Press release

Dürr presents its new application system: fast, precise, and high resolution

**EcoNextJet prints custom designs on vehicle bodies**

Bietigheim-Bissingen, February 12, 2026 – **EcoNextJet prints complex graphics, patterns, and lettering directly onto vehicle surfaces: in high resolution, both horizontally and vertically, and in two colors when required. Dürr’s new application system integrates custom designs directly into the painting process, replacing films and manual steps with an automated sequence that frees up resources.**

The vehicle personalization trend shows no signs of slowing down. Until now, the process involved manually gluing on elaborate patterns or lettering – often multi-layered, difficult-to-recycle films with noticeable edges and limited adhesion. **Eco**NextJet automates this labor-intensive step, transforming creative design into a serial process. “The lines printed by **Eco**NextJet are as fine as a human hair. Regardless of the geometry or alignment of the body, detailed designs with high surface quality are possible in almost any location. Once the graphic has been clear coated, you can’t feel it anymore,” says Timo Beyl, Manager New Technologies at Dürr.

**Drop-on-demand: Painting at the highest resolution**

**Eco**NextJet is based on drop-on-demand technology. This involves attaching a printhead with 2,000 individually controllable nozzles to a painting robot. Each nozzle dispenses paint only when needed. Up to six drops can be dispensed per pixel. As the drops fly through the air, they merge into one larger drop before reaching the surface of the vehicle body. This technology allows size and speed to be controlled with a very high degree of precision. Pixel by pixel, a paper-thin image is produced, with approximately five micrometers of paint film thickness and resolution up to 720 dpi. The two-channel printhead can dispense two colors simultaneously. A software program, specially developed by Dürr, controls the robot’s path and calculates the point of impact for each drop – even on convex or vertical surfaces. Importantly, the same paint is used for all surfaces, simplifying the process and ensuring consistent finish quality.

**Partnership as the key to innovation**

**Eco**NextJet was developed through close partnerships: Dürr handled process integration, robotics, and software for the painting process; paint manufacturer Axalta developed the appropriate paints; and printhead manufacturer XAAR provided the printhead. “Our customers want their designers to have more freedom, especially when it comes to high-resolution graphics. The partnership with Axalta and XAAR significantly shortened the development time and made it possible to offer a complete system that meets the automotive industry’s requirements,” says Frank Herre, Director Automotive (Paint Shop) at Dürr.

**Ready for practical use**

**Eco**NextJet is available for initial testing in Dürr’s test centers in Bietigheim, Germany, and Southfield, Michigan, USA. At these facilities, manufacturers can observe how graphics and patterns are produced in an automated painting process that uses no films, reduces waste, and saves labor time. At the same time, the high resolution opens up new design possibilities. **Eco**NextJet is thus not only a technological innovation, but also a means of more efficient and more sustainable processes in vehicle production.

Pictures



Picture 1: **Eco**NextJet enables an automated, film-free painting process for a custom vehicle design.

Ein Bild, das Waschbecken, Installationszubehör, Flasche, Badezimmer enthält.

KI-generierte Inhalte können fehlerhaft sein.

Picture 2: Dürr, Axalta, and XAAR have developed a complete system for high-resolution direct printing on vehicles.

Ein Bild, das Kabel, medizinische Ausrüstung, Im Haus enthält.

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Picture 3: Over 2,000 nozzles control the paint with pinpoint accuracy for two-colored, razor-sharp designs using drop-on demand technology.



**Picture 4:** **Eco**NextJet applies custom graphics anywhere on the body with pinpoint precision.

**About Dürr**The Dürr Group is one of the world's leading mechanical and plant engineering firms with particular expertise in the technology fields of automation, digitalization, and energy efficiency. Its products, systems, and services enable highly efficient and sustainable manufacturing processes – mainly in the automotive industry, for producers of furniture and timber houses, as well as in the assembly of medical and electrical products and in battery production. The Dürr Group generated sales of €4.7 billion in 2024 and currently has around 18,000 employees and 130 business locations in 32 countries. Since the sale of its environmental technology division at the end of October 2025, the business has been consolidated into three divisions:

* **Automotive:** painting technology, final assembly, testing and filling technology as well as production technology for battery electrodes
* **Industrial Automation:** assembly and test systems for automotive components, medical devices, and consumer goods as well as balancing technology solutions
* **Woodworking:** machinery and equipment for the woodworking industry

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