



## Ketelaars returns to its first love



Ben van den Dungen and Jean-Marc Bertens with the VUTEk QS3200r

You don't often hear about someone leaving a first love and then reuniting with that love again later. However, in the case of Ketelaars Reklame this is exactly what happened. They were one of the first companies in the Netherlands to invest in a VUTEk large-format roll-fed printer in 1995.

Due to economic constraints, Ketelaars opted for a cheaper alternative in 2001.

By the end of 2009 the scenario threatened to repeat itself, but then VUTEk delivered the nicest Christmas present that the team at Ketelaars could ever remember. The new VUTEk QS3200r was installed in January and its superb operation has exceeded expectations – from the smiling faces, you'd think every day was Christmas at Ketelaars!

### CHALLENGE:

“We found it increasingly difficult to keep customers satisfied with the print quality of our existing large-format printer and faced the danger of losing our leading position in the market.”

Ketelaars Reklame BV, established in Veghel, has strong recognition in the Netherlands and is known for its pioneering work in the field of large-format printing. The success story began in 1986 when Ad Ketelaars set up as a screen printer. Digital printing had not yet arrived and the firm had a spraying booth for decorating trucks. A great deal has changed since then and the firm has evolved into an all-round advertising production company for indoor and outdoor applications. To ensure further growth, Ketelaars has become part of the Sens Group since the start of 2009. The Sens Group has 75 employees and operates with several branches distributed throughout in the Netherlands and specializing in retail, advertising and large-format printing.





## SOLUTION:

“Since the arrival of the VUTEK QS3200r we have been very much at the front of the pack once again. Furthermore, the machine has a solid aura about it which inspires confidence among our customers.”

### One of the first VUTEK customers in the Netherlands

The first phase of the digital evolution at Ketelaars took place in 1990 with the acquisition of a large-format sign cutter. Production manager Jean-Marc Bertens recalls this as a source of relief and the primary benefit was improved quality. “Prior to acquiring this equipment, cutting for lettering was purely manual work and with large formats, tracing out was often done by using a wall projection. It was an acceptable process, but when you look back now, it is unimaginable how the result was so attractive.”

The large-format digital printing phenomenon was followed cautiously and in 1995 Ketelaars became one of the first VUTEK customers in the Netherlands with the purchase of a VUTEK 1630 eight-colour roll-fed printer. Jean-Marc comments: “The VUTEK 1630 was actually the only machine that satisfied our quality requirements for printing large-format curtain-siders and banners. We needed a printing width of five metres and with the clear coat inline varnish function, the prints were immediately coated with a protective layer. It was a huge investment for Ketelaars, but a very good one, because the 1630 was in service up to 2009.”

### VUTEK faster and better

The turn of the 21st century arrived and despite the less than favourable economy, Ketelaars continued to grow steadily. To fuel continued growth the acquisition of a second large-format printer became unavoidable. “We also looked at VUTEK this time, but Ad Ketelaars decided to adopt a cautious approach and opted for a cheaper alternative, even though we knew that VUTEK was faster and better,” explains Jean-Marc. “The unstable economic situation, and in particular VUTEK’s more expensive price list, did not work in VUTEK’s favor at the time. ”



Production department



Implementations at SnowWorld



The Ketelaars Reklame company building in Veghel



Outdoor implementation

### The nicest Christmas present

The quality and printing speed of large-format printing systems has taken great strides forward in recent years. Ketelaars also witnessed this development and found it increasingly difficult to keep customers satisfied with the existing printer. The company needed to upgrade its technology in order to maintain its leading position in the market. It was decided to invest in a new machine at the end of 2009 after consulting with Leo Sens, director of the Sens Group. VUTEK was also on the shortlist this time, albeit not at the top. Ben van den Dungen, who has been business manager at Ketelaars since March 2009 says, "It did look as if history was going to repeat itself, because just like in 2001, the economic situation was not very robust. And although VUTEK was a step ahead of the others because of its solid reputation, we were still realistic enough to know that the QS3200r was too high a target for our budget. When VUTEK came up with a proposal that was solidly within our range of options, right around the holiday period, they promptly went back into first place. The decision to take the plunge again with VUTEK is probably one of the nicest Christmas presents that I can remember."

Six months after the installation, everyone at Ketelaars is super-enthusiastic. "Our experiences with the VUTEK QS3200r are beyond our expectations. It may sound exaggerated, but our customers wax lyrical about the quality. Quality remains easily marketable at high print speeds of 100 m<sup>2</sup> per hour. We have the reputation of being a reliable partner that fulfils agreements and delivers good quality. Since the installation of the new VUTEK we have been able to fully satisfy this pattern of expectations once again," concludes Ben van den Dungen.

### RESULTS:

"The experiences with the VUTEK QS3200r are beyond our expectations. Quality also remains easily marketable at high print speeds of 100 m<sup>2</sup> per hour."

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