



**schattdector**

# Industrial Digital Decor Printing

Presented by:  
Stephanie Richardson  
Design Manager, Schattdecor North America



A woman with dark hair tied back, wearing a blue long-sleeved shirt, is standing amidst a vast field of large, stacked rolls of pink decorative paper. She is leaning forward, touching the surface of one of the rolls, and looking down at it with a focused expression. The rolls are arranged in rows, creating a sense of depth and repetition. The lighting is soft and even, highlighting the texture of the paper.

**schattdecor**

**WE PRINT DECOR PAPER.**





**schattdector**

## APPLICATIONS:

Our products can be found in the furniture, RV and flooring markets, as well as in interior finishes.





# IN THE BEGINNING...

In 1985 Walter Schatt founded Schattdecor  
in Stephanskirchen, Germany.



# GLOBAL LOCATIONS

**schattdecor**



USA: Maryland Heights (St. Louis, MO)



## 14 FACILITIES

Thansau (D)  
Tarnowo (PL)  
Rosate (IT)  
Waldstatt (CH)  
Gliucholazy (PL)  
Schatura (RU)  
Shanghai (CN)  
São José dos Pinhais –  
Printing (BR)

Quzhou (CN)  
Tschechov (RU)  
Gebze (TR)  
**Maryland Heights (US)**  
Tjumen (RU)  
São José dos Pinhais –  
Impregnation (BR)

## 7 REPRESENTATIVES

Mumbai (IND)  
Incheon City (KOR)  
Teheran (IR)  
Buenos Aires (AR)  
Dubai (VAE)  
Thessaloniki (GR)  
Singapur (SGP)





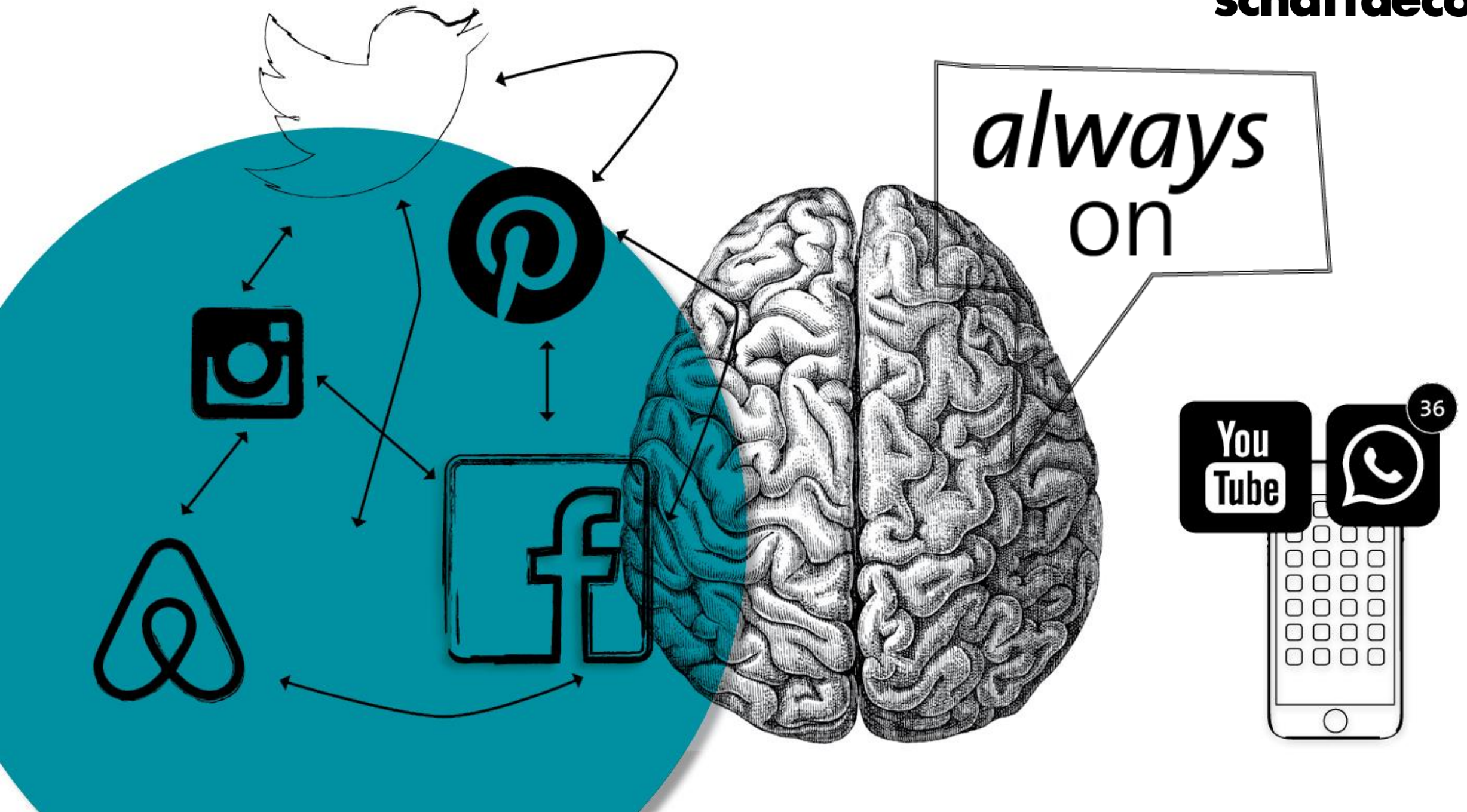
# Good design does not fall from heaven.

