

Presstek DI®

Top 10 reasons to use Presstek DI Presses

Top 10 list

- 1 Digital Offset Printing
- 2 Short Run Colour
- 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
1 Digital Offset Printing	<ul style="list-style-type: none">• Environmentally friendly—eliminate plate processors and chemistry• Highly automated• Precise registration• No click charges• Pantone inks, metallics & varnishes	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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 10,000 more profitably and efficiently than conventional offset
2 Short Run Color	<p>Fulfil more of your customers' requirements for high quality short run offset printing</p>	<ul style="list-style-type: none">• Increase your share of your customers' print purchases• Increase revenues by producing digital offset printing on runs as low as 250	<ul style="list-style-type: none">• Capitalize on growth trend of short run colour• It is estimated that 80% of four-colour printing is 5,000 impressions or less
3 Environmentally Friendly	<ul style="list-style-type: none">• Chemistry-free imaging• Significantly reduced VOC's• Less paper waste• Compact size• Waterless offset	<ul style="list-style-type: none">• Achieve greater sustainability and profitability• Differentiate your business by offering environmentally friendly, digital offset printing	<p>Most efficient and environmentally friendly way to produce high quality printed sheets</p>
4 Fast Makeready	<p>Automated makeready includes plate imaging, ink key settings and handling resulting in minimal non-production time</p>	<ul style="list-style-type: none">• Produce more jobs in less time• Easy to use• Higher profits	<p>Precise registration and automation allow you to reach sellable colour very quickly</p>
5 Easy to Use and Integrate	<ul style="list-style-type: none">• Easy to learn• Quickly transition existing or new personnel to operate the DI press• Fits into existing workflows	<ul style="list-style-type: none">• Easier to add a backup operator or a second operator for additional shifts• DI presses complement toner-based and conventional workflows	<p>DI presses bridge the gap between toner and conventional presses by producing high quality runs of 250 to 10,000 profitably on a wide-range of substrates</p>



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 an InfoTrends study, 90% 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 colours 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

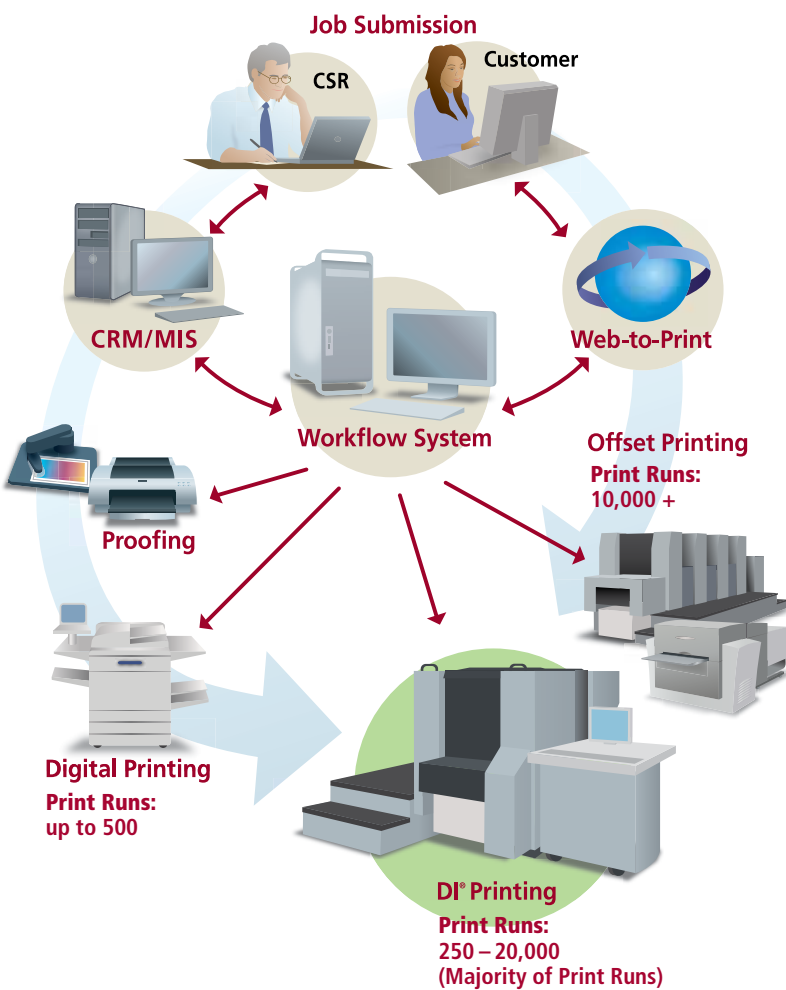
Greater flexibility compared to both conventional offset and toner-based printing

Be More Capable, Profitable and Competitive

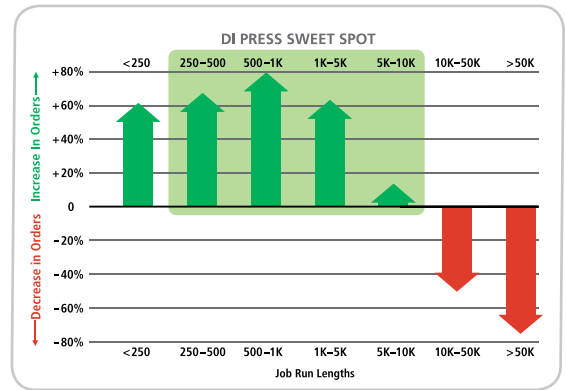
Presstek DI Presses combine the ease of use of digital with the versatility and high quality output of offset printing. Presstek DI digital offset presses bridge the gap between traditional offset and digital toner presses.

With a Presstek DI press you will:

- Generate more profits with lower costs per page for job run lengths of 250 - 10,000
- 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

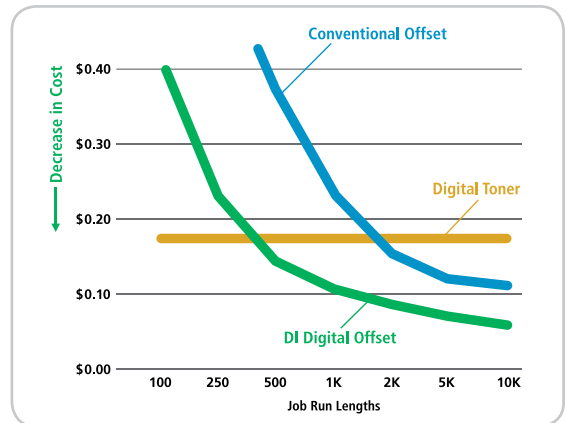


Market Trend in Run Lengths of Commercial Print Orders



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 DI and CTP solutions:

Presstek Europe Ltd

Unit 1, The Summit Centre, Skyport Drive,
Harmondsworth, West Drayton UB7 0LJ
England
Tel: +44 (0)20 8745 8000
Fax: +44 (0)20 8745 8001
www.presstek.com