PRINTING UNITED DIGITAL EXPERIENCE

WEDNESDAY, OCT. 28, 2020

GUIDE TO DAY THREE:

COMMERCIAL
Digital Inkjet

INSIDE:

MOMENTUM FOR PRODUCTION INKJET INVESTMENT CONTINUES

THE VALUE OF DIGITAL PRINT IN TODAY'S WORLD

SIX NEW INKJET PRESSES: 'A COMPLETE GAME CHANGER'

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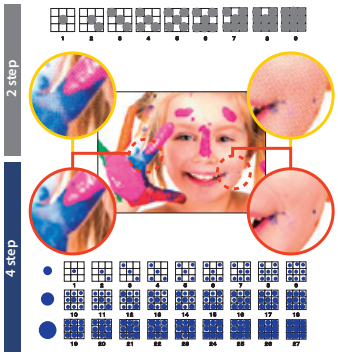

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WELCOME

Welcome to this special publication for attendees of the 2020 PRINTING United Digital Experience.

In June, PRINTING United announced the decision to transition from an in-person event in Atlanta, to a comprehensive digital platform. The PRINTING United Digital Experience, taking place Oct. 26-Nov. 12, offers attendees three weeks of live, guided programming, educational sessions, and panel discussions with the experts; along with access to a complete online exhibitor showcase featuring information about the newest industry technology, case studies, whitepapers, the chance to speak with exhibitor representatives, and more.

Today is Day Three of this 14-day event. Focused on the commercial printing market — specifically digital, high-speed production inkjet — attendees have a packed schedule of content and product demos (see the detailed agenda on page 6).

Currently there is a battle of technologies taking place between electronic, offset, toner, and inkjet. There's a lot of technology out there competing for investment dollars, and each one has different strengths and weaknesses. Inkjet is capturing a lot of attention and it has the greatest potential to change the status quo.

But what is driving adoption of inkjet? There is a greater demand for higher productivity, partially brought on by the "Amazon effect." Customers want their products faster than ever before, and long runs are morphing into a multitude of small jobs. Steady advances in inkjet have brought the technology a long way over the past several years. Presses now have the ability to print on both coated and uncoated stocks, and their output quality is "more or less" like offset at this point. Additionally, inkjet can produce higher volumes than toner — closing the gap between electrophotographic and standard offset run lengths.

There are a series of key inkjet applications for print providers including books, magazines, and catalogs.

In the book market, 86% of book printers use digital presses today, and more than a quarter (26%) of them print only on digital. Why digital? In order to be more productive is the top reason. The ability to accommodate shorter runs and improve bottom-line results are two other significant factors on the choice of inkjet technology.

In the magazine market, publishers are using digital technology to experiment, creating targeted short-run magazines, custom cover wraps and inserts, fully personalized ad sections, and other personalized products. And retailers are getting higher engagement, better marketing and branding, easier in-store signage change-outs, and more targeting and personalized communications by using digital print technology for their catalogs.

In 2020, many OEMs planned product launches to coincide with drupa 2020. But with the COVID-19 pandemic impacting us worldwide, print providers have not had the opportunity to see the new inkjet presses released earlier this year. As part of the product demos today, you'll be able to see the Ricoh VC70000, Fujifilm's J-Press 750S, the HP PageWide T250HD Web Press, Canon's VarioPRINT iX-Series sheetfed inkjet presses, the Kodak Prosper Ultra C520, as well as the Horizon BQ-500 perfect binder, the Horizon HT-300 Three-side Trimmer, and Hunkeler's new Generation 8 pre and post modules.

As a companion to the 2020 PRINTING United Digital Experience, these 14 special daily publications will provide attendees with a reference guide to the day of content, as well as much-needed insights into how print service providers can best position themselves now for the recovery — and growth — to come.

We hope this information will help serve as a valuable resource as you plan the next steps for your business, and determine where — and how — to expand and grow.

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AGENDA

DAY 3: OCTOBER 28, 2020

COMMERCIAL: Digital Inkjet

10:00 a.m.

RESEARCH: INDUSTRY OUTLOOK FOR COMMERCIAL INKJET

Presenter: Nathan Safran, VP, NAPCO Research

Inkjet printing is here, now, and delivering new levels of value in books, commercial, and direct mail applications. Drawing on NAPCO Research's extensive catalog of survey research, this session offers a high-level perspective on the influence of print providers and buyers in advancing adoption of commercial inkjet.

10:15 a.m.

KEYNOTE: OPPORTUNITIES ENABLED POST-COVID BY PRODUCTION INKJET PRINTING

Presenter: Marco Boer, President, I.T. Strategies

During these uncertain times, many face difficult challenges, yet new opportunities abound. For the printing industry, there will be no new normal as we get past the COVID-19 pandemic. The habits of how print is bought and produced are irrevocably changing. The legacy business models of procuring print for the lowest cost per thousand pieces is being displaced by customers buying print only in the exact quantities they need, when they need it, with the expectation of one to two day delivery. This means that while print volumes will drop, the number of print jobs of micro- and short-runs will increase dramatically. Those jobs will have to be produced with fewer operators, since social distancing requirements are likely to remain well after a COVID vaccine becomes widely available. The only way to manage this is through more automation, and production inkjet is a critical link in managing these requirements. This leads to new opportunities, as the external and internal changes will enable the business model to change from a tactical to a value-add relationship between the customer and the print provider. In the end, those print providers who are able to adapt to these new business models will prosper, and will emerge out of this financially healthier than ever before.

10:45 a.m.

PRODUCT DEMO: RICOH VC 70000

Tour the Ricoh Customer Experience Center with Director Roger Serrette and see firsthand how the technology that drives Ricoh's products is developed and how integral customer feedback is to the process. You will also get an exclusive look at the new RICOH ProScanner Option, which leverages advancements in artificial intelligence and machine learning to improve accuracy, decrease manual touchpoints and increase efficiencies — in real-time on an ongoing basis.

11:00 a.m.

PRODUCT DEMO: FUJIFILM J PRESS 750S

The Fujifilm J Press 750S is the 3rd generation of Fujifilm's J Press product line. The press incorporates the industry-leading capabilities and quality of previous generations while delivering higher and higher levels of productivity. When quality matters, only the J Press features an in-line, and real time, scanning system that makes automatic nozzle corrections on the fly and requires zero intervention from the operator.

11:15 a.m.

PANEL DISCUSSION: HOW HIGH-SPEED DIGITAL PRODUCTION INKJET PRINTING IS REDEFINING COMMERCIAL PRINTING

Moderator: Mark Michelson, Editor-in-Chief, *Printing Impressions*

Panelists:

Adi Chinai, President, King Printing
Adam LeFebvre, President, Specialty Print Communications (SPC)

Gretchen Renaud, VP of Operations, Print-Mail Solutions

The ongoing rise of digital inkjet printing technology, and new approaches for

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differentiation that it enables, creates new business opportunities and greater workflow efficiencies. Mark Michaelson moderates a user panel on how high-speed inkjet printing has helped to redefine the businesses of leading book, direct mail, and transactional printing companies.

12:00 p.m.

PRODUCT DEMO: HP PAGEWIDE WEB PRESS T250 HD WITH BRILLIANT INK

The new standard for high-volume production inkjet web presses. Uncompromising image quality across a broad range of applications. Impress your customers with offset-class print quality from the first press featuring HP Brilliant Ink. The T250 HD sets a new standard for high volume production inkjet by enabling more applications — commercial, direct mail, publishing, and transactional — by printing directly to uncoated and coated offset media, all in one press.

12:15 p.m.

PRODUCT DEMO: CANON VARIOPRINT IX-SERIES

The varioPRINT iX inkjet color digital press combines stunning image quality and a wide media range with the high productivity and attractive cost-efficiency of inkjet printing. So, commercial printers can say "Yes" to virtually any job, based on the agreed turnaround time and price, resulting in more profit and more business.

12:30 p.m.

PANEL DISCUSSION: CUT-SHEET PRODUCTION INKJET PRESS ADOPTION DRIVES COMMERCIAL PRINTING SUCCESS

Moderator: Mark Michelson, Editor-in-Chief, *Printing Impressions*

Panelists:

Ken Chaletzky, President and CEO, Copy General Corp.

