

Bergman Media Group enters 3D Print Market with DPLenticular Collaboration

DPLenticular's experience and expertise invaluable in new product development

DPLenticular has helped Bergman Media Group enter the 3D print market by collaborating closely with the company on an innovative new print product. The company worked in tight partnership with Bergman to develop 3Dynamick – a plastic lens material that allows images to be printed in both three-dimensional and animated form. This highly unconventional style of printing allows companies to present information in a far more stimulating way, helping them capture readers' attention quicker and for longer.

The 'moving pictures' created by 3Dynamick are not just visually striking, they are also a very pragmatic way for businesses to impart a lot of information in a small space. This has allowed Bergman to stand out in a crowded marketplace and work with a wide range of organizations. The company uses 3Dynamick for a variety of applications, such as packaging, book covers, CD covers and many other point-of-sale items.

Andree Bergman, CEO Bergman Media Group, explains how 3Dynamick was conceived. "Many printing businesses offer similar products and services and struggle to differentiate themselves. We've always had a very strong innovation ethos and wanted a new product that would help to further set us apart from our competitors."

The development of 3Dynamick, however, was technically very challenging and the Bergman Media Group required the experience and expertise of DPLenticular to get the product off the ground: "A 3D-product requires specialist knowledge, both technically and creatively. We hired our own specialist team but knew we'd also need DPLenticular's know-how. We had direct contact with them throughout the research and development stage and received extensive help and support," says Bergman.

An internal workshop was organized by DPLenticular to introduce Bergman Media Group to printing with lenticular products. The session detailed the basic materials, any issues that can arise, and how to tweak images. “The technical support from DPLenticular was excellent and the help they gave us with the selection of the film for the different expressions was invaluable. We wouldn’t have been able to make 3Dynamick a reality without DPLenticular.”

Bergman Media Group’s commitment to innovation means that the company is always developing new products. “We’re always on the lookout for exciting new applications for our products. Only recently we developed a quick-drying ink for DPLenticular’s plastic sheets, which allows us to guarantee an outstanding level of color quality to our customers. By optimizing our way of working, we are able to offer far smaller quantities of lenticular products than the majority of other printers on the market. Plus our customers also have the opportunity to check a digital proof that really matches the final colors.”

Bergman Media Group expects 3D printing to become a significant revenue stream for the company and interest in 3Dynamick is growing all the time. Bergman’s customers include large corporations such as Microsoft, Jägermeister, IDTV and SNS Reaal.

With over ten years of experience in the lenticular business, DPLenticular supplies the highest quality Lenstar™ lenticular sheets and rolls. All Lenstar™ lenticular lenses have been especially designed for litho offset and digital printing. DPLenticular products are in accordance with EU regulations REACH, EN71 and 2005/84/EC.

For more information, please go to www.DPLenticular.com.

About DPLenticular Ltd.

DPLenticular is the only European company dedicated solely to the promotion and sales of Lenstar™ lenticular plastic sheets and rolls, offering customers in the graphic arts industry the highest quality lenticular sheet material available on the market as well as a reliable technical support and customized training services.

DPLenticular’s exclusive product range, Lenstar™ is composed of 8 lens designs (40 LPI, 50 LPI, 3D-100, 150 LPI, 60 LPI, 100 LPI, 62 LPI, 75 LPI). Specifically designed for the litho offset and the digital printing business, Lenstar™ sheets are manufactured to preset tolerances on a consistent basis to enable the printers to print the interlaced image directly to the gloss surface of the lenticular sheets. Printing on lithographic offset equipment guarantees optimum press control, efficient print management, and the highest possible quality imaging capabilities.

Positioned as a premium marketing tool, Lenstar™ lenticular excels at boosting the corporate image and business profitability and is appropriate for use in a large number of applications such as large-format posters, POP designs, packaging, direct mail, promotional and various card formats. Lenticular technology is a high resolution imaging process developed for the purpose of creating visual effects such as 3D, multiple changing graphics or animation. The Lenstar™ lenticular sheets is reverse printed with interlaced images using conventional or UV inks and can accept various types of laminations.

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