



**For immediate release
5 February 2009**

Screen shows Truepress Jet520 versatility at Hunkeler Innovation Days

Screen will be demonstrating the versatility of the Truepress Jet520 full-colour variable inkjet printing system to print newspapers, books and transpromo at the Hunkeler Innovation Days 2009 in Lucerne, Switzerland, on 16-19 February. Visitors to the event will be able to see the single engine duplex version in action as it produces - in less than two minutes - an example of a 160pp educational book, complete with coloured text, photographs, illustrations and tinted panels. The books will then be fully bound within a cover printed on the Truepress 344 and finished by a specialist at the event. The machine will also be outputting various pieces of transpromo material and a selection of other samples.

The Truepress Jet520 is a good option for book printing and it is becoming established as the standard machine for short-run and on-demand colour book production. There are now three sites operational in the US all focusing on this application. Short run and on-demand book printing is a rapidly growing market especially in non-fiction such as manuals, textbooks and workbooks. As it uses inkjet technology it can deliver a lower cost per page than toner-based devices and it has the highest resolution of any single-pass inkjet digital printing system, 720 x 720 dpi, which ensures the best quality reproduction of photographs and illustrations, as well as crisp, sharp colour text.

The Truepress Jet520 single engine duplex (SED) is an excellent choice for a first entry to the full-colour variable printing market. It can be economic from as little as 2 million impressions per month and yet it is capable of achieving a throughput of in excess of 10 million

impressions per month as demand grows. As volumes increase further it is easy to add another printing unit to form a dual engine duplex (DED). The two combined units can then print duplex on a maximum sheet width of 520 mm at speeds up to 1680 impressions per minute.

The SED is also ideal for simplex work, for example where jobs have fixed terms and conditions printed on one side of the sheet, or where the variable information is limited. As mentioned above, if volumes of variable content increase, it is straightforward to add a second engine.

"The versatility of being able to switch from simplex to duplex printing on single engine is a real benefit for printers," says Screen's European marketing manager Tim Taylor. "It enables them to make the transition from jobs that use static colour content with a black overprint to fully variable colour by means of a cost-effective solution."

At the Hunkeler Innovations Days, Screen will show how easily the Truepress Jet520 can be used in conjunction with inline or near-line processing equipment such as the Hunkeler CS6 cut/stacker and UW6 unwinder.

In addition to demonstrating its book printing and variable data abilities, Screen will also have reels of preprinted newspapers that have been produced on the Truepress Jet520. These will be used by Hunkeler to show the extensive capabilities of its latest newspaper finishing line.

End

Editors: Image available to download from <http://www.grafixwire.info/plogger/?level=picture&id=366>

(simply click on image and right click to download high res jpeg) or direct from Melinda Williams, melindaw@splashpr.co.uk

About Screen:

Dainippon Screen Mfg. Co., Ltd (Kyoto, Japan) is one of the world's largest manufacturers and suppliers of system components for the prepress and printing industries. Its large range of equipment includes workflow systems, RIPs, proofing systems, platesetters and digital printing presses. The company is also a well-known manufacturer of equipment for the semiconductor and flat panel display manufacturing industries.

To find your local supplier of Screen technology and detailed information on all Screen products visit www.screeneurope.com

Press contacts:

Screen Europe: Tim Taylor, Marketing Manager. T: +31 (20) 456 7871

E: tim.taylor@screeurope.com

Splash!PR: Ruth Clark, T: + 44 (0) 1580 241177. E: ruth@splashpr.co.uk