Jeff Hernandez, VP, Classic Color

John Hummel, President, Hummel Integrated Marketing Solutions

While production inkjet printing initially took off in the direct mail and book printing spaces, cut-sheet color inkjet printing is rapidly gaining ground among commercial printers. Hear our panel of three end users discuss their experiences with sheetfed inkjet presses and how they are achieving higher uptimes/productivity, new product applications, and more streamlined workflows.

1:15 p.m.

PRODUCT DEMO: KODAK PROSPER ULTRA C 520 AND DIGITAL INKJET PRESS

The PROSPER ULTRA 520 Press opens a new chapter in Kodak's inkjet story, going back over five decades. The new press unleashes Kodak's new ULTRASTREAM inkjet technology and its low-cost water-based inks in a compact platform that prints at full speed and the highest resolution, unlike rival systems that make you choose one or the other. That's why it's called "inkjet reimaged.

1:30 p.m.

PRODUCT DEMO: STANDARD HORIZON HT-300 THREE-SIDE TRIMMER, BQ-500 PERFECT BINDER, AND THE STANDARD HUNKELER GENERATION 8 PRE- AND POST-PAPER HANDLING SOLUTIONS

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Safe Workplaces Pay Dividends

By Marcia Kinter, VP, Government & Regulatory Affairs, PRINTING United Alliance

Effective safety in the workplace demands constant attention that comes from a coordinated, proactive approach. The benefits companies can realize with creating a safer work environment include better employee well-being, lower absenteeism, and improvements to the bottom line.

Many states have requirements or voluntary guidelines for workplace injury and illness prevention programs as part of the worker's compensation program, the more common name for safety and health programs. It is a fact of life — OSHA inspectors can show up at any time. Inspections can occur simply because your company came up as a planned inspection, because an employee lodged a complaint about your operation, or because you had to report an injury. And due to the continued issues of COVID-19 exposures in the workplace, you may be visited by either a federal or state inspector as 29 states operate their own safety and health programs.

Setting up a Safety Plan

The first step to setting up a formal safety plan is to designate a point person as the safety officer. There is quite a bit of paperwork involved, and you need someone who can keep track of written programs, policies, and training records, as well as the overall safety and health program.

Depending upon the size and number of employees, the next step would be to establish a Safety and Health committee. These committees may be a requirement, based on state regulation, or voluntary. But they have been a fundamental part of safety and health programs since their inception with modern day industry. In many cases, they function as a means of communication for employees and management.

Committees can be a forum to address both real and perceived safety issues. They can also be the central point for employee involvement in a safety program. They can develop safety training programs, safety newsletters, safety awards programs, and so on. Because their function can be both very limited as well as very broad, committees play a varying role in different safety programs. However, a comprehensive safety program always has a committee in some form.

Another critical step in development of any comprehensive safety and health program is to complete an in-house safety and health audit. This audit provides the framework for moving forward with implementation of a safety program. The audit results will identify gaps in the safety compliance arena, which, once identified, need to be filled with the proper actions, programs, policies, and training.

The audit should cover the core issues of training elements, written programs, and record keeping associated with each standard. For some standards, such as ladder or electrical safety, the requirements are very specific as to what needs to be accomplished. For others, it might be broader or less clear. Requiring thought into the best way to keep employees and the environment safe.

The diversity and breadth of the regulations is yet another reason to ensure the audit is conducted by a person that has familiarity and knowledge of the regulations involved. While we encourage all print facilities to have in-house staff familiar with required safety regulatory activities, PRINTING United Alliance's EHS Consulting program can help match you with a knowledgeable expert that can put you on the right track and to help develop your in-house expertise.

Facilities that institute and maintain a program which provides systematic policies, procedures, and practices to help recognize and protect employees can substantially reduce the number of workplace injuries. To build and foster a culture of proactivity when it comes to safety, it is important to engage the entire staff in staying up to date on regulation changes, training, and facility walkthroughs. One way to do this is to have the safety committee include at least one member of each department. Getting involved in PRINTING United Alliance's Safety Recognition Awards Program can also help get you started.

Through monthly reminders for safety walkthroughs, posters, and tools to facilitate continuous learning, you become more aware of changes in relevant regulations, work to consistently hold refresher training sessions, and conduct regular facility walkthroughs to be on the lookout for corrective actions that can be taken.

Implementing a safety and health program should not be seen as a luxury, but as a necessity for any manufacturing operation. Providing a safe work environment can result in lower worker's compensation costs, as well increased staff morale. Developing an effective safety and health program takes time and commitment, but it is a worthy investment.

Momentum for Production Inkjet Investment Continues

The biggest impediment to production inkjet adoption may be printers' failure to recognize the opportunities inkjet represents. The Inkjet Summit tempers their hesitation with encouraging facts and real-life success stories.

By Patrick Henry, Senior Editor, Printing Impressions

It's hard to say precisely what effect the Inkjet Summit has had on the printing industry's adoption of production inkjet presses, but it's safe to say that no other event has given the trend nearly as much encouragement.

The Inkjet Summit celebrated its eighth consecutive year on Aug. 17-18, 20, and 25. Although this year's virtual event looked a little different than year's past, its enthusiasm remained undiminished with a fresh set of facts and arguments in favor of investing in production inkjet capability.

It's clear that the industry has been finding what it hears about inkjet technology to be persuasive. According to conference chair Marco Boer (I.T. Strategies), between 300 and 350 production sites in the U.S. now operate inkjet presses, including a few companies with double-digit numbers of the machines.

These installations, Boer clarifies, represent only a tiny fraction of the commercial shops, book manufacturers, transactional printers, and in-plants that could be benefiting from the process. Nevertheless, even if adoption hasn't happened in an avalanche, the pace of the embrace has been gaining momentum — and likely will accelerate further.

Convergence of Forces Drive Success

Conference advisory board member Barb Pellow (Pellow and Partners) says that "all of the forces that are designed to make inkjet successful have converged:" more media options, more equipment choices, and greater affordability for mid-tier commercial printing firms wanting to break in.

What they're realizing this means, Pellow says, is that "I can make this profitable for my business."

Another Inkjet Summit advisory board member, Pat McGrew (McGrew Group) sees improvements in inkjet print quality as one of the primary drivers. She says that book publishers, for example, are starting to turn their attention to magazines and catalogs as products that inkjet equipment potentially can deliver with the level of quality they require.

For commercial printers, McGrew points out, an inkjet press affords the opportunity "to do all of the work that doesn't belong on an analog press:" the short-run, versioned, and customized work that makes up an increasingly large share of the volume for many commercial shops.

ALL OF THE FORCES DESIGNED TO MAKE INKJET PRINTING SUCCESSFUL HAVE CONVERGED.
— Barb Pellow

In the opinion of advisory board member Elizabeth Gooding (Insight Forums), the most compelling reason for commercial printers to invest in inkjet right now is the fact that "there's offset work they're not going to get if they don't have an inkjet printer." She explains that this consists of the long-run, static work customers will want to buy from the one-stop sources that are also equipped to give them printed materials for A/B testing and other applications that play to the strengths of inkjet.

But, despite its well-documented advantages (see sidebar on page 12), inkjet adoption remains a commitment that isn't easily made. As Gooding points out, the justification cycle can be lengthy and full of tough questions to answer, such as retiring existing equipment, finding qualified personnel, and managing the data associated with the process.

Investing in an inkjet press "is not for the faint of heart," affirms Boer. "You buy your first one, and you grow into it. And then you realize that you really can't live without it."

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Satisfaction and Acceptance For Production Inkjet Grows

In 2017, the Specialty Graphic Imaging Association (SGIA) engaged NAPCO Media LLC to assess the then-current state of the production inkjet market in the U.S.