*Design is our first language!*

**schattdecor**











# KEEPING AN EYE ON THE MARKET

## First-hand look at trends

By having many sets of eyes at important industry fairs,  
we are able to get a good overview of what's evolving  
in the market from many different perspectives.







**schattddecor**

# WE MAKE DECORS SUCCESSFUL...

White or colored specialty paper  
Printed woodgrain, stone or fantasy decors.





**schattddecor**

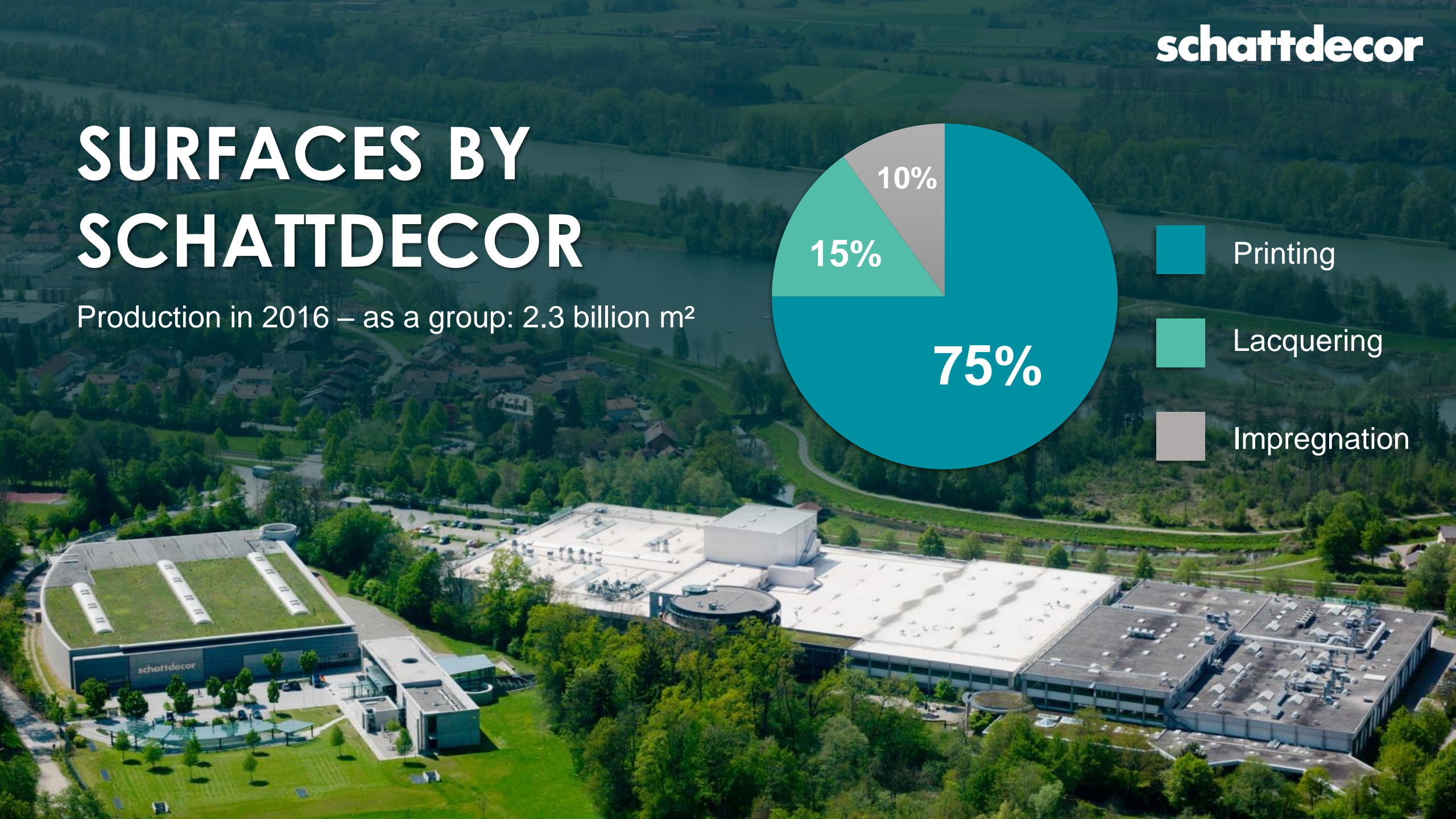
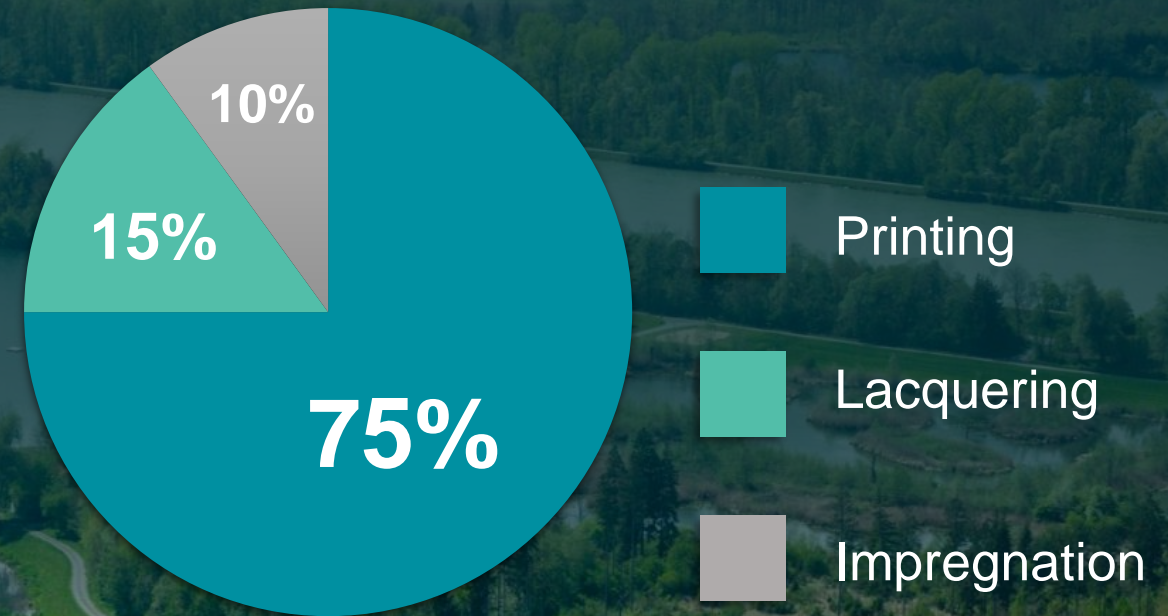
# WE MAKE DECORS SUCCESSFUL...

