

SUMMER 2018

# PRINT!

Driving excellence in print



***Bigger and better!***

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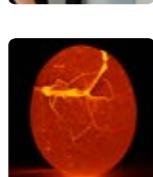
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At the time of writing, we are nearing the end of a World Cup which has thrown up surprise after surprise, not least being Germany going out early and of course England winning a game on penalties, so we feature a variety of stories from far flung places. We review the FESPA show that took place in Berlin last month, where our new superwide Acuity Ultra platform attracted huge interest, and return to the UK to look at the first global installation of this exciting new printer at Echo Studios.

We take a look at Fujifilm's new food safe ink for the Jet Press 720S, and how this will expand the range of applications it can print, and travel to Austria to review how the proud team at Estermann GmbH are taking advantage of all the unique benefits of the press. We have a review of Fujifilm's new getFIT tool that demonstrates the savings that can be made comparing the Jet Press to Offset, and then visit Belgium to review a series of Open Days focussing on the Jet Press, where we compressed a day of offset work into two hours, and showcase this facility after its recent revamp.

We then return to the UK to review their exciting new PLATESENSE programme dedicated to helping printers more effectively manage, or even outsource, their offset plate production, and look at Greenhouse Graphics, whose recent investment in Superia ZD has helped them save time and money. We also include a very positive and insightful article, part of our Print Power series, on print's future and 'Print 2.0'.

Finally, in the world of labels, we travel to Portugal to look at an innovative printer making four-fold savings thanks to our Flenex water-washable plate, and make a final stop in South Africa to feature a fascinating article about Advanced Labels, who have transformed their label production with Fujifilm's new Illumina LED retrofit system.

By the time you read this, the World Cup will be over, and if the shocks and surprises continue to unfold, there will be a new name on the cup that no one predicted. We can all dream...

# Meet the Simpson Group

The latest company to invest in Inca Digital's ultra-high productivity Onset X3 with full automation.

Based in Washington, north-east England, Simpson Group confirmed at FESPA 2018 that they would become the latest company to invest in the ultra-high productivity Onset X3 with full automation. Commercial Director Mark Jerrard and Production Director David Dowson, were at FESPA in Berlin in May to shake hands on the deal.

Simpson Group's 100 staff use a full range of screen, digital and litho kit to create vibrant and striking point of purchase and point of sale displays for a range of high-profile customers, covering market sectors as diverse as travel and leisure, food and drinks, and fashion and financial services.

Looking for more automation, and to replace an existing digital press that was nearing the end of its serviceable life, Jerrard and Dowson compared products from a huge range of manufacturers. "Ultimately it came down to speed and to quality says Jerrard: "As the lease on our old machine was coming to an end, we started shopping around. We took a look at what our current supplier and several others had to offer, but we were attracted to the Onset X3 because of the quality of its print and the speed with which it can deliver that quality. Two-and-a-half to three times faster than the machine it is replacing."

"The automation was also a key factor," Jerrard continues. "We've opted for Fujifilm and Inca's new robot arm because increasingly everything we invest in aims to increase our automation and help us to become more efficient."

Thanks to this improved automation, Simpson Group staff



Mark Jerrard, left with Dave Cull of Fujifilm



**"We were attracted to the Onset X3 because of the quality of its print and the speed with which it can deliver that quality."**

Mark Jerrard, commercial director, Simpson Group

PRINT! is sent free of charge to senior professionals in the print, graphic arts and creative industries.

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**FUJIFILM**

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Design: Hiscock Ransom

For more information visit:  
[www.powerofinkjet.com](http://www.powerofinkjet.com)

## Simpson Group

Location: Washington, UK  
Fujifilm products: Onset X3 with full robotics  
Type of work: POS and POP



02

WIDE FORMAT

## Global first

At FESPA 2018, UK creative production business, Echo House, was announced as the first company in the world to invest in Fujifilm's new, ultra-high quality, superwide printer.

With the sale confirmed at FESPA 2018, the machine was installed and began operation in Echo House's premises in Surbiton, Surrey in June.

"We are a design-led business aiming to push the boundaries for our clients," says Peter

Onyskiw, technical director at Echo House. "Specialising in every aspect of the creative production process, from design through to fulfilment and installation, our extensive knowledge and experience within the Luxury Goods Retail

Market, world renowned Museums, and the Exhibitions sector, allows us to achieve the highest standards, no matter what the challenge.

"We have always invested in state-of-the-art technologies to operate alongside our creative design teams and experienced project management team. We offer the complete spectrum of in-house production facilities, from the finest large format print to stunning multi-media fabrication and cutting-edge, large and small format 3D printing.

"We see the Fujifilm Acuity Ultra as the perfect new addition

to our business. It will sit alongside our current specialist print technology to continue offering our clients the finest quality production."

Offering five metre width and exceptional quality, the Acuity Ultra makes the production of high-end graphics much more profitable than ever previously possible. With a 3.5pl drop size ensuring the highest possible quality - comparable with litho and leading water-based ink systems - the machine is ideal for the high-end, indoor display market, especially for luxury brands. Furthermore, the format size, multi-roll potential

and impressive speed give it the ability to print these high-value applications quickly and efficiently.

Says Kevin Rhodes, Marketing Applications Manager, Fujifilm Speciality Ink Systems: "Echo House has been a valued customer of Fujifilm for a number of years and we're delighted now to be providing them with a solution to take their large format graphics production up yet another level. With the ability to print at production speeds in excess of 200m<sup>2</sup> per hour at a 3.5pl drop size, the Acuity Ultra is set to revolutionise the large format, high-end interior

**"We see the Fujifilm Acuity Ultra as the perfect new addition to our business."**

Peter Onyskiw, technical director, Echo House

For more information visit:  
[www.powerofinkjet.com](http://www.powerofinkjet.com)

### Echo House

Location: Surbiton, UK

Fujifilm products: Acuity Select,  
Acuity Ultra

Type of work: High-quality display graphics

03

WIDE FORMAT

# FESPA fanfare

Fujifilm's new 5m superwide Acuity Ultra was the major draw on the Fujifilm stand this year, while the Onset X3 with full robotics proved one of the highlights of the FESPA 2018 Digital Corrugated Experience.