The research report delivered by NAPCO Research, "Production Inkjet Printing: Consideration, Deployment, and End Results," was based on more than 700 responses from print service providers in five print market segments. The positive findings for inkjet adoption included the following:

- Production inkjet printing (cut-sheet and continuous-feed) is the most rapidly expanding form of printing technology today, and is a process that has been adopted by 43% of the U.S. printers who participated in the survey.
- More than 85% of printers who owned inkjet presses reported they were satisfied or very satisfied with their moves into production inkjet printing.
- Respondents' experiences in deploying inkjet, across all segments, were cited as expected, easier, or much easier than expected, 80% of the time.
- Respondents indicated a high level of acceptance of the technology among print buyers, marketers, and brand managers.
- Printers surveyed that owned devices also reported that their ROI expectations were met or exceeded, 85% of the time.

But, the report also highlighted roadblocks to adoption. For example, lack of need accounted for 70% of the reasons respondents gave for not considering — and 40% of the reasons for not owning — production inkjet. And, the single largest challenge printers said they faced in deploying inkjet was paper compatibility (an area where OEMs and paper providers have made headway since the study was conducted in 2017).

Helping first-time buyers and subsequent purchasers reach this desirable state of dependence is what the Inkjet Summit exists to do. Because there's still a hunger throughout the industry for information about profiting from inkjet, says Boer, "that's why this Inkjet Summit still survives."

Baptism to the Technology by Immersion

Through the program of immersive learning experiences, the forum also counters misperceptions about inkjet that can get in the way of making the investment.

One of them, McGrew notes, is fear of the unknown: worries that an inkjet press will be too cumbersome and expensive to operate, or that customers won't like the quality of what it produces. Her riposte to these misgivings is, "on any given day, there's probably a piece of mail in your mailbox that has been printed with inkjet."

Boer concurs that a lack of confidence "is the biggest issue we see," despite mounting evidence in inkjet's favor. This needlessly extends the deliberation cycle when printers should instead be prepared to "pull the trigger" at the right moment of opportunity.

Don't forget to include customers in the deliberations, advisory board members agree. As Gooding observes, "they gain choice and flexibility" when served by providers that offer them both inkjet and conventional options. McGrew calls it "power" — the ability to order "what they need, when they need it, and to be as variable in those formats as they want, in quantities that make sense to them."

BETWEEN 300 AND 350 PRODUCTION SITES IN THE U.S. NOW OPERATE INKJET PRESSES.
— Marco Boer

In Pellow's view, the benefits that inkjet holds for producers of direct mail and other marketing materials make a strong case for adopting the process. "If I'm improving their response rates," she says, "I'm helping to improve my customers' profitability."

All of the above for inkjet adopters — technology issues, implementation strategies, market opportunities, and customer relationships — was explored during the virtual Inkjet Summit in August.

Boer sounded the event's main themes in an opening keynote, where he emphasized the fact that while making the right investment in the technology is important, "just buying an inkjet press isn't going to make your business instantly more successful."

Amazonian Imperatives

Adopters also have to prepare to meet customer demands that parallel expectations raised generally by Amazon.com: frictionless ordering, the ability to make last-minute changes, and near-instant delivery.

Another Amazonian trait that inkjet providers will have to acquire, according to Boer, is the ability to measure their costs, not just in the aggregate, but on a strict job-by-job basis. That information will then allow print providers to price and promote their offerings to optimize their profits. It all adds up to "a huge business model shift" for print providers to acknowledge and adapt to, Boer advises.

General sessions during the event aimed to show attendees how to do it. Pellow, for example, moderated a panel of best-in-class inkjet providers who offered well-grounded advice about adding value with inkjet printing and McGrew led a session on workflow.

The attendees also heard about integrating and managing "big data," a prerequisite for success with inkjet, from a prominent authority in the field. And Mark Michelson, editor-in-chief of *Printing Impressions*, moderated a panel of early adopters who will recap their decade-long experiences with implementing and using the technology.

Nothing but the Truth

The Inkjet Summit is the industry's only inkjet forum in which attendees hear exclusively from other printers, printers' customers, and top subject-matter experts in the general sessions.

"The peer-to-peer networking at this event is outstanding," declares Audrey Jamieson, president of Marketing Kitchen Inc., and a 2019 attendee. "It's rare that you get this many experts in one room willing to share so much information with you."

Others attest to how the structure and the content of the program drive the outcomes that the Inkjet Summit endorses. As Brad Thompson, president of Inland Press, observes, "It's like drinking from a

firehose, but the information is exceptional and targeted. There is no wasted time."

Michael Ryan, CEO of Statement Outsourcing, says that as a result of attending, "we're in a much better position to make an informed decision about purchasing the right equipment for our situation and needs. Discussing scenarios with industry peers was invaluable."

'The Place to Be' for Those on the Cusp

For those on the cusp of a decision about inkjet, this can be the key to getting past the hesitation and moving confidently ahead. "I felt that it would be a long time before we could invest in inkjet, although we know this is the future," reflects Doyle Mortimer, senior VP, Alexander's Print Advantage. "But, through the Summit, I garnered several ideas that may make it possible to adopt inkjet technologies earlier than we thought."

"If there is the slightest chance inkjet is in your future," sums up Steve Priesman, manager of printing and publications services, Omaha Public Schools, "this is the place to be."

For more information, including details about qualifying for attendance at next year's Inkjet Summit, visit ijsummit.com.

This article originally appeared in the March 2020 edition of Printing Impressions.

ONE-STOP SHOPS CAN USE THEIR INKJET PRESSES FOR A/B TESTING, IN ORDER TO SUPPORT THEIR OFFSET BUSINESSES.

— Elizabeth Gooding

THE VALUE OF DIGITAL PRINT IN TODAY'S WORLD

By Heather Poulin,
VP, Production Print,
Ricoh USA

Digital print has always played a major role in consumer engagement, and in today's unprecedented times it has become even more of a crucial touchpoint. At a time when in-person communication is less frequent, the benefits of digital print — including quick turnaround times and capacity for personalization — are unmatched.

Print produces tangible assets that engage and grab attention — even more so now that so much of our lives are online and virtualized. It just may be the secret to staying top-of-mind when many continue to stay at home rather than interacting — or shopping — in-person.

Businesses do not have to choose between print and digital marketing. In fact, it's still most effective to use both. Advances in digital technology have made a wide range of printing options accessible and affordable, in addition to making it possible to personalize prints down to the individual. Printed communications often help drive website traffic, increase brand awareness, and offer enhanced interactive experiences. There are a wealth of case studies that prove the combination of print and digital is a winning one. Additionally, the NAPCO study "Personalization and Digital Printing: Retail Marketers' Secret Weapon" found that retailers who use digital print to send customers relevant offers see increased customer engagement and brand awareness.

"When we do mailings, we see a definitive uptick in loans, as well as an uptick in digital activity, for example, visits to the website," says Jaime Garcia, a marketing manager at HBC Financial, in the NAPCO report. "We can clearly measure the response when we do print mailings."

The power of personalization in print should not be underestimated, and at a time when most other brands are relying on digital marketing, print can help you get noticed.

Take catalogs for instance. Have you considered including a custom offer based on particular purchase history or interest from a consumer? Today, catalogs are more affordable to produce than they have been in the past. If you have a retail client base, consider the possibility of highly customized catalogs.

Print can help keep customers' businesses visible and even help them to grow during these unprecedented times. Leveraging it to remind everyone that businesses are up and running can be a crucial key to success. While this is a challenging time for all of us, there is still a way to connect, engage, and reach customers: Print.

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Since Kester Imaging installed an MGI JETvarnish 3DS in September 2017, the company has been able to offer creative design and decorative print enhancement outsourcing services.

New Equipment Helps Kester Imaging Capture A Larger Market

Three years ago, Richard Kester, owner of Kester Imaging (KI), a family-owned commercial printer outside of Wichita, Kan., came across output produced by Konica Minolta and MGI, and was completely wowed. The company already had seven Konica Minolta digital presses producing the vast majority of its print output, and in September 2017 it purchased an MGI JETvarnish 3DS digital press. The ability to offer flexible, decorative print enhancement solutions with service and support from the same business partner was a key factor in the decision to invest in the MGI press.

