

# Presstek DI®

Top 10 reasons to use Presstek DI Presses

## Top 10 list

- 1 Digital Offset Printing
- 2 Short Run Color
- 3 Environmentally Friendly
- 4 Fast Makeready
- 5 Easy to Use and Integrate
- 6 Highly Automated
- 7 Improved Profitability
- 8 Zero Transfer Printing with Double Plate Cylinder
- 9 300 lpi and Stochastic (FM)
- 10 Print on a Wide Range of Substrates

# Top 10 reasons to use Presstek DI® Presses

## Feature

## Advantages

## Benefits

## Notes

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### Digital Offset Printing

- Environmentally friendly—eliminate plate processors and chemistry
- Highly automated
- Precise registration
- No click charges
- Pantone inks, metallics & varnishes

- Highest quality offset printing easily delivered at a low cost per page
- InfoTrends reports that DI presses deliver a 50% cost savings, on average, per letter sized page when compared to toner-based equipment

- Toner systems start to become more costly after 250 pages
- Toner does not match DI quality or support the range of substrates
- DI presses produce runs of less than 20,000 more profitably and efficiently than conventional offset

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### Short Run Color

Fulfill more of your customers' requirement for high quality short run offset printing

- Increase your share of your customers' print purchases
- Increase revenues by producing digital offset printing on runs as low as 250

- Capitalize on growth trend of short run color
- It is estimated that 80% of four-color printing is 5,000 impressions or less

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### Environmentally Friendly

- Chemistry-free imaging
- Significantly reduced VOC's
- Less paper waste
- Compact size
- Waterless offset

- Achieve greater sustainability and profitability
- Differentiate your business by offering environmentally friendly offset printing

Most efficient and environmentally friendly way to produce high quality printed sheets

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### Fast Makeready

Automated makeready includes plate imaging, ink key settings and handling resulting in minimal non-production time

- Produce more jobs in less time
- Easy to use
- Higher profits

Fast makeready, on average, Presstek 52DI presses achieve makeready 38% faster than conventional offset.<sup>1</sup>

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### Easy to Use and Integrate

- Easy to learn
- Quickly transition existing or new personnel to operate the DI press
- Fits into existing workflows

- Easier to add a backup operator or a second operator for additional shifts
- DI presses complement toner-based and conventional workflows

DI presses bridge the gap between toner and conventional presses by producing high quality runs of 250 to 20,000 profitably on a wide-range of substrates.



Feature



Advantages



Benefits



Notes

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**Highly Automated**

- Automated makeready
- Automatic presetting of ink keys
- Auto print mode
- Ease of use

- Greater accuracy
- Minimal errors
- Repeatability

Presstek DI presses combine the ease of use of digital with the versatility and high quality output of offset printing.

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**Improve Profitability**

DI presses are engineered to deliver high quality printing on runs starting as low as 250 while maintaining the cost advantages of offset.

In a 2008 InfoTrends study, 80% of respondents said DI printing allowed them to increase business by gaining new customers.

DI users have grown their businesses at a much faster rate than the industry at large, while better meeting today's market requirements.

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**Zero Transfer Printing with Double Plate Cylinder**

Sheet moves through press with a common gripper resulting in precise "first sheet" registration

Higher quality offset printing  
Less waste

All four colors are laid down onto the sheet without any sheet transfer between units

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**300 lpi and Stochastic (FM)**

Highest quality without any extra time or expense

- Improved customer satisfaction
- New business opportunities

Highest quality offset easier than ever before, with less dependence on operator training or experience

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**Print on a Wide Range of Substrates**