White or colored specialty paper  
Printed woodgrain, stone or fantasy decors.

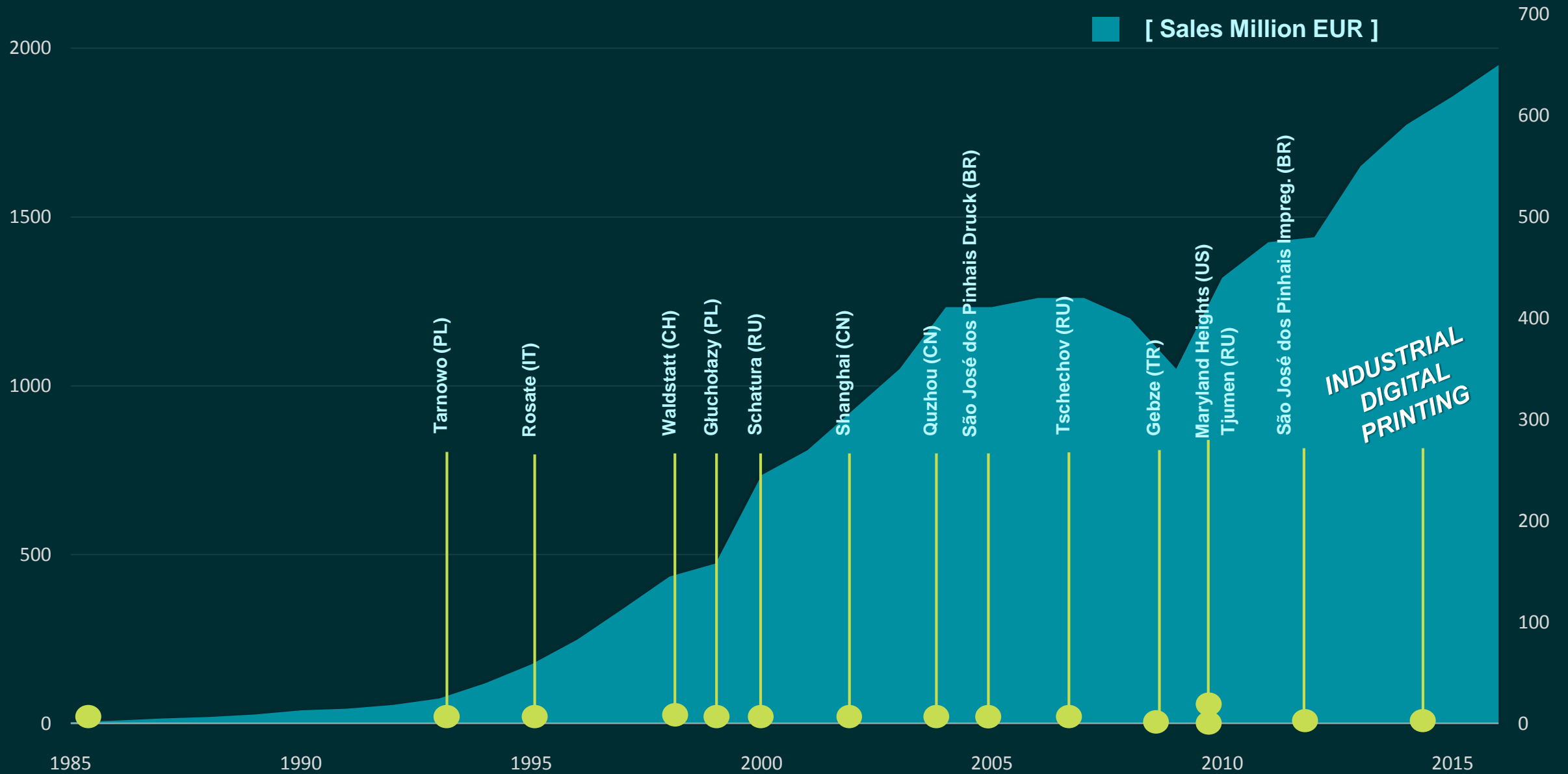


# SURFACES BY SCHATTDECOR

Production in 2016 – as a group: 2.3 billion m<sup>2</sup>









# LET'S GET DIGI-TAL

...meeting market demands for customization!



# digital **VISIONS**

by Schattdecor



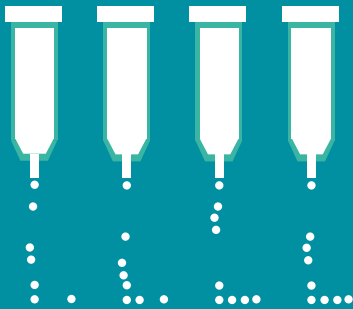
# MIMAKI PRINTERS



**800,000** droplets/sec.



**720** dpi



**4** colors (multi-pass)

**1-4** printer heads



**0.5** m/min.

approx. **30** m<sup>2</sup>/hr  $\hat{=}$   $\frac{1}{230}$



**2.05** m width



**2** MB/sec.  
data volume





 **PALIS**

**ROTEDECOR**

**ROTEDECOR**

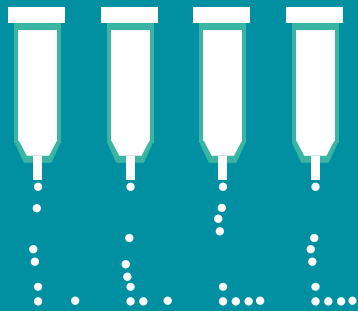
# PALIS 2250



**25.5** billion droplets/sec.



**1,200** dots per inch



**4** colors

**80** printer heads



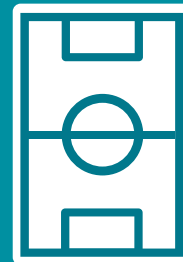
**150** m/min.

**2.25** m width



**6** GB/sec.  
data volume

approx. **22,000** m<sup>2</sup>/hr  $\cong$  **4x**







# SEAMLESS TRANSITION TO ROTOGRAVURE

Digital printing at Schattdecor meets  
the same requirements as rotogravure

- Same base papers





# SEAMLESS TRANSITION TO ROTOGRAVURE

Digital printing at Schattdecor meets  
the same requirements as rotogravure

- Same base papers
- Same inks





# SEAMLESS TRANSITION TOROTOGRAVURE

**Digital printing at Schattdector meets  
the same requirements as rotogravure**

- Same base papers
- Same inks
- Nearly identical processing for treaters and laminators



# SEAMLESS TRANSITION TO ROTOGRAVURE

**Digital printing at Schattdecor meets  
the same requirements as rotogravure**

- Same base papers
- Same inks
- Nearly identical processing for treaters and laminators
- Meets high demands for reproducibility







- No metamerism
- Environmentally friendly (water based)
- Heat-resistant
- Economic
- Lightfast

## INK



- Same requirements as rotogravure inks
- Droplet size between 1-3 pl

**1pl =  $10^{-12}$  liter (or 0.000000000001 liters)**

**1 picoliter to 1 liter is like...**

1 water drop  to 20 olympic swimming pools





- No metamerism
- Environmentally friendly (water based)
- Heat-resistant
- Economic
- Lightfast