Since the purchase of its MGI JETvarnish 3DS, the creative design and decorative print enhancement outsourcing services KI has been able to offer as a trade printing business partner have benefited both its peers in the graphic arts industry, and the corporate brands those printers serve. Although KI commercially prints its own work, more and more printers are outsourcing projects to the company. Seeing firsthand that digital printing enhancement is a huge market opportunity, Kester realized the business required a second embellishment press.

The second device expanded KI's business focus beyond CMYK to offer 3D textured UV and high-value, sculpted foil to clients, representing a new product line and profit center for the company. New customers, such as manufacturing and retail consumer product companies, schools, and nonprofit organizations, came on board to highlight their brands and messaging with printed communications in ways online or conventional print campaigns could not provide.

According to Kester, the possibilities are "just incredible." Embellished book covers have become a big product, and expanding into decorative boxes and enhanced labels is his next endeavor.

"This is a huge market we haven't touched yet, but can easily break into with the ability to do short runs, and box manufacturers are completely wowed by the idea," says Kester. "Additionally, because of our scanning and varnish capabilities, we can print materials for the blind. Braille requires the ability to put down a certain amount of microns, and we have the registration to do this. We can put down 238 microns on a

The MGI JETvarnish 3DS offers flexible, decorative print enhancement solutions.

pass, and more than 400 with two passes. No one else can touch this.

"The thing that sold us was how the print output looked, and the emotion it generated. We embellished a 12x18" sheet covered with a single sheet of foil, and couldn't find one dimple. Nobody else can get close to that. It changed the way we do business, and we had to have another one," he continues.

Here are KI's top applications according to Kester:

- **Book covers** — "One of our largest customers is a book printer, so they embellish the covers and send them back. It's a large part of the business."
- **Business cards** — "Because of the wow factor — it's your foot in the door, and you want to make sure it stays there."
- **Brochures** — "Every second someone spends looking at it doubles the response rate. A potential customer's first response is always 'WOW,' followed by 'what did that cost?' In today's market it's not enough to have four-color process."

For those trying to sell embellishment technology, Kester recommends providing samples. "You have to, you can't sell it any other way; touch, feel, look, and let it speak for itself. Put the product right in front of them and smile."

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Greg Estep, deputy managing director of GPO's plant operations, stands with GPO's new equipment.

Six New Inkjet Presses: 'A Complete Game Changer'

Overnight, the Government Publishing Office went from zero to six production inkjet presses. Now, for the first time, GPO will print official U.S. documents using inkjet.

By Bob Neubauer, Editor-in-Chief, *In-plant Impressions*

The U.S. Government Publishing Office (GPO) may not have been the first government in-plant to embrace inkjet technology, but when it did so late last year, it did it in a big way. The country's largest in-plant installed six production inkjet presses all at once, replacing six web offset presses that were more than three decades old.

GPO added five Canon ColorStream 6000 inkjet presses — which can print up to 417 fpm with a print width of 21.25″ — and one Canon VarioPrint i200 cut-sheet inkjet press. And while it may seem like an ambitious move to implement all these devices at once, Greg Estep, deputy managing director of plant operations, insists there was no other way due to the large volume of work GPO is required to print in a very short timeframe.

"At night we get the Federal Register, we get the Congressional Record, we have both the House and Senate calendars, and we have any type of bills that might come through," he recounts. "So we have a large amount of volume that we have to get through the system in a short period of time. We need the capability to … be able to deliver it to the hill by 9 a.m."

GPO will use the ColorStream 6000s to print the Congressional Record, Federal Register, Senate and House reports, economic indicators, hearings, budgets, appropriations bills, the congressional directory, and more. Estep says inkjet allows GPO to be more agile in the type of work it prints, so his team will be looking for new work for the presses, and talking with agencies to explain how inkjet technology can help them meet their goals.

Customers Excited

"Our customers on the Hill really are excited," he says. Also on board is GPO Director Hugh Halpern, who has seen the inkjet presses and talked with operators about them.

GPO plans to use the VarioPrint i200 cut-sheet press to handle book covers, forms, and pamphlets for congressional and executive branch customers. It will complement GPO's Presstek DI press, with some jobs moving from the DI to the VarioPrint i200.

"We're currently evaluating what work we can move over to that machine," Estep affirms. He realizes he will need to manage the expectations of customers not used to the look of inkjet printing.

"It produces a quality sheet," he stresses, "but if you're used to getting … conventional offset, it's a change."

GPO Did Not Jump Into Inkjet

"We've been looking at inkjet for 10 years," says Estep. He and his team checked out inkjet presses at trade shows and visited other printers using inkjet, but it was only in the past three or so years that they felt inkjet speeds and quality could meet GPO's standards.

To finish the work printed on the five roll-fed ColorStream 6000s, GPO employs a variety of in-line and off-line solutions. One press has the capability to run roll-to-roll or in-line to a combination Standard Hunkeler/Horizon Roll-To-Booklet/Roll-To-Stack finishing solution to create saddle-stitched booklets or book blocks for perfect binding. Other presses deliver printed rolls to two off-line finishing solutions: a Standard Horizon Stitchliner 6000 Digital, which produces saddle-stitched booklets; or a Kolbus Bookjet folder, to create folded signature book blocks.

End of the Web Offset Era?

Three of GPO's Hantsho web offset presses have already been shut down, and the other three will soon follow suit, Estep says. Those presses worked well when GPO needed to print 9,000 copies of the Congressional Record every day, but with that count now down to 2,100 copies, the time was right to switch to digital printing.

"We no longer run long production," he says.

Eliminating the web offset presses has drastically reduced the high paper waste, maintenance needs, and staffing requirements of the past. With inkjet, Estep says, it's a push-button operation, with no need to build in time for changing rolls or getting the image centered.

"It's basically removed all of the variables that you would have on a conventional press," he notes.

Productivity is higher, the consistency of the final product has improved, and "the [inkjet] press is safer for our operators to work on," Estep declares.

That said, GPO has retained its newest web offset press, a Timsons ZMR "Zero Makeready" press, which was installed in 2014.

A Lot of Options

The in-plant also added an eight-color RMGT LED-UV offset perfector press a year and a half ago to print high-end color work, such as publications.

"It significantly increased our throughput, and also the quality," Estep says.

GPO has also installed a Kolbus Bookflow hard cover book production machine for binding longer publications, such as the U.S. Code, which runs more than 1,000 pages.

GPO has made recent strides on the software side as well. It has replaced its 30-year-old production management system with EFI Pace, and added a warehouse management system module from Oracle. Plans to implement EFI's Digital StoreFront are also under way.

Of all the recent changes at GPO, however, it's the inkjet presses that have summoned the most enthusiasm.

"Our employees are really excited," Estep testifies. "They have become really engaged with this technology. For us, this is a complete game changer."

This article originally appeared in the January/February 2020 edition of In-plant Impressions.

An Update on the Economic Recovery

By Andy Paparozzi, Chief Economist, PRINTING United Alliance

The printing industry is moving toward recovery. In the past, that's all we needed to know because our recoveries were inclusive, the rising tides that lifted all boats. Now, with competition intensifying and opportunity expanding — but margin for error shrinking — we either prepare for recovery, or get left behind. An essential step in preparing: prudent, timely capital investment.

Every two months, NAPCO Research and PRINTING United Alliance conduct the COVID-19 Print Business Indicators Survey to monitor the pandemic's effects on our industry. Participants include commercial printers, graphic and sign producers, apparel decorators, functional printers, and package printers/converters. Annual sales range from less than $1 million, to more than $700 million.

The results of our August survey are encouraging. Activity is far below last year's levels because the economic disruptions of the pandemic — clients operating at a fraction of capacity, live events on hold, travel and tourism depressed, schools at best partially reopened, no one sure what's next, etc. — still grip the industry and the economy. But movement off bottom continues. As evidence, consider that sales increased for 35.1% of the companies we surveyed during the 30 days ending in late August, up from 17.8% two months earlier, and 4.3% four months earlier, moderating the rate of sales decline to 6.9%, on average, from 30.2% and 53.7% (Figure 1). Quote activity is trending higher for 39.8%, up from 20.7% in June and 1.3% in April. And 46.4% now expect business to improve during the month ahead, while just 8.3% expect business to decline. In early spring, those numbers were 15.8% and 35.4%.