Fujifilm's popular and respected Acuity range got a lot wider at FESPA 2018, with the newly launched Acuity Ultra and the commercial launch of the Acuity B1. These two machines enhance and grow the Acuity range in very different ways and are already demonstrating their appeal to new customers.

Announced in April and previewed in the Spring issue of PRINT! magazine, Fujifilm's new five metre wide Acuity Ultra was the star of the show in Berlin. Across the four days of the show more than 20,000 visitors made their way through the halls of the Berlin Messe, a large number of them making a point of stopping by the Fujifilm stand to see this machine for themselves.

Impressive though it looks at first sight – what visitors were really taken with was the quality of the print and the speed at which it was operating. Many were keen to register their interest there and then, and the display model on the stand was snapped up by Echo Studios in the UK (see page 2).

On the opposite side of the stand, the Fujifilm Acuity B1, previewed at InPrint and at FESPA in 2017, also attracted its fair share of interest. One European printer in particular was impressed enough to confirm their purchase of the machine on the stand – taking delivery straight after the show.

Meanwhile, in the Digital Corrugated Experience hall, a short walk from the main stand, the Inca Digital Onset X3 proved to be one of the main attractions.

of this new FESPA initiative. Featuring a bespoke new robotic arm and printing with new Uvijet LM low migration inks, the Onset X3 drew in the crowds throughout the show.

Already top of its class for productivity and ultra-high quality, the Onset X's new robotic arm has taken this up yet another level, while the new Uvijet LM ink opens up a world of possibilities in food retail corrugated displays.

"FESPA 2018 came at an excellent time for Fujifilm," says Alois Timmermans, Wide Format Business Director, EMEA, Fujifilm Graphic Systems Europe. "It provided us with the perfect opportunity to launch our new superwide format Acuity Ultra and to announce the commercial availability of our Acuity B1 modular press. Additionally, the FESPA Digital Corrugated Experience hall provided the ideal platform to showcase our new robotics and Uvijet LM low migration ink for the ever-popular Onset X."

"We were delighted to sell all three of the printers we had on display across our two stands, and to meet a large number of potential new customers, particularly wide format printers from southern Europe."

**For more information visit:**  
[www.fujifilmfespa.com](http://www.fujifilmfespa.com)

## Acuity Ultra: key features

- Up to 236 m<sup>2</sup> per hour
- Uvijet GS inks – fully emissions-compliant for indoor applications
- 6 colours as standard (CMYK plus lights), white option
- 3.5 picolitre grayscale printheads
- 0.1 to 2.0 mm media thickness
- 3.2 & 5 metre options
- Linear drive system
- Chilled vacuum table
- Powerful and intuitive graphical user interface



## Onset X: key features

- Direct to media UV flatbed inkjet printing
- Productivity options: from 40 to 180 beds per hour
- Printhead drop-size options: 9, 14, 27 picolitre
- New low migration ink option, suitable for secondary food packaging
- Colour options: CMYK, light cyan and magenta, orange, white
- 25 zone vacuum table
- Powerful and intuitive graphical user interface
- Maximum media size: 3.22 x 1.6m
- Fully automated media handling options
- Four investment entry points

## Acuity B1: key features

- Fujifilm Dimatix QFR7 printheads
- Hybrid UV curing system
- Full automation
- Zoned vacuum table
- Print on up to 10 mm thick rigid material
- Up to 200 sheets per hour
- Full-width print array
- Uvijet KX inks – designed to be pinned and cured by LED
- 4 or 8-channel colour configuration
- Powerful and intuitive graphical user interface

# Food safe packaging

New Fujifilm food safe ink gives the Jet Press 720S primary food packaging capability.

As part of the ongoing development of the Jet Press platform, Fujifilm has launched a new food-safe ink which extends its versatility even further. The new ink, developed in response to strong customer feedback, enables the Jet Press 720S to be used to print primary food packaging.

The market is seeing a growing increase in the number of packaging brand owners and specifiers who are looking to achieve greater shelf stand-out and to differentiate their products from their competitors. At the same time they are also looking to reduce stockholdings, optimise supply chains and find digital press solutions that will allow them to more profitably print offset quality, customised packaging in much shorter and more frequent runs.

Delivering exceptionally consistent, high quality output ready for finishing on carton board or synthetic media up to 600 microns thick, the Jet Press 720S folding carton solution already satisfies these requirements fully, with around one third of all European customers already producing some form of packaging on the press. German print house Straub Druck & Medien AG is one such customer and its CEO, Francisco Martinez, comments: "Packaging buyers want consistency and solid and bright colours, and our two Jet Press presses are delivering all of this. We believe packaging will grow in tandem with our

commercial printing operation over the next few years, and the Fujifilm machines are essential to our success in this sector."

However, the new food safe ink forms a key additional component of the Jet Press folding carton solution, making it the first B2 digital press approved for primary food packaging. This makes it ideal to meet the growing requirement for a reliable digital solution to produce high quality folding cartons for the food, pharmaceutical, and cosmetics/household/personal care markets.

The new, low migration, aqueous food safe ink complies with stringent primary food contact regulations and has been specially formulated to work with inline (via a bridge) and nearline UV or aqueous coating units.

