

Digital Printer in Practice: Morelock Signs



When Morelock Signs decided to go digital, it was in expectation of environmental savings as much as productivity gains.

As one of the UK's leading signmakers, Morelock Signs has a tradition of innovation. It was founded in 1980, taking advantage of an opening in the market for the production of temporary road signs. Over the last 25 years the business has expanded into other areas of sign manufacture.



Going digital

Morelock's latest innovation is the acquisition of a Durst Rho 161 TS Traffic Sign Printer, which has recently been installed in the company's West Midlands factory. It's already proving its worth according to Paul Gorman, Morelock's Supplies Manager.

"The Rho has only very recently been installed but we are already very pleased with its performance. It has provided the consistency and productivity that we require and the quality of print is excellent. Also it allows us to print several colours at once, whereas the traditional method requires a separate process for each colour. At present the Rho adds capacity to our existing production process but over time we will move more and more work to it. Our customers are very pleased with both the quality of signs it prints and the exceptionally fast turnaround we can now achieve."

Environmentally friendly

However it's not just the productivity that Paul hopes his customers will find impressive. It is also the fact that the printer helps cut waste, and uses inks and materials that have minimal environmental impact.

"With the Rho we are able to use 3M high reflective media sheetings, either High Intensity Prismatic or Diamond Grade™," adds Paul.

These sheetings offer environmental benefits over the standard glass-bead material used in traditional permanent grade signs because the production techniques use fewer chemicals and produce far less waste.

"Similarly the UV inks further help to reduce VOC emissions. The Rho, with its auto-nesting ability, also reduces wastage of material," he concludes.

Total package

All things considered, Morelock Signs believe that the Durst Rho 161 TS Traffic Sign Printer represents the future of road sign manufacturing.

"Since our customers are becoming increasingly aware of environmental issues, the Rho with 3M materials has helped us meet these criteria whilst being able to offer a 12 year warranty."