



# Successful together

The TA Pro 15050c is in operation at dataform

## The initial situation

dataform dialogservices GmbH is renowned for innovative solutions in the field of printing, dialogue marketing, and fulfilment. In 2021, the company moved to a new site located just outside Nuremberg. To complement its machinery, in 2022, dataform sought a cut-sheet system for transaction printing. “We are a purely digital printing company. Until now, our machinery consisted exclusively of toner-based digital printing systems, which already provided us and our customers with a high level of flexibility in production. However, what we were still missing was a high-performance inkjet printing system: powerful, economical, fast, and reliable. Since we work in a three-shift operation, we have high demands when it comes to maintenance and service. During a benchmark analysis, it quickly became clear that our previous manufacturers did not have a suitable product on the market that would meet our requirements. Fortunately, we then discovered the inkjet machine from TA Triumph-Adler: the TA Pro 15050c. After extensive testing, it was clear: it was exactly what we were looking for”, says Klaus Vollmer, CEO of dataform dialogservices GmbH.

- **Employees:** 250
- **In operation:** TA Pro 15050c inkjet printing system
- **Customer since:** 2022

**dataform dialogservices GmbH** has opted for the TA Pro 15050c inkjet printing system. The company is a full-service provider for printing, dialogue marketing, fulfilment, and e-commerce. dataform develops comprehensive concepts for sustainable business success for its customers.

## The solution

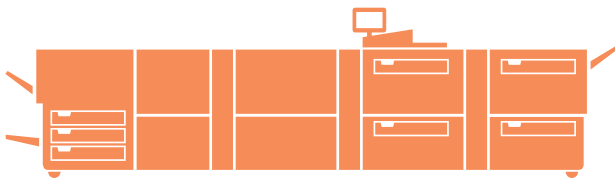
In 2022, dataform dialogservices GmbH opted for the TA Pro 15050c, a modular high-performance inkjet printing system known for its high economic efficiency, power, and reliability. “Due to our three-shift operation, it was crucial for us that the new machine could be seamlessly integrated and work well right from the start. Our customers expect speed and excellent service from us – and of course we expect the same from our partners. The availability of service personnel specially trained for this system on the part of TA Triumph-Adler was particularly important to us. All of these requirements have been met: setting up and installing the machine was quick and straightforward, and the TA Pro 15050c was up and running within three days. Since then, it has reliably printed 1 million pages per month. As a precaution, we obtained a spare parts kit; fortunately, compared to toner-based machines, we rarely need the technician – and when we do, he’s always there.”

## The result

The implementation by TA Triumph-Adler couldn't have gone any better. First and foremost, a cost-efficiency analysis. Compared to other manufacturers and existing toner systems, we can roughly say: at 1 million pages per month, the TA Pro 15050c is 25 to 30 percent cheaper per page than equivalent toner machines. On top of this is the speed and reliability in operation – the machine is perfectly reliable throughout the three-shift operation. Should a problem arise, it is quickly resolved. The printing speed and quality are also extremely high. By using a high-performance inkjet system like the TA Pro 15050c, we have become even more flexible in our co-operation with customers: we produce toner- or inkjet-based, highly-variable, cut-sheet or roll, depending on the application and subsequent finishing. Looking to the future, we can safely say that the deployment of a second TA Pro 15050c is only a matter of time.”

## The TA solution at a glance

### The solution



TA Pro 15050c inkjet printing system

### The result



100% cost transparency



time saving and efficiency increase



Sustainability



**“The TA Pro 15050c is a significant asset to our portfolio – due to its high productivity, cost-effectiveness, and reliability.”**

**KLAUS VOLLMER**, CEO of dataform dialogservices GmbH

**Are you also interested in the TA Pro 15050c inkjet printing system?**

Then you are welcome to make a personal appointment with our digital experts - simply by e-mail to: [beratung@triumph-adler.net](mailto:beratung@triumph-adler.net)

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