A number of Jet Press 720S customers are currently using the press only for printing packaging, including secondary food packaging. One of those is Belgium-based Packaging for Professionals (P4P). Established to fill a gap in the European packaging market for high quality, low volume packaging produced on demand, it has built its business around the Jet Press 720S. P4P's co-founder & CEO, Mohamed Toual, comments: "Traditionally, clients in the packaging industry have doubted the ability of a digital press to match the quality of litho or flexo printing. However, our customers have been

**"The introduction of a new food safe ink further demonstrates Fujifilm's commitment to developing the Jet Press platform."**

Taro Aoki, Head of Digital Press Solutions in EMEA for Fujifilm

## Food safe ink

Fujifilm's new food safe ink is compliant with the following regulations and standards:

Compliant with Food Contact Materials - Regulation (EC) 1935/2004

Compliant with Swiss Ordinance on Materials and Articles in Contact with Food (SR 817.023.21) as listed in annex 2 and 10 (lists A and B) - 01.05.2017 edition

Independently tested and certified as compliant with Commission Regulation (EU) No. 10/2011 on plastic materials and articles intended to come into contact with food

GMP (Good Manufacturing Practice) is installed and implemented as part of Fujifilm's ISO 9001 Standard (EC) No. 1907/2006 (REACH) - no with more than 0,1 weight from appendixes XIV and XVII acc. (Reference date: July 2017)

Independently tested and certified to be compliant with EN 71-3

Compliant with Regulation (EU) 528/2012 (Biocide Regulation)

hugely impressed with the quality of the products we have produced on the Jet Press 720S. The feedback we have received has been universally positive and we are very confident that this will continue."

For companies looking to diversify into packaging, the Jet Press folding carton solution can also incorporate Phoenix imposition and planning software from Tilia Labs. This software optimises the way jobs are collated, or "ganged", for printing based on minimising waste or maximising printing speed. This ganging function supports true shape nesting and automatically provides users with different options to arrange jobs.

Taro Aoki, Head of Digital Press Solutions in EMEA for Fujifilm, comments: "The introduction of a new food safe ink further demonstrates Fujifilm's commitment to developing the Jet Press platform and to bringing new solutions to market in response to customer feedback. With the ongoing trend towards more creative, personalised and shorter run packaging, forward-thinking converters are increasingly looking for digital printing technologies that offer the reliability and print quality their existing systems have delivered, but with the ability to profitably print short runs. The Jet Press 720S has already proved itself to be a high-performance and highly versatile press for both commercial and folding carton applications. The introduction of our new, food-safe ink, together with options for inline and nearline coating and specialist pre-press software, takes that versatility to a new level and will appeal to many folding carton converters."

For more information visit: [www.imagineinkjet.com](http://www.imagineinkjet.com)



Left to right: Norbert Estermann, founder & owner, Peter Estermann and Michael Wachter, joint managing directors, Estermann GmbH

## Getting personal

Fujifilm Jet Press 720S investment helps Austrian printer Estermann GmbH win new short-run work and meet growing customer demand for print personalisation.

A one-stop, full-service print business with a proud 30-year heritage, Estermann GmbH employs more than 80 people at its premises in Weierfing, Upper-Austria, conveniently located between the region's two major metropolitan centres, Munich and Vienna. Serving a huge range of customers in 22 countries around the world, the company offers LE UV offset printing, digital finishing,

and design and prototyping, and combines expertise with ingenuity to deliver stunning print work for its demanding customer base. Its Jet Press 720S investment in October 2017 has helped it to broaden its product offering and improve its customer service still further, enabling it to offer an expanded range of high-quality, short-run work as well as high quantity variable data print.

"We work as a service partner for industrial and creative customers who want to draw attention to their products through high-quality, specialised print media," explains Michael Wachter, joint Managing Director of the company alongside Peter Estermann. "From production to shipping, we make sure we use the very best materials and technology to deliver the best products and

service possible. In our industry, it's important to provide highly competent consultancy services and solution-orientated customer service, as well as using the most innovative technology for the creative development of new products."

Peter Estermann and Michael Wachter first encountered Fujifilm's powerful, second generation B2 inkjet press in the spring of 2017, and it made an immediate impression.

"The quality and reliability of the machine were hugely impressive," says Wachter "and we were also impressed with the knowledge and expertise of Fujifilm's technicians. In fact, the attentiveness and helpfulness of Fujifilm staff was as much a reason for the investment

as the qualities of the machine itself. Throughout the installation and set-up stages they were fantastic to work with - and they continue to provide invaluable help in getting the very best out of the machine. We're using it to produce high-end mailings, personalised print products, folding carton packaging, folders, books, brochures and high-quality samples for our long-run offset work."

"Our customers have been thoroughly impressed with the quality the Jet Press can deliver and our investment has given us the confidence that we are in the best possible position to capitalise on the growing demand for personalisation, high-quality prototypes and samples

**"Our customers have been thoroughly impressed with the quality the Jet Press can deliver."**

Michael Wachter, joint managing director, Estermann GmbH

### Estermann GmbH

Location: Weierfing, Austria

Fujifilm Products: Jet Press 720S

Type of work: Personalised print products, folding carton packaging, folders, books, brochures and high-quality samples for long-run offset work

For more information visit:  
[www.imagineinkjet.com](http://www.imagineinkjet.com)

Fujifilm has launched getFIT, a new comparison tool to show the savings printers can make by investing in a Jet Press 720S. getFIT is a web-based app for potential customers to discover the economic benefits of the Jet Press compared with offset printing. Based on a printer's specific jobs and requirements, getFIT can estimate the ink usage as well as the cost and speed of printing for both the Jet Press and offset, providing a real-life comparison with existing offset printing equipment.

The getFIT tool allows Jet Press sales specialists to process a variety of print files that represent a cross-section of work, as well as entering existing offset costs, to evaluate, job by job, which would be best run on a Jet Press.

Mark Stephenson, Product Manager, Digital Printing and Press Systems, Fujifilm Graphic Systems EMEA, comments: "The Jet Press 720S is transforming an increasing number of businesses across Europe and beyond, but in our discussions with printers, initially they often don't believe just how much the Jet Press can save them, whether that's in

terms of cost, time or ink usage. This new comparison tool will help us provide a realistic indication of just how much they can save, as it is based on their real-life job requirements. We showcased getFIT at our recent open days at the Fujifilm Advanced Print Technology Centre in Brussels and feedback from visitors was very positive, with a number of prospective customer scenarios showing great results."

Fujifilm distributors and partners, such as Camporese Macchine Grafiche in Italy, are also seeing the benefits of the app. Director, Enrico Camporese explains: "This is an amazing tool, hugely appreciated by our customers. It allows us to very clearly demonstrate to offset printers the true potential of investing in a Jet Press and the transformative affect it can have on their businesses."