Where we go from here will depend on the American economy. The consensus of more than 60 economists surveyed by The *Wall Street Journal* expects GDP to grow 4% next year, the most rapid advance in 37 years, and more than double the 2.3% average annual gain during the last decade. In comparison, GDP is expected to decline 4.2% this year, the steepest since the mid-1940s.

As the economy accelerates, so will the industry. The lion's share of the upturn, however, will be reserved for companies best prepared to maximize productivity, minimize job turn times, serve current markets most effectively, open new markets, and satisfy the post-COVID preferences of their clients.

Those companies will not only invest, they will consistently get capital investment right. There are many tools for evaluating investment options, including payback period, net present value, internal rate of return, hurdle rate, return on capital, and the total cost of equipment. Add the opportunity evaluation matrix to the tool kit.

As described in "A Framework For Evaluating Market Opportunity," by Neal Cabage, and "Market Dynamics," by Cabage and Sonia Zhang, the matrix evaluates investment options across six dimensions: customer, product, timing (state of the market), competition, finance, and team. It's necessary to analyze all six dimensions, according to Cabage and Zhang, because each "is but one piece to the puzzle, and to see the full picture you must put all of the pieces together. By taking the time to evaluate opportunities from all sides, you can gain a richer understanding of opportunities and challenges you may face, and potentially reduce your own blind spots."

Among the questions the matrix forces us to answer before committing to a capital investment:

- Is there a clearly defined, substantial customer base? Or are we relying on a "build it and they will come" approach?
- Does it address a pressing customer need? Or is it nice but not necessary? Cabage and Zhang emphasize "building something 'cool' with technology" must be secondary to "addressing the customer's fundamental unmet need or desire."

The Opportunity Evaluation Matrix

A tool to help identify the capital investments that best fit a company's resources, capabilities, and circumstances.

	Score from 5 (highest) to 1 (lowest)		
Dynamic	Option 1	Option 2	Option 3
Customer			
Clearly defined, established customer base			
Customers have a pressing need			
Sufficient demand			
Product			
Satisfies customers' pressing need			
Easy for customers to use			
Value proposition can be communicated clearly			
Timing			
General business conditions			
Time of entry			
Degree of commoditization			
Finance			
Up-front costs			
Projected cash flow			
Competition			
What the competition looks like			
Distinguishing ourselves			
Team			
Expertise required			
Integration			
Total Score			

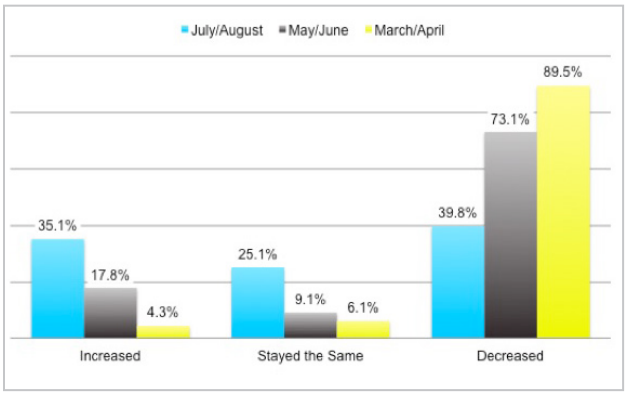


Figure 1: Sales
How participants in COVID-19 Print Business Indicators Survey responded to the following during the period indicated: What has happened to your total sales (all sources) over the last 30 days?

- Can the benefits be communicated clearly and concisely to customers and potential customers?
- How well does it fit with everything else we do?
- Are business conditions favorable or unfavorable? Are clients confident and expanding or uncertain and sitting tight?
- Are we getting in early or trying to catch up to well-established competitors? Cabage and Zhang advocate being a "fast follower" rather than an early adopter: "If you can see an area that someone else has recently validated, you can come in quickly enough to still be part of the early solution for customers, but your efforts are spent on developing a better solution rather than searching for a market."
- What are the up-front costs? What's the projected cash flow?
- Will the technology require new skills not just in operations but, for example, in sales? Do we have the necessary skills? If not, how will we acquire them?

Investment options are scored from five (high) to one (low) on each dimension in a matrix. Scores are summed, and options with low scores are eliminated no matter how well others are doing with them, or how much buzz they are creating.

We should also be wary of options with even one low score because, as Cabage and Zhang emphasize, very unfavorable conditions in one dimension can overwhelm favorable conditions in all the others. In this case, we either make the adjustments necessary to raise the score or pass on the option. The authors write: "Therein is one of the best parts about objectively grading an opportunity in this way early on — it can quickly surface challenges you might not have thought about."

The tendency coming out of deep recession is to delay capital investment until recovery is full on. But with economic recoveries, as with stock market rallies, the sooner we get in the better. Begin analyzing your investment options now. Include the opportunity evaluation matrix in your analysis to identify the options that best fit your company's capabilities, resources, and goals. It may well be the difference between investing and investing profitably — and so participating fully in the upturn ahead or being left behind.

The Alliance: Mission Driven to be Your Go-To for All Things Print

By Sarah Helminiak, VP, Marketing & Membership, PRINTING United Alliance

It goes without saying that the world changed drastically in a few short months at the start of 2020. The best laid plans of organizations and individuals for the year ahead had to be set to the side in lieu of health, safety, and circumstance. PRINTING United Alliance, formerly Specialty Graphic Imaging Association (SGIA), had big plans for 2020 as well, including putting on the largest expo in printing in Atlanta. A mere 90 days into the year, everything changed. Staff was quarantined, work went virtual, and the trade show had to be reimagined. Still, in every turn and new decision, the primary focus of the Alliance remained the needs of its members and the industry at large during unprecedented times.

As early as March 2020, SGIA teamed up with Print Industries of America (PIA), its affiliates, and NAPCO Media to create a robust, centralized COVID-19 Resource Channel for the industry, a catchall of the latest updates and information coming in fast and furious, as businesses were grappling with next steps. Experts across all three organizations monitored the rise of the pandemic, and provided expert advice and articles specifically for the printing industry.

The site, updated daily, still serves as a guide for printers to monitor the situation from an industry specific point of view. It provides relevant content, including human resource updates, national and state legislative updates, and economic impact studies.

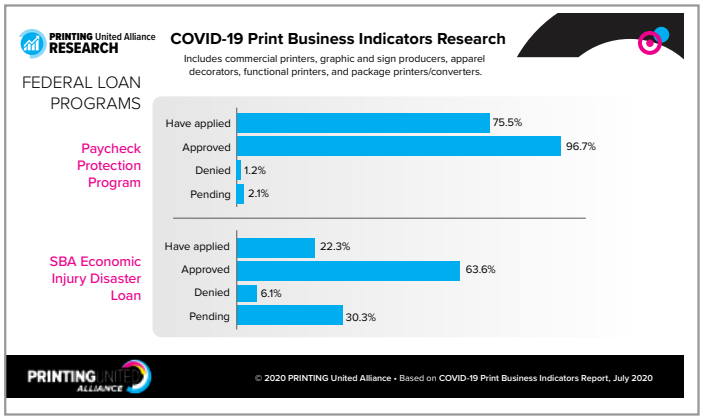
Perhaps more importantly, SGIA, PIA, and NAPCO Media were working tirelessly behind the scenes to ensure legislative action was taken to mitigate the economic impact of the pandemic on the printing and graphic communications industry, including its call to action to support print as an essential business. On April 17, the hard work paid off when printers and packagers were included on the Guidance and Essential Critical Infrastructure Workforce by the United States Department of Homeland Security's Cyber Security and Infrastructure Agency (CISA).

In late May, the PRINTING United Alliance released a series of "Ask the Expert" webinars led by Alliance subject matter experts. The live discussions covered topics that were under constant examination on Capitol Hill, including navigating the Paycheck Protection Program and the implications of tax and labor policy changes from Lisbeth Lyons, VP, government & political affairs. Understanding what an integral role Human Resources staff have during a time of crisis, Adriane Harrison, VP, human relations consulting, led the conversation on rebuilding culture in a pandemic, and implementing policies and procedures for a post-pandemic world.