## INK



- Same requirements as rotogravure inks
- Droplet size between 1-3 pl

**1pl =  $10^{-12}$  liter (or 0.000000000001 liters)**

**1 picoliter to 1 liter is like...**

1 water drop  to 20 olympic swimming pools



ROTOGRAVURE



50x

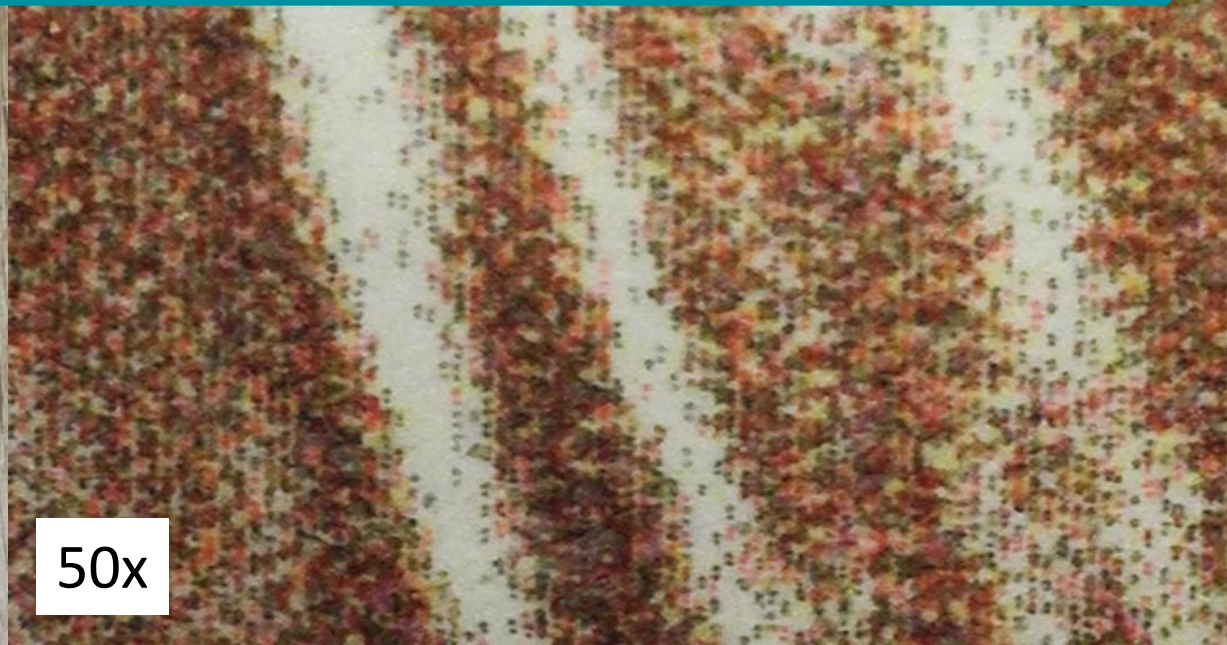


## PRINTING PROCESS

DIGITAL PRINTING



50x





# WHY INDUSTRIAL DIGITAL PRINTING?

## PRACTICAL!!!

Flexibility for customers

- Possible to scale to rotogravure
- Larger assortments, smaller orders (< 30,000 m<sup>2</sup>)





# WHY INDUSTRIAL DIGITAL PRINTING?

## PRACTICAL!!!

Décor printers benefit

- Reducing inventory costs for cylinders
- Reducing long changeovers in production/waste



# WHY INDUSTRIAL DIGITAL PRINTING?

## CREATIVE!!!

New applications

- Ultra long planks & Oversized repeats
- Mixture of different materials
- Photo-realistic layouts
- Multicolored colorations
- ..... and your ideas!!!





