

# Rho

(rō) n. 1. An ancient Greek symbol.  
2. A revolutionary device capable of printing directly to rigid media up to 1½ inches thick.

## LEADING THE REVOLUTION IN LARGE FORMAT PRINTING

### Introducing the Rho 205/16

The first device of its kind in Canada

Jones & Morris is pleased to offer our clients something new, which changes the way traditional imaging works.

It's nothing short of revolutionary.

#### What is Rho?

Rho 205/16 is a high resolution, hybrid inkjet printer capable of "direct to media" output. We can now print directly to a variety of materials such as card, styrene, acrylic, sintra, mesh & vinyl.

The Rho uses UV cured inks, proven to be environmentally sound. Utilizing 16 heads, the Rho prints at twice the speed of most large format inkjet devices. This means faster turnaround times and the ability to work with tighter deadlines.



Rho's ink technology has proven colour stability! Printed images will last 2 to 3 years outdoor without laminate.

A leader in versatility, the Durst Rho is ideal for printing up to 80" x any length on rigid substrates or rolled materials.

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<b>Let Rho work for you!</b>	
<b>Print directly from CMYK files</b>	✓
<b>Lower costs by printing directly to rigid or rolled media up to 1.57" thick eliminating need for mounting and lamination.</b>	✓
<b>Large format printing up to 80" wide by any length</b>	✓
<b>Fast turn around on single print or multiple orders</b>	✓
<b>Consistent, repeatable image quality</b>	✓

An important aspect of Rho's printing technology is the ink. Rigorously tested for long term colour stability and adhesion, this environmentally sound, UV-cured ink is the perfect solution for outdoor and indoor applications.

***Perfect for indoor and outdoor campaigns!***

- advertising and special promotions
- tradeshow
- store front display and signage
- transit shelters
- posters
- P.O.P.

**Supporting Cast**

We've added a Multicam 3000 Series CNC contour cutter to our production environment.



Your graphics can now be cut to any shape with laser precision. Any shape, any size – repeatable performance for both Lambda and Rho large format graphics.

**Leading the Revolution in Large Format Printing**

The limits of printing technology have been virtually dismantled. Production time is shorter and the process simplified; making direct to media printing a cost effective solution for short-run, high quality needs. The result is a revolutionary product that surpasses traditional screen printing.

Our 58 years of imaging expertise along with Durst's exceptional technology now gives you more options. From the addition of the Rho 205/16 for direct to substrate printing to our Lambda digital photographic printer - we continue to lead the revolution in large format printing.

Visit us online at [photodigital.com](http://photodigital.com) or call us directly to learn more about this new short-run alternative to screen printing.