Printers looking to explore the savings they can make with a Jet Press 720S should visit [www.imagineinkjet.com](http://www.imagineinkjet.com) and submit a request for Fujifilm to get in touch.

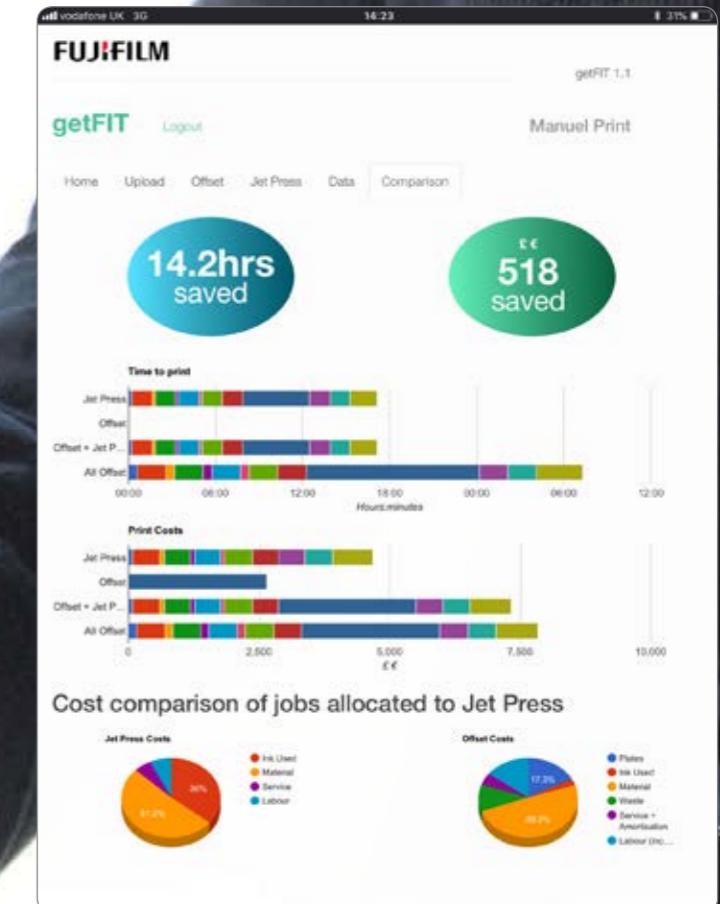
**For more information, visit:**  
[www.imagineinkjet.com](http://www.imagineinkjet.com)

# The numbers don't lie

getFIT: new app estimates potential time and cost savings possible with the Jet Press based on actual print jobs and business requirements.

**"It allows us to very clearly demonstrate to offset printers the true potential of investing in a Jet Press."**

Enrico Camporese, director, Macchine Grafiche



## getFIT: key features

Allows rapid upload and analysis of multiple PDF files

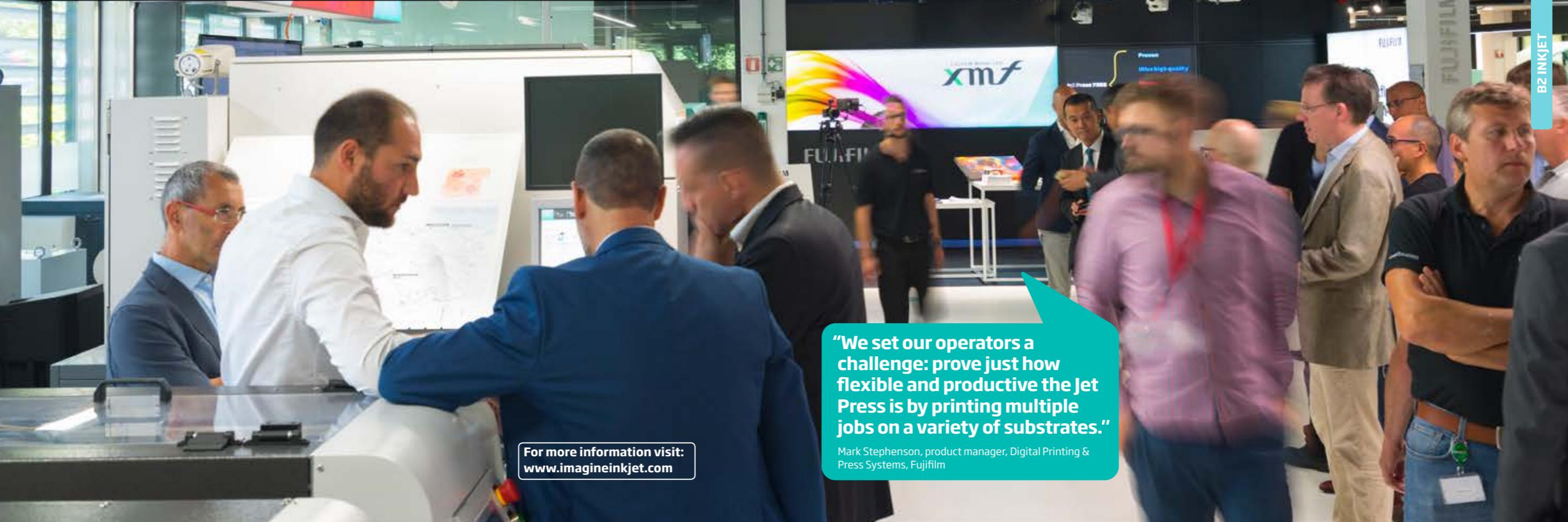
Estimates ink usage of customer jobs

Estimates cost and speed of printing on Jet Press vs offset

Shows which jobs are best suited to Jet Press and which to offset

## All in a day's work

Over three days in June, Fujifilm invited customers to its Advanced Print Technology Centre in Brussels to witness the Jet Press 720S power through a typical day's worth of offset work in just two hours.



