polycarbonate banners with white overprint – about 10,000 square feet in all. We handled it 'three up' – three separate rolls running at the same time – and were done before we knew it. We started the job the day after the printer was installed."

Rainier Industries manufactures a variety of innovative fabric and display products. Building on its history of selling fabric products for business and consumer use, the company has diversified into providing such display products as large format graphics, digital wall coverings, high-quality retail displays, and sewn appliqué banners. Rainier Industries supports many of the biggest brands in the U.S. – including Microsoft, Boeing, Safeway, McDonald's, Starbucks, REI, NASA, and the U.S. Coast Guard with large-scale graphics, fabric and shelter solutions.

"We're proud of our rich heritage, but we also realize it takes more than a long history to be successful in the present," Rueb says. "We know we have to keep pace with all the changes in the market, maintain the highest standard of quality, and supply the finest products possible. Without our Durst printers we wouldn't be able to achieve this performance as well as we do for our display customers."

The 500R has impressed the Display Division team with its smooth, reliable operation. "From the Caldera RIP to final output, this is a very easy printer to use," Rueb says. "We don't operate our machines unattended as a rule, but you don't have to baby the 500R – it doesn't require the attention a lot of other printers do."

Rainier Industries also is benefiting, in today's more challenging economy, from the 500R's ability to handle such a wide range of roll media. "These days, anything people want to buy we want to be able to sell to them," Rueb says. "With the 500R we're able to print on fabric, vinyl, polycarbonate – whatever – and deliver high quality, quickly and efficiently."

The Rho 500R prints six-color, 600-dpi images on five-meter vinyl, mesh and other superwide roll media at speeds up to 4,300 s.f.hr. It also is able to print three independent images from three separate job queues on three different 1.6-meter rolls all at the same time to achieve high efficiency and handle a broader range of applications. It prints banding free and without the ink odor common on other platforms. The printer operates unattended, uses less ink than other comparable superwide roll platforms, and minimizes operational costs due to its productivity, advanced workflow and remarkable versatility.

"Everything we know about our Rho printers, including our 500R, tells us that Durst builds sturdy, reliable, quality machines that perform as advertised and help us give our customers the very best display products and the highest satisfaction," Rueb says.



The newly installed Rho 500R.