

Dataform Media, Grossebersdorf near Vienna



Printing in the digital age

Dataform in Grossebersdorf near Vienna, Austria, has systematically tailored its services to the digital age. The most recent and fastest-growing area is the comprehensive service for small and large events. One particular strength: the laser technology from Hunkeler.

Dataform was founded in 1972 on a green-field site and has effectively "grown up" with the reorientation of the data world: While many printed products are becoming less and less significant, personalized or customized forms, bulk mail and top-quality tickets are very much in demand – just the products for which Dataform can offer the best technical solutions. And a service that has now achieved something approaching cult status.

Founder Klaus Entrup has in-depth knowledge of the sector as his father ran the largest form printing company in Austria for decades. Commercial know-how, entrepreneurial courage and the right choice of reliable employees are the reasons behind the company's fast growth. "The service is a company's calling card," says the founder on success.

Dataform Media produces forms and mail products – from simple letters with an attached payment form through complex additional form features and tickets with security printing to elaborate packages for VIP visitors to large

events. Everything is printed, customized, put into envelopes and sent out to customers from the company's own post office.

More flexibility with a new laser procedure

For two years now Dataform Media has been the proud owner of a new, pioneering device: the Hunkeler HL6 laser module. With this module, Hunkeler has revolutionized the production of documents that meet top security requirements.

That may at first sound relatively unspectacular: A patented laser technology allows paper to be given an infinite variety of individual punching and perforation patterns, from a simple to a complex form. The module works with a paper speed of up to 150 meters per minute in 1-up or 2-up mode. The controller software interprets native data directly from CAD and CAM systems making the simple entry of individual security patterns possible. Production takes place from roll to roll.

The new possibilities fascinate both large and small organizers: Suddenly their tickets can be produced in both an attractive and forgery-proof form. Production with the special laser in Grossebersdorf near Vienna, Austria, is now so perfect that just a few days' production lead time is all that is necessary to print products for events that fill entire stadia.

Another security feature: The tickets are generated at such short notice that potential forgers have neither the time nor the technology to produce copies in good time for an event.



Example of a forgery-proof admission ticket thanks to the security features of the Hunkeler HL6 laser module.

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Dataform Media produces security printed products for well-known organizations throughout the EU.

You will not find laser finishing in this quality and at this speed anywhere else in Europe. The main object of production is tickets for both small and large events – with forgery-proof perforations, engraving, numbers and texts, with holograms and in a graphic design which turn the sought-after souvenirs into wonderfully attractive trophies of memorable experiences.

The company comes up with the ideas for new, secure perforations and engraving for customers itself. In-house specialists design the new solutions together with the prepress experts. And everything else up to and including delivery also takes place at Dataform.

The printed tickets are delivered to the processing area, which covers almost 5,000 m². This is where they stay until they leave the company's own post office in ready-to-send envelopes and packages.

Engraving can show intricate patterns in full color areas, which you will see as a printed pattern and – if you are aware of the fact – feel like embossing. Perforations can emphasize certain contours in a multitude of variants or alternatively define tear-off sections. In tickets within a particular series, these patterns are usually identical, apart from perhaps an individual number.

Positioning now takes place in absolute perfection. Paper weights of up to 250 grams can be processed, and multi-layer substrates pose no problem. Every individual product can be engraved, punched, cut and perforated in completely individual lines, lettering and contours. This is naturally also true of removable labels. What comes out of the laser is refined further, for example with the application of holograms, seals etc. Printing often takes place on special security paper which is provided for every production run by certified suppliers and which thus remains unique for every event.

Production is monitored continuously. The status is logged at five individual stations, from printing through enveloping and customization to packing and dispatch. Customers who are linked to Dataform and the dispatcher online always know which ticket is being produced, dispatched and delivered when. Ticket packages for sponsors are delivered around the world with the company's own security transport service. In the meantime a total of almost 3.5 million top-quality, complex mail products have been put together and sent out to customers.



Robert Reisenhofer, technical CEO at Dataform Media: "Our qualities are suitable for lots of other products, for folders with horizontal and vertical perforations, for loyalty and membership cards, for vouchers and coupons with security features, but also for special post-cards, posters with special effects and creative security labels in every conceivable form. There is no limit to the creative possibilities – the area of intelligent processing is one of the major growth markets for service-oriented printer shops."