

CASE STUDY

Truck side curtains are big business for Poland’s Roland International

Founded in the 1970s, Roland International operates in 14 locations around the world. While some locations are dedicated to sales operations, production facilities are in the UK, Spain, Italy and Poland, where it has two factories, one in Konin and the other in Zielonka near Warsaw. Between those two locations, Roland employs nearly 500 people and focuses primarily on marketing solutions for the transportation industry.



Roland International Poland is a market leader in the production of truck side curtains, an out-of-home (OOH) advertising tactic that displays millions of advertising messages a year. A truck side curtain is essentially the cover for a flatbed truck with a square frame along the sides. This skeletal structure creates false walls and a roof where a curtain made from heavy PVC materials can be tightly secured. The curtains that carry advertisements and corporate branding are very common in most parts of Europe.

“Our core business is providing superior quality solutions to secure and optimise road transport,” says Pawel Majewski, director of the Konin plant and a member of the board at Roland International Poland. “Our truck curtain production and printing facilities are located in Poland and our products and solutions are used by the largest manufacturers of trucks and trailers in Europe; we estimate our market share at 15-20 percent.”

CHALLENGE

“We need razor-sharp images, great detail, scratch resistance and eco friendliness.”

PAWEL MAJEWSKI
DIRECTOR



Truck curtain being printed on an EFI VUTEk 32h.



Based in Konin, Poland, Roland International Poland is a manufacturing printing partner for the transport industry. The company is a market leader in the production of truck side curtains, an out-of-home advertising tactic that displays millions of advertising messages a year.

Nadbrzeźna 1, 62-500 Konin, Poland
+48 63 240 36 00
roland.eu



The VUTEK 32h delivers the razor-sharp images, great detail, scratch resistance and eco friendliness that Roland International relies on for its quality solutions for road transport.

Consistent quality builds a market leader

Roland uses solvent and UV machines, including three EFI™ LED printing systems – the VUTEK® GS3250LX and two new VUTEK 32h printers. The 3.2-metre VUTEK 32h LED hybrid flatbed/roll-fed production-level printer offers precision printing with UltraDrop™ Technology, 7pL greyscale printheads and resolutions of true 600 or 1000 dpi. It's positioned for high-volume, high-quality production level printing with versatile, ease of use and environmentally friendly benefits.

Roland will not compromise on quality, even though the truck side curtains cover a large surface area and are normally viewed from a distance. The most demanding production in fact is printing on PVC curtains. Key elements to superior quality include incredible durability, extreme weather resistance and the ability to withstand the chemicals used for trailer washing. “Curtains are opened and closed repeatedly, bent, and no one handles them gently. So, we have very demanding requirements for large-format printing,” continues Majewski. “We need razor-sharp images, great detail, scratch resistance and eco friendliness. EFI VUTEK

SOLUTION

“EFI VUTEK printers offer unrivalled quality. We are the market leader, and that commitment to print quality and specialisation is what sets us apart.”

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Superior equipment and inks

Equipment reliability and stability are also paramount for Roland. According to Majewski, “Our first VUTEK GS3250LX didn’t require any unexpected service calls for the first two years of production. We trust EFI, which is why we purchased our additional printers from them. We chose hybrid machines because a small part of our business entails printing on rigid substrates.”

The installation of their latest printers, the EFI VUTEk 32h, were installed by Smart LFP, one of EFI’s partners in the Polish market. “I’d like to underline the responsiveness of Smart LFP’s service, support and professionalism; the installation went very smoothly, and whenever we have an issue, the problem is fixed straight away,” says Majewski.

EFI inks are ideal for this application. Specially formulated, EFI inks are durable and provide curtains with a long-life expectancy. They offer great flexibility, no cracking and excellent adhesion, which is critical with the constant opening and closing of the curtains, and it provides resistance to degradation from the chemicals used for washing. Since truck side curtains are very large, it’s often impractical and costly to cover the entire surface in brand

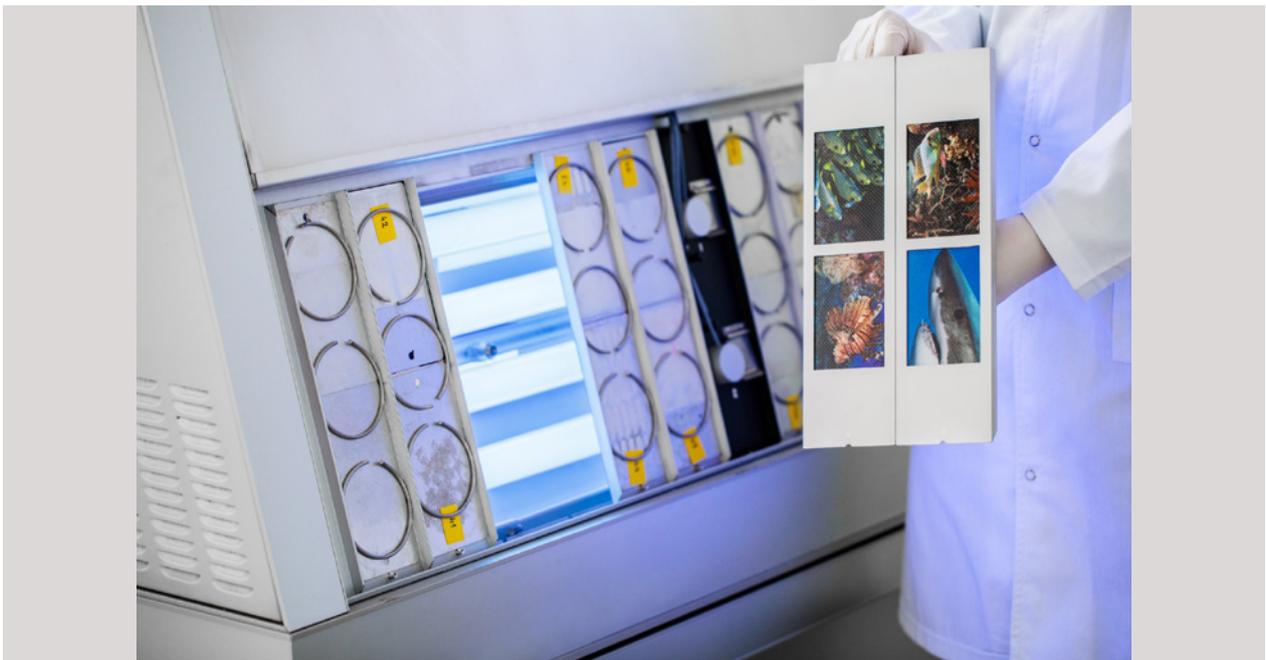
colours. It is more economical to use a coloured PVC media. This is only possible when multi-layer white printing is available, so that other colours can be printed on top of the white.

“As digital printing becomes less expensive, I’m convinced that its use in the production of curtains will increase,” says Majewski. Roland is currently expanding their production plant with an additional 10,000 sqm. “We are currently finalising the building permit and planning the construction fall 2021. In the meantime, we plan to make an investment in another printer this year, this time in the roll-to-roll version with a higher production capacity. Given our previous experience with EFI, the probability that it will be another VUTEk LED printer is very high!”

RESULT

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