For more information visit:  
[www.imagineinkjet.com](http://www.imagineinkjet.com)



Fujifilm's Jet Press 720S needs no introduction and has long set the benchmark for quality in digital print. Beyond quality though, the productivity and versatility of the Jet Press are equally powerful reasons to invest in the technology, and it was these attributes in particular that Fujifilm set out to highlight with this series of open days.

Over the course of three days, Fujifilm's Advanced Print Technology Centre in Brussels opened its doors and allowed printers from all over Europe to get a very real feel for the scale and variety of work that the Jet Press can get through every day.

Printing to folding carton board, synthetic materials, canvas and a range of uncoated papers, the Jet Press was put to the test relentlessly. Visitors saw for themselves its ability to maintain exceptional levels of quality and to print ultra-fine text right across this wide variety of substrates, and how its remarkable levels of up-time ensure that its productivity is

second to none.

Mark Stephenson, Product Manager, Digital Printing and Press Systems, Fujifilm Graphic Systems EMEA explains: "The theme we created for this series of open days was "Imagine the possibilities LIVE!". We know that most printers we meet are already well aware of the tremendously high quality print the Jet Press 720S produces, so we wanted to move the conversation on to some of the other major benefits.

"We set our operators a challenge: prove just how flexible and productive the Jet Press is by printing multiple jobs on a variety of substrates, organised into a production schedule that would typically take an offset press a full day. And then do it all in just two hours!

"So that's what we did. We printed to coated and uncoated stocks, some of them thick, some of them thin. We printed to carton board, canvas and synthetics. We printed luggage tags, book pages, folding

cartons, shelf wobblers, framed prints and maps. Needless to say, it was all at the very highest levels of quality, some of it ISO offset standard, some extended gamut, and all of it featuring lots of flat tints, vibrant colours and fine detail.

"We then fed all the data on the jobs we'd printed into getFIT (see page 10), our new Jet Press and offset cost comparison tool, to give a clear picture of just how much time and money the Jet Press can save.

"Visitors also had the opportunity to ask questions about our recent announcement of a new food safe ink for the Jet Press (see page 6) which is suitable for primary food packaging. It meets all the requisite ISO standards relating to food safety and is fully compliant with Swiss Ordinance.

"Our visitors over the course of the three days no longer need to "imagine the possibilities" with the Jet Press, they've now seen and experienced them for themselves."



*Far left: Acuity F can be seen along side the complete Acuity range including the new Acuity Ultra*

*Left: Onset X3 with full robotic automation*

*Right: Acuity LED 3200R*



*Left: The new Acuity B1*

*Right: Jet Press 720S with video demonstration*

*Far right: The new Acuity Ultra*



# Welcome to your inkjet future

Newly refurbished and featuring all the latest Fujifilm equipment, the Advanced Print Technology Centre in Brussels is the place to go to see new, as well as more established, Fujifilm inkjet technology in action.

Digital printing technologies are changing and evolving constantly, and the choices printers face in order to keep up with their competitors, and with the demands of their customers, can be overwhelming.

The latest digital print solutions offer flexibility and a path to new business growth, but the needs of every print business are unique and the digital solution best suited to each company may differ enormously. Any print business, whether already heavily invested in digital technology, or just starting out, makes a huge investment of time in deciding where and how to invest next, identifying opportunities, carrying out research and trialling all the options.

At the APTC, Fujifilm makes that job a little easier, bringing together its extensive range of inkjet technology systems under one roof. In one trip, visitors can see for themselves the production power and full robotic automation of the Onset X3, the exceptional quality of the Jet Press 720S, the versatility and quality of the Acuity LED and Acuity flatbed ranges, as well as the newest machines in Fujifilm's arsenal: the modular Acuity B1 and the five-metre-wide Acuity Ultra. Whether a printer is looking for growth opportunities in signage, books,

quality commercial print, POS, wallpapers, packaging or any number of industrial applications, Fujifilm has a machine to help them get there, and whichever machine that happens to be, it will be at the APTC.

Of course it's not all about the hardware. To support the digital presses on display, Fujifilm also has experts on hand at the APTC to talk about printheads, ink chemistry, workflow and more, making sure that customers get the full picture and select the full package that is best suited to their specific needs.

"The opportunities in inkjet technology are endless," says Keith Dalton, head of service, Fujifilm Graphic Systems EMEA. "So one of the major benefits of the APTC is that with all that technology under one roof, people have the opportunity to explore a huge range of possibilities to take their business to the next level, some of which may not have even occurred to them before visiting.

"Not everyone is able to get to the big exhibitions, and time and space is of course limited there. At the APTC we have the space and the time not just to talk people through all Fujifilm's huge range of inkjet products - but to demonstrate them live so that visitors can see the possibilities for themselves."

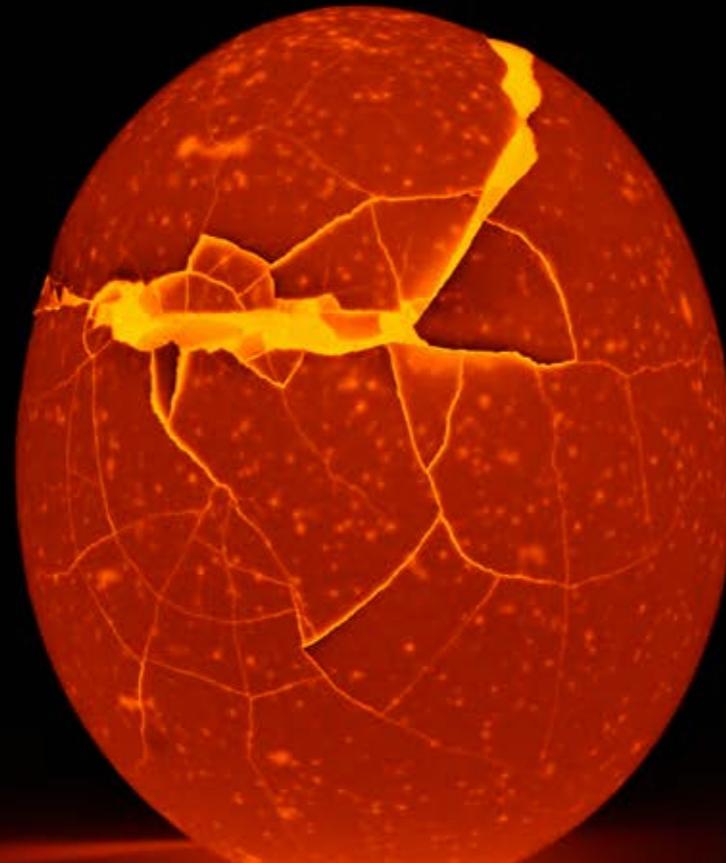
## The start of something new...