- Onion skin to board up to 0.02" (0.5mm)
- Synthetic substrates
- Envelopes

- Meet varied customer needs
- Produce a wider range of applications

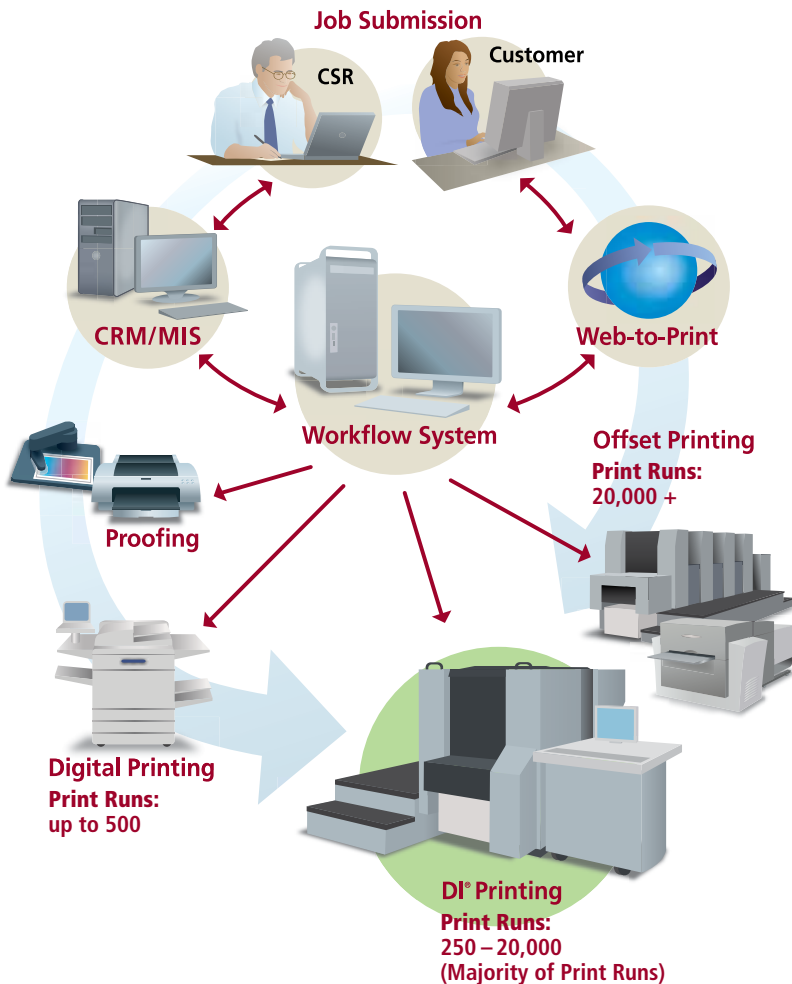
Greater flexibility compared to both conventional offset and toner-based printing

## Be More Capable, Profitable and Competitive

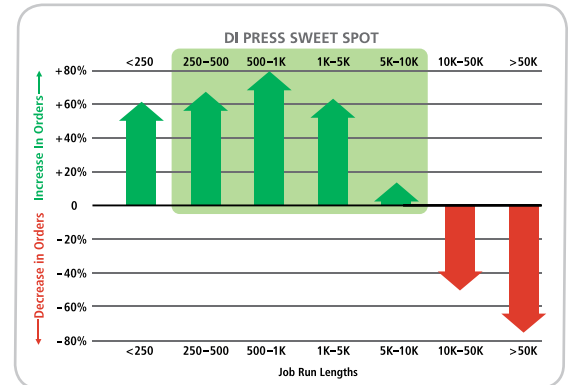
Presstek DI Presses combine the ease of use of digital with the versatility and high quality output of offset printing. Presstek DI digital offset presses bridge the gap between traditional offset and digital toner presses.

With a Presstek DI press you will:

- Generate more profits with lower costs per page for job run lengths of 250 - 20,000
- Make your larger offset presses more productive — use for longer runs and larger format size jobs
- Make your toner presses more efficient — use for one-to-one and ultra short runs
- Reduce operating costs and increase profitability

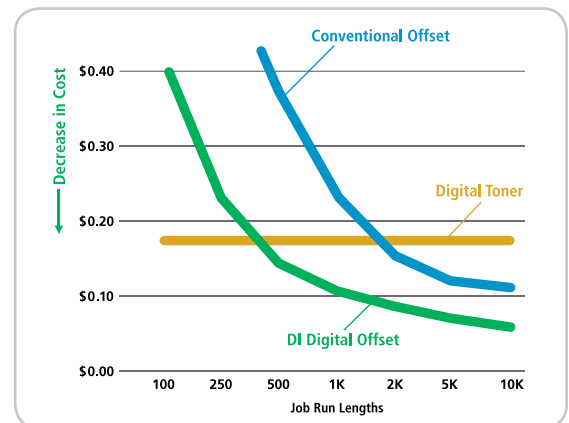


## Market Trend in Run Lengths of Commercial Print Orders



Source: InfoTrends, Inc. The Next Generation Digital Color Printing Opportunity

## Comparison of Printing Cost per Page



Data compiled by Frank Romano, Professor Emeritus, School of Print Media, Rochester Institute of Technology

For more information about Presstek Products:

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Printed with a Presstek DI press on Chorus Art 100lb. Silk Cover. Chorus Art stock contains 50 percent recycled fiber, including 25 percent post-consumer waste, and is Forest Stewardship Council certified.

<sup>1</sup> InfoTrends, Presstek DI® Printing Study: Bridging the Gap Between Digital Toner and Conventional Offset, September 2008.

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A SMARTER WAY TO PRINT