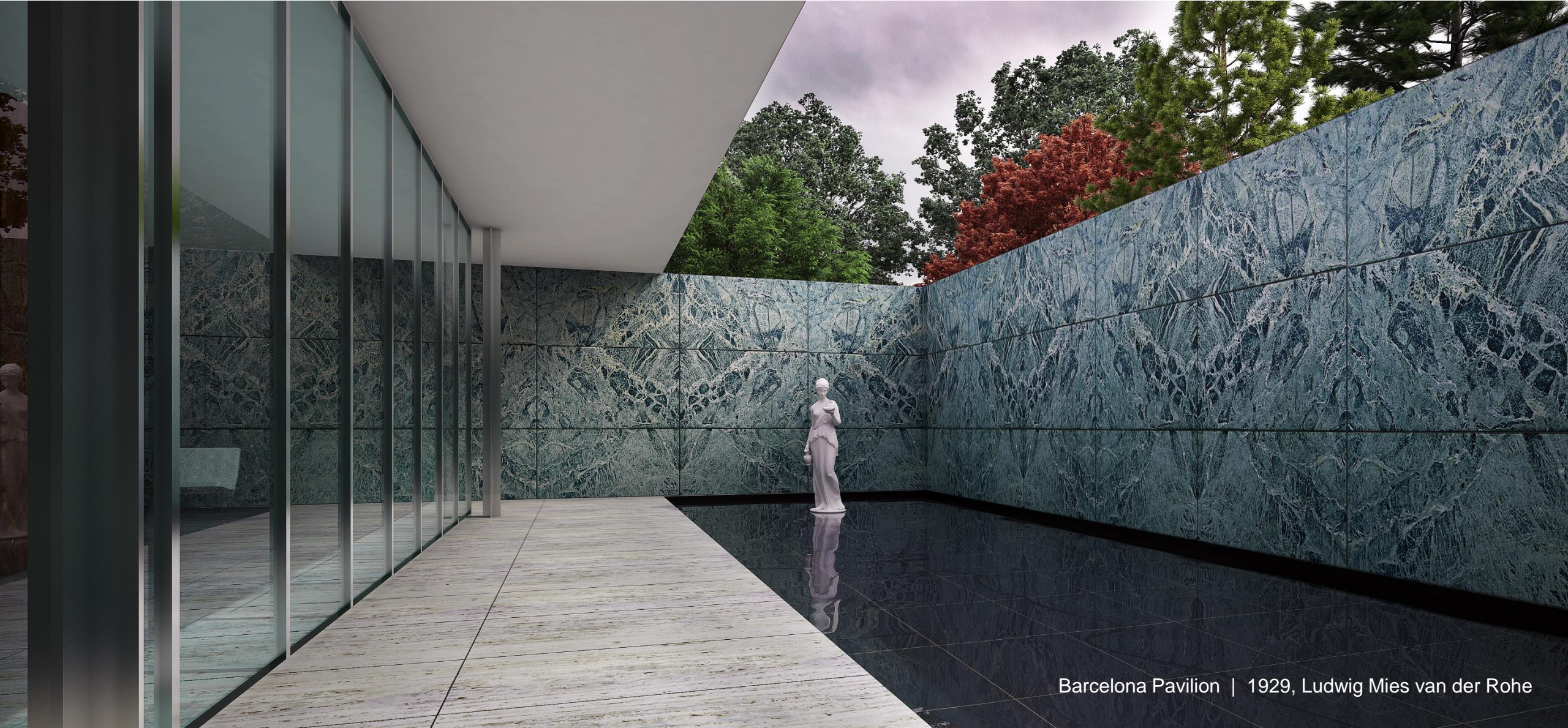


# CREATIVE APPLICATION

Thinking outside of the box!