Fujifilm UK announces innovative new PLATESENSE programme to offer UK printers unprecedented time and cost savings.

As aluminium prices continue to rise and printers seek to economise where they can, Fujifilm UK has recently announced a radical new business process that allows printers to effectively administer or even outsource their plate production. PLATESENSE, a Fujifilm UK initiative, is a programme set to revolutionise the world of pre-press, as it gives printers the option of either reducing overall administration or allowing Fujifilm to help manage the plate production

process so that they can concentrate on what matters most – running their business. Under the programme, as well as delivering plates to customers when they need them, along with any associated CTP equipment and consumables, Fujifilm will also manage waste and aluminium collection (helping to protect printers from plate price increases) and also provide comprehensive processor maintenance, service and support. These extra services could include additional

options such as an upgrade to Fujifilm's industry-leading XMF Workflow solution and even the management of pre-press personnel. The result will be a single, all-inclusive plate price which will see operational costs and labour reduced or freed up as Fujifilm helps to take the hassle away from managing the plate production process. This leaves offset printers to concentrate on running their businesses, and to benefit from potential productivity improvements and



operational cost savings, helping to boost profitability in a very challenging market. The programme is available to any printer in the UK and Ireland, and with the recent introduction of both Superia ZD and Superia LH-S2 plates, Fujifilm is now able to offer a competitive, high quality solution for any application. So not only will printers be able to benefit from the higher performance and consequent resource saving benefits these plates already bring, they will be able to simplify their entire plate production process and reduce operational costs as well.

Chris Broadhurst, General Manager, Fujifilm UK says: "Despite the drive to digital, in which Fujifilm is a key

technology pioneer, the volume of offset print output remains high both in the UK and globally, so the importance of continued innovation in this area cannot be overstated. Fujifilm has long had a reputation for helping offset printers boost profitability through the unrivalled performance and durability of its Superia plate range. Our new PLATESENSE programme takes this to another level altogether, introducing an entirely new business model. This is the start of something completely new and we're excited about the opportunity we now have to deliver time and cost savings to our customers on a scale they would never have thought possible."

**For more information, visit:**  
[www.platesense.com](http://www.platesense.com)

**"We're excited about the opportunity we now have to deliver time and cost savings to our customers."**

Chris Broadhurst, general manager, Fujifilm UK

### HOW IT WORKS

Our PLATESENSE programme is very simple. We take your existing plate price, factor in a value for scrap aluminium, and then add in additional costs for the elements we take care of. The result: one new plate price that may even be less than what you are paying now!

We can even factor a new workflow into the equation if you are interested in upgrading your existing workflow to our industry-leading XMF solution.



**PLATESENSE**  
THE SMART WAY TO BUY PLATES

## Greenhouse goes greener

A recent investment in Fujifilm's Superia ZD plate has enabled Greenhouse Graphics to save time and money and boost its already impressive environmental credentials.



Founded in 1993, Hampshire-based Greenhouse Graphics started out as a conventional litho printer and has grown since then to cover H-UV litho, sheet fed digital and large format inkjet machines. Across all those devices it prints everything from beer mats and posters to magazines, business cards, wall coverings and vehicles wraps.

Production director Darren Bennett is proud of the reputation Greenhouse Graphics has built for itself: "All our customers expect high quality at a competitive price, and we deliver that, but our real value-add is in our responsiveness to customer requests. Talking about quality and price is important, but our delivery time is the key thing that sets us apart. We are very quick to respond to our customers and they feel the benefit of that. Doing all our work in-house means we're in complete control: the quality, the colours and the delivery dates - everything is spot on."

A recent investment in Fujifilm Superia ZD plates has improved that offering still further.

### Durability the key

"The thing that really appealed to us about Superia ZD plates was their durability," Bennett continues. "Time we would have spent in changing the plates mid-run can now be used to get on with printing the job, resulting in a substantial boost in our overall production speed.

"Our plates go onto a Komori H-UV low energy, UV curing litho press. We bought it two-and-a-half years ago, and as it has both conventional and low energy UV curing capabilities, the chemistry is variable and that posed some unique challenges for the plates.

"We found that on this press our existing plates were losing quality and needed replacing after around 6,000 prints. Now, with the Superia ZD plates, we're running up to 40,000 prints without any downtime in quality - a massive improvement on before. The longevity of the plates is astonishing and we're achieving a much sharper dot and sharper images throughout every run.

"We're often asked to print jobs around the 10,000 mark, so previously we would have had to factor in two lots of plates for a job of that size. Now

with Superia ZD, we just set up once and run. Our cost savings have been massive and the quality of the dot and the life-span of the plate means we can keep the machine running and deliver consistently high-quality work on-time.

### Going greener

"Aside from all the cost saving aspects, the environmental benefits were also an extremely important consideration in making the investment. Any new investment we make is analysed carefully as it needs to fit in with our environmental mantra. The Superia ZD plates are fully recyclable, and the added benefits we've seen in having less down time, and less wastage in terms of paper and ink, means we are staying efficient and green.

### Ahead of the market

"Without a doubt the Superia investment will help us address current trends in the market. Our H-UV press is just one of many in the country, but with Superia plates on it, we can take it to another level of quality and efficiency that our competitors will struggle to match.

"Installations of H-UV presses are on the up - it's the press that's taking over the litho market at the moment. With Superia plates, we're confident we can adapt to any future demands the market may throw at us due to its versatility, durability and quality. Superia plates work exceptionally well in an H-UV environment.

