

Increasing productivity;

Presstek's DI technology is improving efficiencies at The Printed Word in Horsham.

Having been a Presstek customer for 15 years, and a user of the company's DI (direct imaging) technology for some time, The Printed Word, based in Horsham, West Sussex, went back to the press manufacturer when it was looking to make an investment in a new press. The outcome of this is that The Printed Word has now become

the first print company in the UK to run Presstek's 52DI Eco-UV which has replaced its existing 34DI. The upgrade allows the company to now benefit from instant print drying and enhanced turnaround time. Managing director Rob Pryer explained, "We are a long term Presstek customer, with one of the first processless platesetters in the UK installed in our workshop more than 15 years ago. The new Presstek 52DI Eco-

UV will help enable our business to offer a well sought after print on-demand service, using a doped mercury vapour lamp and UV curing technology, meaning sheets leaving the press can be processed immediately. As well as delivering fully dry sheets, the Presstek 52DI Eco-UV will increase productivity at The Printed Word, allowing a switch from portrait to landscape feeding, increasing speed

The Printed Word

The team at The Printed Word believes in good customer service and everything it does enhances that philosophy.

Now with the new press, the company is able to better answer the needs of its customers with quicker turnaround times. Its business to business printing services (www.printedword.co.uk/b2b-printing-services) are based on the speed and quality of output from the Presstek 52DI.

Its on-demand transactional and photobook business is driven by its five Xerox digital presses. (www.printedword.co.uk/variable-data-printing-and-mailing/).



‘We used to have to seal jobs prior to finishing on silk stocks, but don’t need to do that on the Eco-UV Di. Printed stock and finishing performance is significantly improved too.’

opening opportunities

Print Solutions finds out more.

and reducing overtime – which was previously the case with the 34DI.’

The 34DI had proved itself as a reliable and capable workhorse, but Rob explained that the company was up to full capacity on the press, meaning that it had started to look for a press with a higher volume throughput. ‘We have had our 34DI for six years and it has proved a great investment for our business’ said Rob.

Looking for greater capacity meant that initially a conventional B2 press with separate CTP unit was considered.

But after speaking with Presstek, Rob was convinced that the 52DI Eco-UV would be the ideal fit for his business.

‘We are optimistic that our Presstek 52DI Eco-UV will end all previous issues encountered and allow us to meet the high demand of production

needs as well as ease overtime pressures,’ he continued. ‘In addition to this, we are confident in continuing our long standing professional relationship with Presstek to offer our customers unrivalled business to business printing services across the country on the litho press while our line up of five Xerox digital presses take care of all our transactional printing and quality photobook orders.’ **PS.**

The Presstek 52DI Eco-UV

As with all Presstek’s DI presses, the 52DI Eco-UV includes on-press chemistry free thermal laser imaging. Platemaking takes place on the press, with digital files being sent to the press and chemistry free plates are made and mounted automatically on the press itself.

The company’s Eco-UV systems allows a cost effective way to move into UV printing. It is designed to deliver instantly dried traditional and non-absorptive substrates and offers faster job turnaround for a wider range of substrates including vinyl and plastics, allowing print companies to offer an expanded product portfolio.

On top of these benefits, the DI Eco-UV technology also incorporates environmental benefits. Presstek DI’s waterless press design and on-press chemistry free imaging deliver significant advantages. Plus, there are energy savings with Eco-UV; it is about 70% more efficient than standard UV and generates less heat, which results in superior sheet control and less stock deformation.

Added to this, the waterless technology offers less variables, so quality is outstanding.

The DI presses are free from click charges and have built-in automation for ease of use and low maintenance.

The 52DI landscape model prints up to 10,000 sheets per hour and is available with optional in line aqueous coating or integrated Eco-UV system.

Presstek also offers the four colour 34DI and the 75DI in four to six colour configurations. The 75DI runs at up to 16,000 sheets per hour, whilst the 34DI runs at 7000 sheets per hour.

Presstek DI® ECO-UV. Instantly. Cures. Substrates.

Do you need to print...

Full colour quickly, easily, and economically?
Precise quality every time?
On plastics, vinyl, paper & board?
On thinner or thicker substrates?

**EASILY PRINT ON PLASTICS,
VINYL, PAPER & BOARD!**



No problem. The Presstek DI ECO-UV digital offset press does it all. Its unique inline curing system instantly cures ink to nearly any substrate whether it's thick, thin, plastic or paper. Printed jobs are immediately ready for finishing!

A Presstek DI ECO-UV has all the components to give you a competitive edge.

Substrate versatility – thick, thin, plastic, paper

Instant drying for even faster job turnaround

Higher print quality with waterless design

Offset printing with digital efficiencies

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TECHNOLOGY
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Stand H355**



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