Insight

VIDEO: On the record with Luscher-Tschudi

By **Madelaine Cornforth** 04 May 2016

Exhibiting for the first time at this year's FESPA Digital in Amsterdam, new Swiss manufacturer Luscher-Tschudi, which provides complete solutions to their customers, had a great response from the show. Here, Werner Tschudi, president and CEO of Luscher-Tschudi, speaks to WTiN about the company's T-Rex 320, which was launched at ITMA at the end of last year, as well as the company's experience and its future.

See Video under   https://youtu.be/ENpKLrhnuO4

"I started in 1988, when I developed the first textile machine with 12 printheads and a printing blanket for Japanese company Ichinose," says Tschudi. "Then we developed the DuPont Next Generation and, after that, Mutoh textile printers, so you can see we have a lot of experience in digital textiles.

Luscher-Tschudi's T-Rex 320 printer on the company's stand at FESPA

"Three years ago we started a new project, mixing two firms together to create a new company called Luscher-Tschudi," he continues. "The technology from both companies is inside this machine [the T-Rex 320]. We are developing the best possible printer for soft signage and textiles. It isn't extremely big, but it's very strong.
"We use the newest technology such as Konica Minolta printheads, Panasonic controllers as well as other German and Swiss parts," adds Tschudi.
According to Tschudi, the company provides the complete solution to its customers. "We don't just sell the printers, we sell the solutions…we give all what the customer needs," he says. "If they need the printer we give them the printer, if they need a good ink, a good RIP, if they need fixing solution and also the technology to do things in a quick way [we provide this]. We also do a lot of developments for other companies."

A Luscher-Tschudi print

Adding to its complete solution, Tschudi argues that the company is very serious about the quality of its products, and is proud to be a Swiss company. "Swiss is a big brand and has big names," he says. "When we send something out it must be professional. What we want to explain is that we are a new company, but we have a lot of experience."

The machine Luscher-Tschudi had on show at FESPA Digital was its new T-REX 320 printer, which was launched at ITMA Milan 2015 for textile applications and soft signage. Discussing the printer, Tschudi says: "Some people are shocked about the quality we provide in such a short time. We have the best colour management because in our technology we have the engine to make the colours. If you see the colours, they're very bright. A lot of RIP manufacturers use our engine."

Tschudi also states that the company has started to look at different types of machines for different applications. "We have looked with our partners, but we want to take things step-by-step," he says. "We have real textile machines, we have UV printing and we have flag printing, but I want to exhibit step-by-step because, if we sent all our machines here, we would no longer be able to control the quality."

- See more at: http://www.wtin.com/article/2016/may/030516/on-the-record-with-luscher-tschudi/?freeviewlinkid=30305#sthash.haQgzcY6.dpuf