A highly sought after and valuable resource, Andy Paparozzi, chief economist at PRINTING United Alliance, responded to the pandemic swiftly by conducting business indicators research to help Alliance members navigate through the crisis. Since May, Paparozzi has issued two detailed COVID-19 Business Indicators research reports, available only to Alliance members. These provide essential insights into how businesses across all market segments in the printing industry are faring in the pandemic economy. And while executive summaries are available to non-Alliance members, the true utility of the information is in these deep and thoughtful research reports. The latest as of writing this article, issued in July, shows that Paparozzi has found the beginnings of a fragile optimism, and that the printing industry has taken a first step toward recovery.

In early June, the PRINTING United Alliance team, lead by Marci Kinter, VP of government and regulatory affairs, put out the COVID-19 Preparedness and Response Plan. The team, which also included Gary Jones, director of environmental, health and safety affairs, alongside Harrison, compiled information and guidelines across states, as well as all Federal regulatory agencies. The plan, made available to Alliance members for free, includes action plans, checklists, and sanitations guides among other crucial guidance. The resource serves Alliance members who are ensuring that opening their doors also means safety for employees and customers.

The COVID-19 Resource Channel was created to provide the industry with the latest updates and information.



Amidst the chaos and redirection caused by the pandemic, in May 2020, Specialty Graphic Imaging Association and Print Industries of America managed to come together to create the largest member-based printing and graphic arts association in the United States: PRINTING United Alliance. In the short-term, member services remain unchanged, but the long-term vision involves expanded member service offerings for the united organization. It is an ideal marriage of staff expertise, and the two organizations are already working together to create a unified organization built with the goal of assisting the industry in the best way possible.

PRINTING United Alliance's snap reaction to acting on behalf of members — and the ability to respond to industry needs during the pandemic — was an exercise that resulted in an even more united organization. And while the future of what happens post-pandemic is truly unpredictable, PRINTING United Alliance is fully equipped to monitor industry trends and serve through programs, service, and legislative advocacy for 2021 and beyond.

The COVID-19 Business Indicators research reports provide essential insights into how businesses in the printing industry are faring in the pandemic economy.

The COVID-19 Preparedness and Response Plan includes information and guidelines across states, as well as Federal regulatory agencies.

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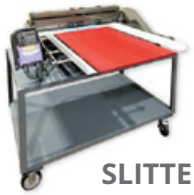

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Closing the Gap

By Randy Vandagriff, Senior VP, Print, Kodak

Printers know the benchmark for quality, paper choice, and operating cost has historically been the offset printing process. That's where Kodak's ULTRASTREAM Inkjet Technology comes in, redefining what's possible with inkjet in terms of productivity, output quality, flexibility, and customization.

Kodak invented a new inkjet technology and leveraged it to build an inkjet web press — the PROSPER ULTRA 520 — that closes the gap with offset. Printers can achieve offset quality on glossy papers, with high ink coverage at a speed of 500 fpm — all with lower ink costs. The new press is perfect for any print service provider (PSP) producing books and manuals, brochures and marketing collateral, catalogs, direct mail, or transaction and transpromotional documents.

Kodak could have used drop on demand (DOD) like everyone else. But based on its more than 50 years of expertise in inkjet technology, Kodak understood that closing the gap with offset required reimaging inkjet. The KODAK PROSPER ULTRA 520 Press — powered by Kodak's ULTRASTREAM Inkjet Technology — does just that.

The new press can deliver 2,020 A4 ppm (2,148 letter size) printing 2-up. The press accepts paper web widths from 203mm (8") to 533mm (21"). The maximum print width is 520mm (20.5"), which allows for a wide variety of imposition formats consistent with traditional offset presses. PROSPER ULTRA 520 prints at a resolution of 600x1,800 dpi (200 lpi offset quality equivalent) on 42 to 270 gsm papers, including glossy and standard offset stock (with an optional precoating station).

Overcoming the Limitations of DOD

Kodak ULTRASTREAM provides line straightness, highlights, detail, and color fidelity and consistency over long runs. It offers numerous advantages over other inkjet technologies; ink drops are created faster than DOD, and this allows just one array of printheads to print the full 520 mm width at 500 fpm, unlike DOD systems that must slow down and/or add extra printheads.

Drops also travel to the paper faster than DOD, and this targets them exactly for better quality. Moreover, drops are round and precise, unlike DOD that has misshapen drops and extra satellite drops, which leads to jagged edges on text and lines, and less sharp images. And PROSPER ULTRA 520 does not need to print spit bars and color lines between jobs — this means there is no ink and paper waste from printhead maintenance required by DOD presses to prevent nozzle clogging.

PROSPER ULTRA 520 runs eco-friendly nanoparticulate aqueous

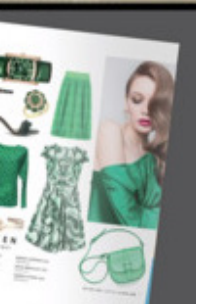
KODAK pigment CMYK inks for the lowest cost and highest quality available today. One low-cost ink is used for all papers, even glossy. Kodak's proprietary ink pigment milling process means the press delivers a 95% larger gamut than SWOP offset, and can match 93% of Pantone colors (within 4 dE). This enables the PROSPER ULTRA 520 to print vivid images with vibrant colors, match brand colors, and exceed customer expectations.

For maintaining consistently high quality and highly efficient throughput, the press employs Kodak's Intelligent Print System, which continuously monitors and optimizes stitching, color-to-color, and front-to-back registration. This automated feature also helps avoid costly waste.

Small Footprint, Huge Capabilities

The KODAK PROSPER ULTRA 520 Press has a compact and robust design. Thanks to its small footprint and range of specifications, it can be installed in most production facilities without extra expenses for establishing a special digital pressroom. PROSPER ULTRA 520's open architecture allows printers to work with a variety of vendors for unwinders, rewinders, precoat and postcoat units, and finishing equipment.

PROSPER ULTRA 520 is available in two versions: PROSPER ULTRA P520 is targeted at publishing applications and commercial print up to moderate ink coverage. The P520 model has two dryers per side of the web — four in the complete press. Then there's PROSPER ULTRA C520 for commercial printers producing direct mailers, inserts, catalogs, and books, even those with high ink coverage on coated papers. The C520 has four dryers per side — eight in the complete press. PROSPER ULTRA 520 also features a proprietary intelligent drying system using near infrared technology. The solution, combined with Kodak's low humectant pigment inks, are the key to printing heavy ink coverage on glossy papers at the press's top speed.



Press controls and job management are handled by the new KODAK 900 Print Manager, based on an efficient hardware configuration. The compact digital front-end employs the state-of-the-art ADOBE APPE 5 RIP, and runs the press at peak performance with easy setup, makeready, and a sophisticated job queuing system. The system accepts all the leading file formats such as PDF, PDF/VT, and AFP, and supports connectivity to JDF/JMF compatible prepress and finishing devices. These features ensure an optimum compatibility and integration of the PROSPER ULTRA 520 Press in today's connected production environments.

With offset-comparable output and exceptional productivity, the PROSPER ULTRA 520 Press closes the gap with offset. At two to three times faster than competing systems in its highest quality mode, it delivers unrivalled productivity and efficiency. And thanks to these unique capabilities, printers can transition more work from higher cost offset or toner devices to grow their business. That's why the KODAK PROSPER ULTRA 520 Press is truly inkjet reimagined.

THINK YOU KNOW INKJET? THINK AGAIN.

The new KODAK PROSPER ULTRA 520 Press, powered by Kodak's breakthrough ULTRASTREAM continuous inkjet technology, completely redefines inkjet production printing. This cutting-edge web press closes the gap with offset.

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PRODUCT DEMO VIDEOS

Ricoh's VC 70000 Takes Center Stage

From the company's Customer Experience Center in Bounder, Colo., Roger Serrette, executive briefing center director, Ricoh USA, will walk viewers through the RICOH Pro VC70000. The continuous-feed platform empowers commercial printers to produce applications — such as high-end catalogs and magazines — traditionally expected from offset presses.

