



# ECO FRIENDLY WITH DI

**P**resstek is well known for its innovative leading technology when it comes to direct imaging presses.

Its technology includes the Presstek 75DI, capable of 16,000 sheets per hour, and available in four to six colour models, with aqueous coating as an option. All of the 75DI's plates are simultaneously imaged in just two minutes.

The Presstek 52DI is capable of 10,000 sheets per hour (.06 to .5 thick), and comes in four colour models and a four colour with in line aqueous coating (the Presstek 52DI-AC). The maximum sheet size for the 52DI and 52DI-AC is 520 x 375 mm (landscape format). Imaging time from start to finish is four and a half minutes for all four plates.

The Presstek 34DI is capable of 7000 sheets per hour (.06 to .5 thick), and comes in four colours. Maximum sheet size is 340 x 460 mm (portrait format).

Both the 52DI and 34DI presses are compact, with a very small footprint, so great if room is an issue in your pressroom. This is because of the unique V-shaped design, double plate and double blanket cylinders and a central impression cylinder that holds three sheets. On that, sheets pick up four colours in two revolutions without a gripper change which eliminates the chance for misregistration.

Add to this the brilliant environmental credentials of direct imaging such as chemistry free platemaking on-press – the

technology allows users to streamline their production workflow as there is no external platemaking step involved, no extra machinery to run, power or maintain, no chemicals or waste water to dispose of, and no VOCs, reduced make ready waste, low energy use, and the waterless technology does away with dampening solution, eliminating the use of fountain solutions and water.

The company also offers Eco-UV, which is an integrated curing system for its DI digital offset presses. Launched at drupa 2016, Eco-UV will allow print companies to be more environmentally sustainable than ever before.

Presstek Eco-UV instantly cures inks – sheets coming off the press are immediately ready for finishing, improving overall job turnaround time.

It also allows printing on non-porous substrates such as plastic and vinyl in addition to traditional paper and board.

## A HAPPY CUSTOMER

Presstek's DI presses are packed full of benefits, so it is no wonder they are impressing customers. One of these is Washington Direct Mail, which has installed a 52DI-AC.

We spoke to Jon Beasley, technical director at WDM, who told us how the installation went. Jon said, 'The press was delivered and installed over two days without any problems and has been reliable ever since. The operator who ran it previously moved with the press so we

had no real down time at all and could start printing immediately. I have been really impressed with the print quality and in most cases it is better than we received when we outsourced.'

## SO WHY THE PRESSTEK PRESS?

'We originally only went to look at a booklet maker!' he said. 'We were offered the Presstek at a good price as part of a deal for five bits of kit in total and the more we thought about it the more it made sense. We didn't have any experience of litho print at all so the main plus point is it is a relatively small jump from the digital kit we have been using to this. We didn't want to have to learn all about the litho industry from scratch so to have the plate making and coating all taken care of by one machine and with virtually no waste was very appealing.'

Previously the company was running digital in the form of Xerox presses, but Jon said of the DI technology, 'We love how easy it is to send jobs through the RIP and the quick make ready time.'

At the moment, the company is mainly using the press for the letterheads and booklets it used to outsource.

Jon said, 'We do a lot of small to medium size runs that are not cost effective to put on the Xerox machines, but are just the right sort of size to run on the Presstek. We are in the process of setting up a web to print site that will hopefully drive more volume through the press as well.' **PS.**