# IDEA #1: SUPER SCALE





# IDEA #1: SUPER SCALE



**IDEA #2:  
SPLURGE  
VS.  
SAVE**



# IDEA #2: SPLURGE VS. SAVE



LULU & CO  
\$540

CARHARTT  
\$93



ALEXANDER WANG  
\$650



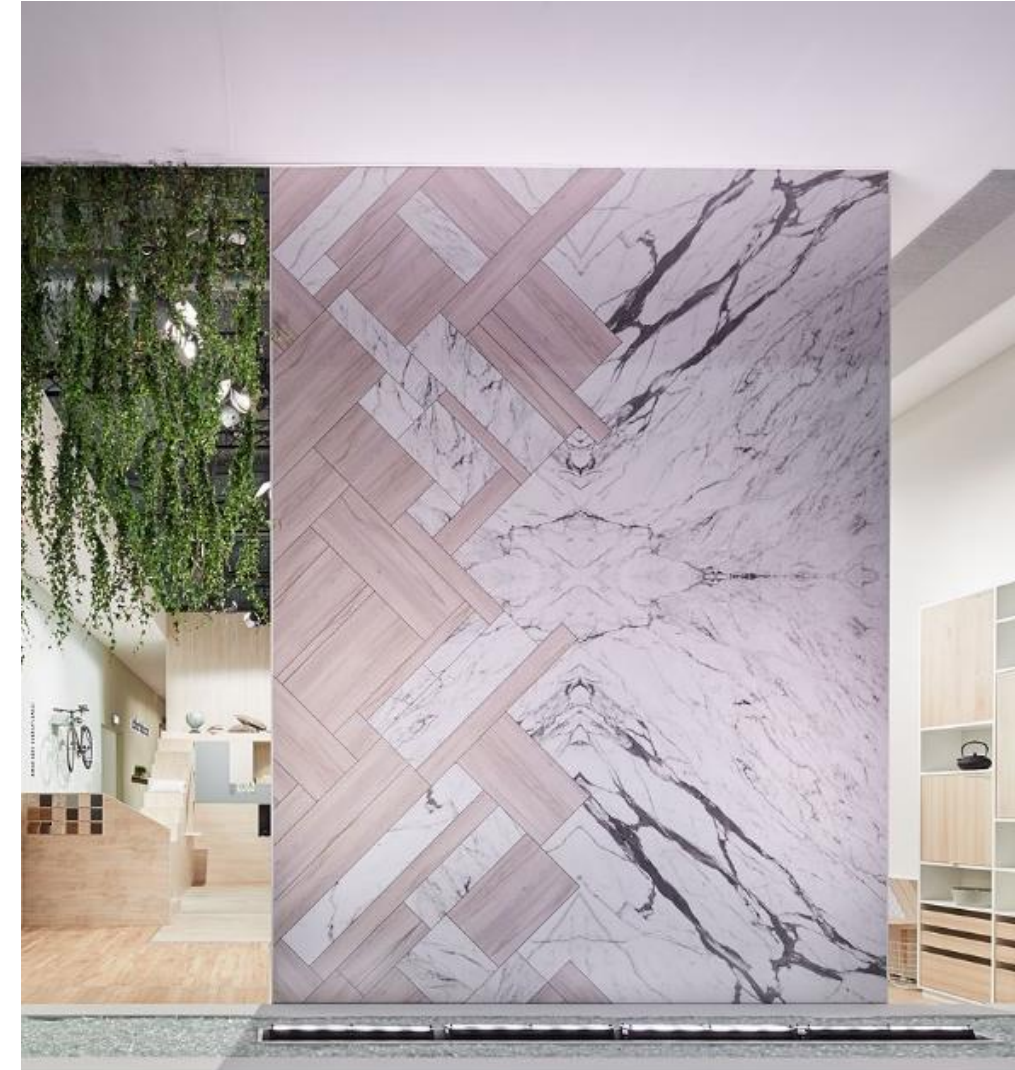
ALEXANDER WANG  
\$625

ZARA  
\$119

**H&M**

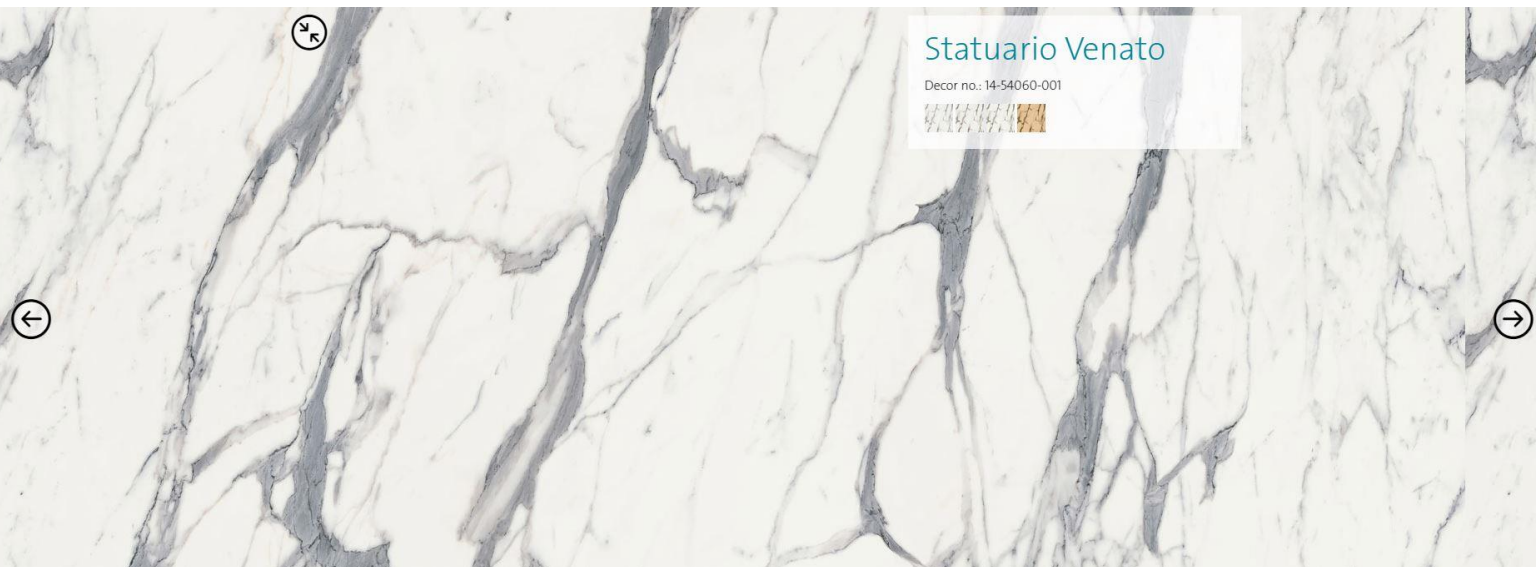
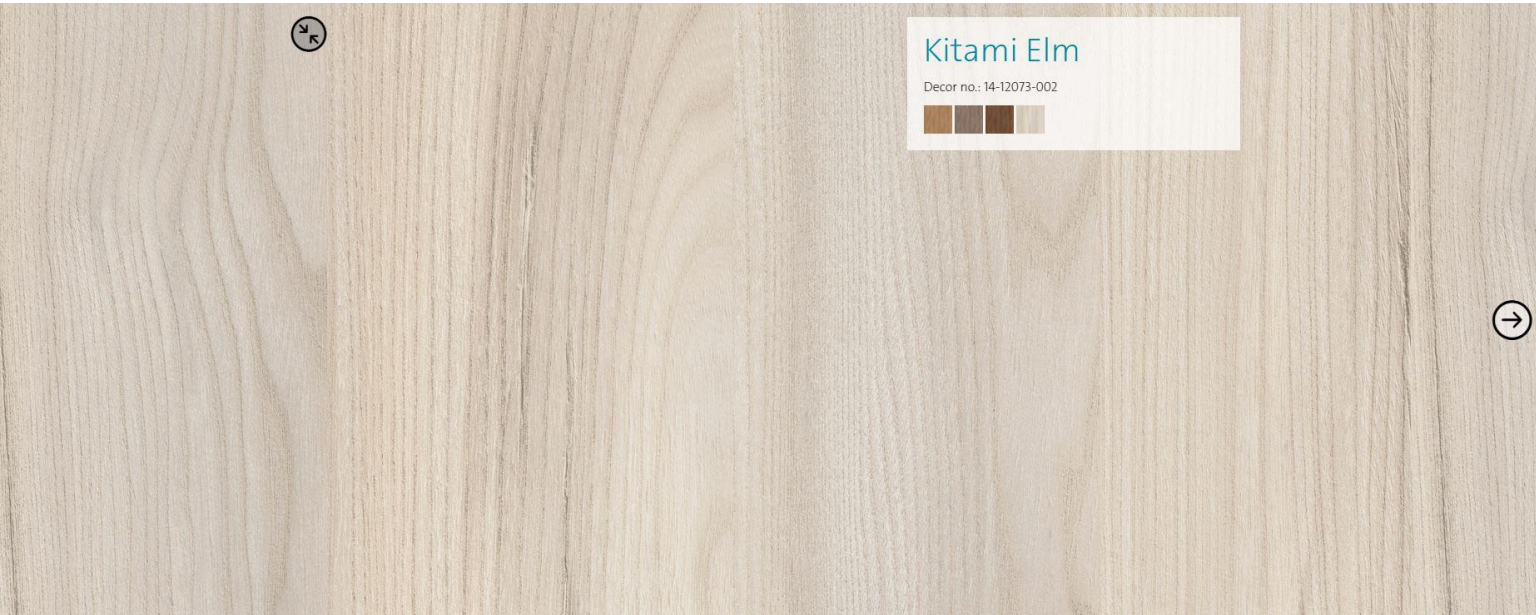