The Pro VC70000 has a wealth of features, including the ability to print at speeds up to 492 ft./min., producing nearly 130,000 A4/letter impressions per hour. It leverages advanced piezo drop-on-demand printheads at up to 1,200 x1,200 dpi resolution on uncoated, offset-coated, inkjet treated, or inkjet-coated papers.

Ricoh has established long-term consultative alliances that do not end with a sale. Many of which begin in the Customer Experience Center, which prides itself on being a location where customers and potential customers can meet one-on-one with the subject matter experts and engineers. In addition to seeing the RICOH Pro VC70000 in action, viewers have a chance to tour the rest of the Customer Experience Center and see firsthand how the technology that drives their products is developed, and how integral customer feedback is to the process. Viewers also will get an exclusive look at the new RICOH ProScanner Option, which leverages advancements in artificial intelligence and machine learning to improve accuracy, decrease manual touchpoints, and increase efficiencies.

Fuji Demos Third Generation J Press

In its video demonstration held during the PRINTING United Digital Experience, Fujifilm will walk viewers through the J Press 750S, the 3rd generation of the company's successful J Press product line.

The J Press 750S incorporates the capabilities and quality of previous generations, while delivering higher levels of productivity. It features an in-line, real time scanning system that makes automatic nozzle corrections on the fly and requires zero intervention from the Operator. It also features Fujifilm's ColorPath SYNC Brand Color Optimizer, which allows users to quickly and accurately predict the entire Pantone library in one minute. The J Press 750S generates 3,600 B2 sph, for both static and variable jobs, with a maximum sheet size of 23x29.5" (585mm x 750mm).

A Look at the New HP PageWide Web Press T250HD

Originally planned to make its debut at drupa 2020, viewers will get a first look at the the new flagship 22" continuous inkjet HP PageWide T250 HD during the PRINTING United Digital Experience. The new press features HP Brilliant Ink and expanded media versatility for high-volume commercial, publishing, transaction, and direct mail applications. Other advancements — which will also be made available as upgrade options to previous models — include:

- HP Brilliant Ink for high-quality prints with eye-catching color, bold reds, and dazzling blues with a glossy output.
- A new CMYK ink set with an extended gamut, specifically designed to print with high quality on coated and uncoated offset media with one press.
- Expanded application range with the digitally printed HP Optimizer for smooth color gradients. It also compensates for batch-to-batch mill variation on coated media, while delivering high optical density with reduced show-through on offset uncoated media.
- A built-in color vision system and color spectrophotometer, HP's Quality Image Check vision system monitors print quality in real-time and provides the operator with performance insights while running the press at speed.
- Print at speeds up to 500 fpm (152 mpm).
- To match the productivity of the HP PageWide T250 HD, HP also teamed up with Harris & Bruno to create the H&B ExcelCoat ZRW Web Coater with UV and aqueous coating capabilities for commercial and direct mail applications. The coater will be available exclusively through HP.

Canon USA Demos varioPRINT iX-Series Sheetfed Inkjet Engine

First announced in April 2020, viewers are getting a first look at the new Canon USA, and its subsidiary Canon Solutions Americas, varioPRINT iX-Series sheetfed inkjet press. Built on the success of the varioPRINT i-series, this advanced sheetfed inkjet press utilizes iQuariusiX technologies, which combine the image quality of offset with the productivity and cost efficiency of production inkjet to support production volumes of one to 10 million letter ipm.

Offering an average 94% uptime and virtually eliminating the need for daily calibration and maintenance, the varioPRINT iX-series streamlines productivity and helps improve running costs. Customers can print up to 4,500 12x18" sph (or up to 312 letter ipm) on a wide range of media — including offset coated paper ranging from 90 to 350 gsm — with native 1,200 dpi processing.

Other innovations the new varioPRINT iX -Series brings to the table include:

- A drying system utilizing heat, humidification, and cooling protects

paper and helps ensure robust prints on a wide media range — straight and ready for finishing.

• New proprietary polymer pigment, water-based inks and ColorGrip for high-quality, vibrant, and robust color on a variety of media, including coated stock up to 350 gsm.

• iQuariusiX quality control technologies for high-end image quality.

• Advanced nozzle uniformity control (NUC) technology uses an inline scanner to automatically check and align single nozzles during the production run to help eliminate streakiness. This also offers the capability of detection and auto-compensation of the nozzles during the job, thus reducing downtime and waste, and helping to ensure high image quality.

• Supporting (NUC) is Nozzle Activity Control (NAC), which controls the nozzle performance and automated correction, when needed, for maximum, stable quality without operator intervention or productivity loss.

Kodak Highlights PROSPER ULTRA 520, Powered by ULTRASTREAM

Kodak ULTRASTREAM Continuous Inkjet Technology employs precise placement of consistently round, satellite-free dots and low humectant inks to produce the highest inkjet image quality available across a wide range of substrates. Viewers of the video demonstration will be able to get a first look at how the PROSPER ULTRA 520 completely redefines inkjet printing and closes the gap with offset.

It delivers offset-like quality at consistent production speeds of 150 mpm/500 fpm on glossy papers with high ink coverage and variable print — all at the industry's lowest cost of operation. The new press is engineered to maximize productivity by printing across a broad range of substrates using the industry's most versatile, highest quality and cost-effective water-based inks. As a complete system, the PROSPER ULTRA 520 will help printers profitably grow their businesses across a range of applications, including direct mail, marketing collateral, catalogs, books, and more.

Standard Finishing Shows Off a Range of Products

During its video demonstration, Standard Finishing will highlight a selection of some of the company's most innovative products and partnerships. The company proudly partners with world-class equipment manufacturers to deliver a complete line of state-of-the-art solutions to print service providers across the full spectrum of print industry segments. Standard has longstanding exclusive relationships with two primary manufacturing partners: Horizon in Japan and Hunkeler in Switzerland.

Some of the new products viewers will be able to learn more about include:

1. The Horizon BQ-500 perfect binder, which is designed for increased book-of-one productivity, increased automation, and increased quality control over a wider range of substrates regardless of run length. The BQ-500 is the first perfect binder to come equipped with iCE-LiNK, Horizon's new cloud-based JDF workflow and job-management tool. The system features an improved 12.1" touchscreen for quick setup, an ergonomic design for efficient, operator-friendly operation, and an enhanced delivery system for thin books.

2. The Horizon HT-300 Three-side Trimmer features a fully automated setup with color touchscreen control, and comes equipped with iCE-LiNK. The system offers higher productivity, unique corner cut capability, optional flap cover trimming, and the automated setup can be barcode driven. The HT-300 is more than 35% faster than previous models, and can process up to 300 book stacks per hour (4 books/stack x 300 = 1,200 books per hour). This three-side trimmer can be easily run in-line with the BQ-500 perfect binder for seamless book production.

3. Hunkeler's new Generation 8 pre- and post-modules are modular in design, and can be configured near-line or in-line with inkjet presses. The modules include the UW8 Unwinder, RW8 Rewinder, WM8 Web Merger, CS8 Rotary Cutter, DP8 Dynamic Perforator, WM8 Web Merger, LS8-30 Stacker, and WI8 CIS-based Web Inspection

module. Generation 8 modules were designed to handle the unique requirements of full color inkjet print applications, and they feature greater automation, a wider range of formats and paper weights, and increased speeds (590 fpm) and web width (22.5"). Generation 8 modules also handle coated and uncoated stock, from 27 lb. text, to 12-point card, as well as support the widest range of formats on the market, from full-bleed 4x5.5" postcards, to sheets as large as 22.5x30" (B2+ format) at speeds of up to 300 stacks per hour

PRODUCTS

Products included in this section were updated as of October 13, 2020. For additional products within this category and others, please visit digital.printingunited.com/new-products.

HP PageWide Web Press T240 HD with an in-line H&B ExcelCoat Web Coater — Intertech Award Winner

HP partnered with Harris and Bruno to integrate a web coater with HP's 22"-wide inkjet web press. The coater can apply aqueous or UV-cured coating on one or both sides of the web at full press speed. Operators can switch coatings quickly (under seven minutes for same coating type). Being able to coat in-line at press speeds, judges concluded, gives commercial and direct mail printers another reason to take advantage of inkjet press technology.