### Highly recommended

"I would definitely recommend both the Superia ZD plate and working with Fujifilm. They came in and helped with the installation, got everything up and running and have supported us since day one. They are very, very good at what they do and the technical knowledge and support they've supplied has been outstanding."

**"With the Superia ZD plates, we're running up to 40,000 prints without any downtime in quality - a massive improvement on before."**

Darren Bennett, production director, Greenhouse Graphics

### Greenhouse Graphics

Location: Hampshire, UK

Fujifilm products: Superia ZD plates

Type of work: Huge range of wide format and commercial print

For more information visit:  
[www.superiaplates.com](http://www.superiaplates.com)



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# How print defied the doomsday predictors

Print 2.0 is about delivering exclusive content and a premium experience to a more targeted audience. Millennials are reading plenty of print – as an antidote to digital overload. People are willing to pay a premium for quality – and for trustworthiness.

A new report from FIPP<sup>1</sup> carves out a lucrative niche for premium, highly targeted print magazines. "Doomsday predictors have dominated the future-of-the-industry discussions [around print] over the last decade or so, with statistics documenting the undeniable structural change in publishing," says the FIPP Innovation in Magazine Media 2018-2019 World Report. "But what escaped the notice of the doomsday disciples, was a hidden but healthy substrate of print publishers who had managed to actually thrive in what was otherwise a print Armageddon."

The old print business model "was brutally treated", confirms John Wilpers, author of the report and senior director at INNOVATION Media Consulting, in a recent interview with Print Power. "But the ravaging trimmed the blubber that once passed for meaningful reach."

## **More exclusive, more targeted... Print 2.0**

In its place is a meaner, leaner Print 2.0 – "obsessed with delivering exclusive content and a premium experience to smaller, select, lucrative... audiences".

And that includes a younger demographic of digital natives that many critics claim just aren't interested in physical media. According to the report, millennials – at least in the US – are reading print. And lots of it.

They're opting in to the print edition of The New Yorker at a rate 10% higher than older demographics, while new subscribers to The Atlantic in the 18 to 24-year-old age bracket have jumped 130% since November 2016. Student sign-ups to receive The Wall Street Journal have also doubled in the past year.

<sup>1</sup> <https://www.fipp.com/insight/publications/fipp-innovation-in-magazine-media-2018-2019-world-report>

Why is Gen Y backing this print revival? So-called 'new print', Wilpers argues, has coincided with a growing desire to switch off from digital - with the print experience now seen as an antidote to our screen lives. It offers cut-through in a noisier, more uncertain social media news environment.

His report goes further, suggesting that "brands and agencies are even beginning to doubt just how well digital advertising works and whether they might have been spending too much for too little return online, while short changing other media in the process".

#### Now is our time

Cited in the report, Linda Thomas Brooks, CEO of the Association of Magazine Media, is bullish about a role for print in this new media landscape.

"This is our moment in time, because everything that marketers need to be effective ... in this age of confusion about media companies and what they represent and who you can trust... it all points back to magazine media."

But Wilpers is quick to point out that, despite all the positive sentiment surrounding print, we shouldn't expect it to return to the levels of revenue it once enjoyed.

And that's OK, he reckons, quoting media consultant Bo Sacks: "There will be much less of it, but what is left will be of extremely high quality in both the physical product and the editorial content."

#### What readers really want

The quality of print - its tactile, finite, quiet elegance - is what Wilpers feels will differentiate it and define its success in the future. And that can mean a number of different things.

It's a mandate for editorial uniqueness - for content that is valuable and exclusive, and not 'cloned'.

And it's an exhortation to a premium experience - from the paper used, to the photography, design and even the advertisers brands choose to partner with.

In fact, says the report, readers demand all of the above - and will gladly pay for the privilege.

"We're seeing a renaissance in print titles - particularly design and women's titles which are intentionally luxurious, in beautiful high-quality paper, and priced at a luxury price point," the report quotes J Walter Thompson director Lucie Greene as having told *The Guardian*.

Wilpers concurs: "The expectation is that print must be absolutely exquisite. Reader revenues will determine the success of print - and readers have proven that high-quality content does not have to be free. More than that, it cannot be free."

The report implies that, superficially, what people are actually paying for when it comes to

a printed product is the chance to be part of a premium community. And they would willingly tout that membership - particularly if a brand stands for values they most want to associate with themselves.

But what folks are really putting a premium on, it says, is the quality of trustworthiness.

The report refers to a Canadian Marketing magazine poll that shows the top-ranked factor for considering a reading experience prestigious is that the publication be a trusted source of information - while noting that print magazines embody "carefully researched, well-written, and masterfully edited and curated content".

**"We're seeing a renaissance in print titles... which are intentionally luxurious, in beautiful high-quality paper, and... at a luxury price point."**

Lucie Greene, director, J Walter Thompson

#### Survival of the fittest

So, what's next for magazines in this more print-friendly climate, replete with opportunity?

For Wilpers, the answer is almost certainly a Darwinian one: evolve or die.

Some publishers, he says, will require a retooling of their mission, products, processes and even personnel.

Others might have to close a beloved legacy print product and replace it with more targeted, niche, exclusive, reader-funded alternatives.

If they do nothing, their species could simply disappear.

Publishers must act now to ensure the transition of print products to their new role in the digital world - rather than ride a slowly dying horse until it expires under them."

**For more information on Print Power, please visit [www.printpower.eu](http://www.printpower.eu)**

#### Print 2.0

Targeted: Exclusive content and a premium experience to more targeted audiences

Not just for the older generations: Millennials are reading print - and plenty of it - many of them very deliberately as an antidote to digital overload

Quality: People are willing to pay a premium for quality and for trustworthiness

Increased productivity, better quality, cost savings and waste reductions all achieved for innovative Portuguese labels and packaging company.

## Flenex brings forth four-fold benefits

Located in Lousã, central Portugal, and owned and run by João and Cristina Quaresma, Trevipack was founded in 2000 to improve the quality of the labels and packaging materials they required for their other business: Lousani Cosmética, a company which manufactures luxury toiletries for the hotel industry, restaurants and airlines.