COOPERATIVE  
\$30





# IDEA #2: SPLURGE VS. SAVE





# IDEA #3: MATERIAL MIXES





## **IDEA #4: BACK TO NATURE**





# IDEA #4: BACK TO NATURE





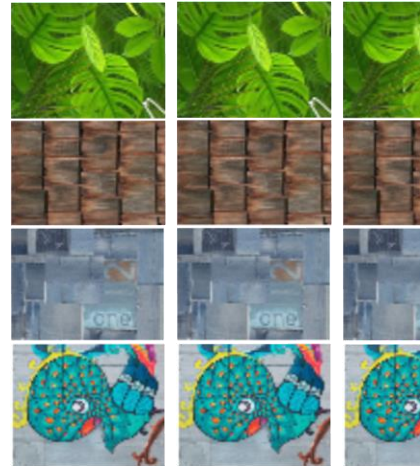
## IDEA #5: RAINBOW ROLLS



Repeat

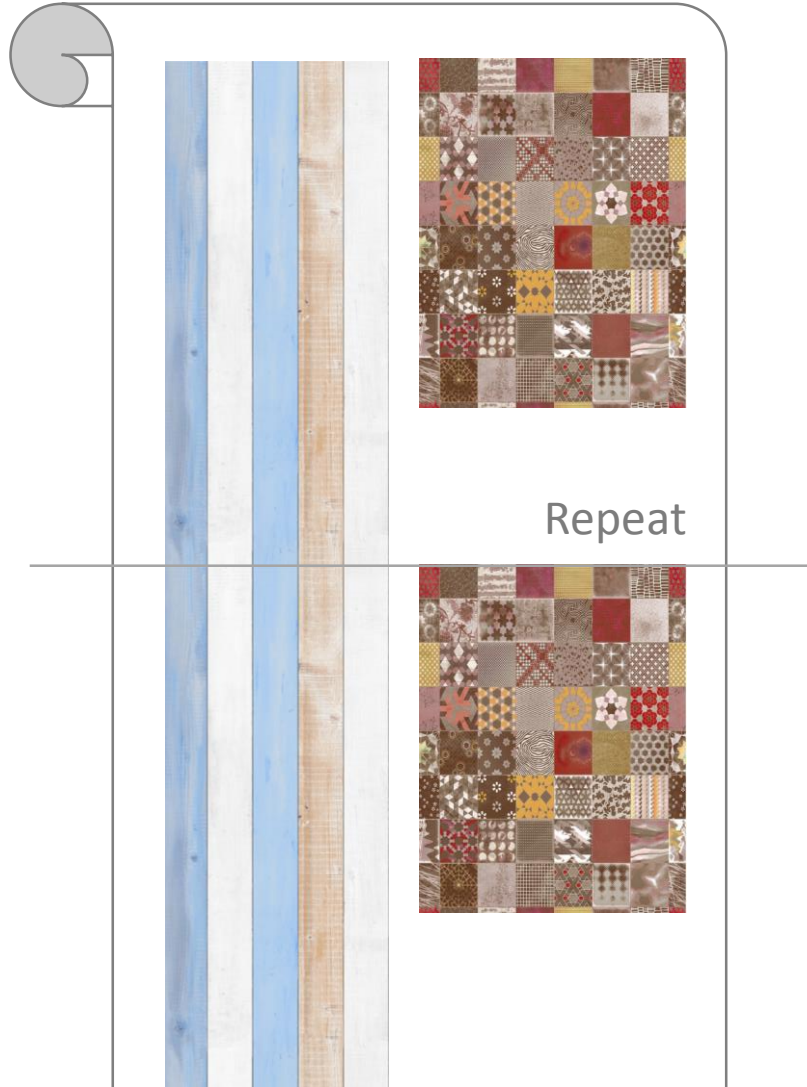


# IDEA #6: MULTI-PROJECT





# IDEA #6: MULTI-PROJECT





# IDEA #7: PHOTOREALISM





## IDEA #8: ADDED VALUE





# IDEAS #9, 10, 11.....1,789

“ To raise new questions, new possibilities,  
to regard old problems from a new angle,  
requires creative imagination and marks  
real advance in science. ”

-Albert Einstein





# IDEA #9, 10, 11.....1,789

To raise new questions, new possibilities,  
to regard old problems from a new angle,  
requires creative imagination and marks  
real advance in just about everything.

**THANK YOU FOR YOUR ATTENTION!**