Xerox Baltoro HF Inkjet Press — Intertech Award Winner

Baltoro was invented to make production inkjet widely accessible — 14.33x20" format, smaller footprint, and less energy use than comparable presses, and affordable for more companies. It can produce up to 300 duplex letter images per minute with no need for a priming solution. Automated color control makes it easy to operate and unique ink saving features helps keep running costs low. The frame and paper path are adapted from Xerox's flagship iGen press.

Canon ProStream 1800 Continuous-Feed Inkjet

The newest model in Canon's ProStream 1000 series comes with increased speeds of up to 436 fpm boasts one of the highest resolutions and print quality of any digital printing press at that speed, making it the ideal solution for commercial printers who want to achieve ultimate performance.

Canon VIEW: Automated Inkjet Estimation Tool

The power to produce estimates has never been easier. With VIEW, the intuitive Canon Solutions America inkjet estimator tool, sales teams and customers alike can quickly and proactively ascertain ink usage estimates for any PDF application.

Color Concepts of North America ColorBase Exchange

ColorBase Exchange is a cloud-based platform that connects manufacturers to resellers of printing materials and facilitates communication and transactions through a centralized marketplace. With streamlined data exchange, procurement, sales, customer acquisition, payments and logistics, operating in the large-format print material industry has never been more straightforward, secure, and cost effective.

Duplo DDC-810 Raised Spot UV Coater

Produce premium packaging, business cards, and marketing campaigns with the Duplo DDC-810 Raised Spot UV Coater. Using digital technology and the output your digital presses, uers can drive profit through short-run and customized applications and see a rapid ROI.

iJetColor Pro 1175P by Printware

The iJetColor Pro 1175P is a high-speed, industrial envelope press that incorporates HP's PageWide thermal inkjet technology. The HP FI-1000 printhead generates full-color images using pigment-based, durable ink that is fade, scratch, and water-resistant. It is a versatile solution for operations producing short-run, full-bleed variable data jobs.

FireJet 4C

Kirk-Rudy's FireJet 4C is a pigment-based aqueous inkjet printing system engineered to deliver increased speed and outstanding image quality at a low cost. Powered by Memjet, it is an all-in-one printing system that combines a heavy-duty transport that Kirk-Rudy is famous for, along with the printing quality, reliability, and simplicity that Memjet is known for.

Konica Minolta AccurioJet KM-1e

The digital full color 29.5" sheetfed LED-UV InkJet press delivers outstanding print output much faster than with offset or aqueous inkjet. Zero makeready is required and no drying time is needed. Since our UV light curing technology dries ink instantly, your images stay crisp and clean with superior color stability and consistency. Expanded print job applications, reduced downtime, and greater flexibility improve productivity leading to diverse new projects and increased revenue streams.

Muller Martini Corp Primera Pro

The all-new 14,000 cph Primera Pro is an advanced and highly efficient saddle-stitcher that can be used for small, medium, or large print runs. It features a revised operating concept as well as a fully automated three-knife trimmer. Engineered to be digital ready for future opportunities.

Tecnau Revolution 50 Series

Tecnau's Revolution 50 series is a family of cut/stack modules designed for the latest generation of high-speed, high-resolution web-fed color inkjet presses. Systems run paper weights from 40 to 300 gsm, at speeds up to 750 fpm. All modules run taut-web for reliable operation, and include features like IoT connectivity with remote monitoring for high uptime. Multiple stackers, as well as merger and plow-fold, are available.

Tecnau Splicer Roll 40

Building on Tecnau's proven Zero Speed Splicer u40 unwinder, Tecnau adds the Splicer r40 rewinder. Pairing the two splicers (as Splicer Roll 40) together around a high-speed web-fed inkjet press allows customers to absolutely maximize productivity. With the latest presses completing rolls as fast as 30 minutes, downtime due to roll changes can approach 40% or more. With Roll 40, this drops to 0%, while also eliminating the lengthy paper waste associated with press stoppage due to roll completion.

Tecnau Stack 1212

Tecnau's Stack 1212 cut/stack system converts multi-up output from the emerging generation of B2+ color digital presses (as well as sheetfed offset presses) into smaller, stacked finished pages without guillotine cutting. It reduces manual print handling, cutting, and stacking sheets in a single-pass automated process. The system features a smaller footprint than competition and supports impositions up to 21-up and papers from 70 to 350 gsm, producing pages as small as 4x5".

Duplo USA DC-618 Slitter/Cutter/Creaser

The fully automated DC-618 Slitter/Cutter/Creaser is Duplo's compact yet powerful, precision finisher. With its ability to slit/cut/crease and perforate in a single pass, the DC-618 delivers professionally-finished applications up to 23 sheets per minute.

Remove touchpoints and increase productivity. Finish digital print jobs in faster turnarounds. Perfect for all your short runs, the DC-618 produces a wide range of applications including 24-up business cards, greeting cards, tickets, and coupons."

Rollem International Game Card and Playing Card Specialty Converting Systems

The Rollem Revolution and Rollem Slipstream are automatic card converting systems designed to turn sheets of playing cards, game cards, collector's cards into finished decks in one process at unmatched output speeds. Users drastically increase productivity

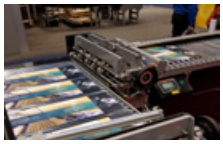
with our in-line two-directional cutting, collating and full punch capability at processing speeds up to 40 packs per minute — all with just one operator! Sheet sizes 28x40" and 29x30".

Rollem International InsigniaX3 Diecutter

Rollem's InsigniaX3 model of machine produced specifically to die cut through 0.030"/0.76mm thick materials. Its 24x24" sheet size adds to its feeding and layout versatility. Use InsigniaX3 to convert an extensive range of stocks, including paper and cardstock, PVC, PET, plastic, vinyl, adhesives, and even lightweight aluminum. It's ideal for digital printers offering customized products, such as folded cartons, craft boxes, beverage labels, retail hang tags, card carriers, and much more.

Rollem International Jetstream Postcard and Business Card High Volume XY Rotary Slitter

Jetstream's XY Slitter is the preferred choice for higher volume professional converting of postcards, business cards, retail shelf tags, and photo books. Speeds up to 5,000 sph with 100% cutting accuracy plus scoring and perforating. This fully automated system offers a new flexible stacker, auto-collator, barcode reader or in-line folder/gluer to maximize any type of product delivery. Streamline finishing with the 24" or 30" Jetstream XY Slitter.



Rollem Insignia 'H' Model Diecutter

The H is Rollem's latest hybrid model sheetfed flexo-magnetic diecutter. Users will benefit from its ability to handle dual magnetic scoring using a male and female die with the added ability to use a single die configuration for kiss-cutting functions.

Rollem Semi-Slitter for PSA Liner Slitting

The Semi-slitter is the top choice for applying back slits to PSA adhesive materials such as decals and labels. Depth of cut accuracy is consistently maintained with Rollem's patented partial slitting technology. Handles sheets of all widths up to 42", starting with an 18" model.

Tamerica TCC-1400F+ Foil Fuser and 2-Sided Laminator

Don't be fooled by its size — Tamerica's TCC-1400F+ 14" laminator is a highly capable and trustworthy hybrid of a machine, combining its ability to Foil Fuse media in colorful foil finishes and laminate it afterwards. With variable speed and temperature settings, and very efficient heating elements, laminating jobs up to 10 mil in thickness are a walk in the park. Small, mobile, compact, reliable, and inexpensive, Tamerica's TCC-1400F+, truly... big things come in small packages.

TECNAU

STUNNED BY FINISHING POSSIBILITIES

Cut & stack continuous inkjet output at speeds of 500 fpm & above, papers 40-300 gsm. Cut and trim B2 sheets down to finished size in a single pass. Dual roll splicing input and output so your press never stops. And that's not all. No wonder they're stunned!

EMPOWERING DIGITAL PRINT

Tecnau offers a wealth of engineering expertise and a breadth of product line unmatched in the digital print feeding & finishing marketplace, with solutions appropriate for all digital print applications, including commercial & graphic arts, books, direct mail, and transactional.

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