João Quaresma explains: "We had grown increasingly unhappy with the quality of the labels and packaging materials we were receiving from other suppliers, with colour consistency being particularly poor, so we decided to start producing our own. At first all we wanted to do was to print self-adhesive labels for our own specialised products, but we've grown the company to the point that today, Trevipack is a market leader in the region's packaging and labels sector."

Having expanded far beyond its initial, niche, customer base, Trevipack now serves customers across a range of sectors, including wine and soft drinks, pharmaceuticals, chemistry and pet food. Their relentless pursuit of affordable quality has encouraged João and Cristina to learn about and invest in multiple technologies, including flexography, typography, screen, hot stamping, embossing, pad printing, digital and offset with special UV effects.

This year, seeking to improve productivity and boost their environmental credentials, this company turned to yet another new technology: Fujifilm's Flenex FW waterwash plates solution. Their investment, which included

the installation of a C-Touch processor, has greatly reduced their environmental impact, thanks to the abandonment of solvent systems. This, combined with increased quality, reduced processing time and significant cost savings, has immediately validated their investment decision.

João Quaresma explains: "Quality is critically important to us, so our requirements for the new investment were very high indeed. Fujifilm's Flenex plate is better quality and has a much cleaner dot than any we've used before, offering a far superior final result. In terms of processing times, it now takes approximately 40 minutes, when before at least two hours was required. The icing on the cake is the fact that the technology is so environmentally friendly - the equipment requires no solvents of any kind, making it ecologically perfect. In addition, we can now wash more plates and plates of a wider format than we ever could before."

**For more information visit: [www.flenexwaterwash.com](http://www.flenexwaterwash.com)**

#### Trevipack

Location: Lousã, Portugal

Fujifilm products: C-Touch processor, Flenex FW plates

Type of work: Printed labels and flexible packaging for a huge range of sectors and industries



Left to right: Ana Duarte, administrator, Lousani Cosmética, Cristina Quaresma, financial manager & co-owner, Trevipack, João Quaresma, ceo & co-owner, Trevipack



**"Fujifilm's Flenex plate is better quality and has a much cleaner dot than any we've used before, offering a far superior final result."**

João Quaresma, co-owner, Trevipack



## Advanced savings and productivity gains for Advanced Labels

Fujifilm's first Illumina installation in the EMEA region was declared a resounding success as the customer quadruples its initial investment from one unit to four.

Founded in 2010, South African flexo printer Advanced Labels today specialises in producing high quality labels and flexible packaging for a huge range of sectors, including pharmaceutical, chemical, home and personal care and FMCG.

"Our customers demand consistently high quality, rapid turnaround times and excellent service at a good price," says managing director, Richard Jones. "Furthermore, environmental concerns are becoming increasingly important

to them, so we're always on the lookout for ways to reduce our environmental impact - while improving quality, consistency and speed of delivery."

At LabelExpo 2017 in Brussels, the company confirmed an investment in Fujifilm's new Illumina LED curing solution, making it the first beta site for this technology in the EMEA region. The company also invested in Fujifilm 300 Series flexo inks.

Its first Illumina unit, retrofitted to an existing press in March 2018, proved such a success that the company has now installed three more. In June 2018 they retrofitted two Illumina units to their other existing presses and had a third



fitted to a brand new Nilpeter FA press.

With all four of the company's flexo presses now curing with Illumina LED technology, Advanced Labels has become the first flexo printer in South Africa, and one of the first in the world, to operate with 100% LED UV curing technology.

"We were well aware of the environmental benefits Fujifilm's Illumina solution would bring, and it has well and truly met our expectations," says Jones. "We have had the opportunity to run extensive tests for several months, comparing two identical presses, one curing with conventional UV and the other with Illumina LED. We have recorded an 87.5% power reduction in the LED curing press, which, as well as leading to substantial cost savings, brings our goal of being 100% energy self-sufficient, through solar, much more clearly into focus."

"Furthermore, waste is down, we're creating less pollution and a huge reduction in VOCs (and in noise and heat) has made an immediate and very noticeable improvement to our workplace environment."

But the advantages go far beyond the environmental: "We've slashed our typical job make-ready time in half," Jones continues. "Make-ready set-up now requires the use of 60% less material and typical job run times have been slashed by a third, meaning that overall throughput is up by a third as well."

Advanced Labels has noted further benefits in the previously troublesome "cold foiling" process where Illumina has vastly improved the consistency of results throughout the production process, and in lamination where LED curing has stabilised the production of finished labels, eliminating the negative effects of heat and shrinkage on the materials and adhesive. Illumina LED cured labels experience no

curling, meaning that after application, the labels do not peel away from the container. With conventional UV curing, the company experienced significant rejection rates due to the curling of finished labels.

Jones also has high praise for Fujifilm's new 300 series inks. "I've used Fujifilm inks at previous companies and it's obviously something that they do very well. Since switching to the 300 Series inks, we've found that we can achieve the colours we need much faster than we could before, the viscosity is lower and colour matching has become a much more straight-forward process."

"Overall we've been delighted with the results of the investment. Fujifilm has continually impressed throughout the sales and installation process and beyond. They have been communicative, professional, and the technical support they provide is second to none. Coupled with the very high standard of the products they've supplied us with, we're delighted with our investment decision and feel that we're now in the best possible position to capitalise on the trends in the South African market towards, higher quality, faster delivery and much higher levels of environmental awareness. The reliability of Illumina LED curing units also means we are now far less likely to encounter breakdowns and lengthy delays in production, something that we experienced with our old conventional UV systems".

### Advanced labels

Location: Durban, South Africa

Fujifilm Products: Illumina LED curing units x4, 300 Series inks

Type of work: high quality labels and flexible packaging for a huge range of sectors, including pharmaceutical, chemical, home and personal care and FMCG

**"We've slashed our typical job make-ready time in half; make-ready set-up now requires the use of 60% less material and typical job run times have been slashed by a third."**

Richard Jones, managing director, Advanced Labels



