

Press release
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KopyKat invests in a Screen Truepress 344 digital offset press

Efficiency is central to any printer's business in today's market. With more and more customers expecting jobs to be completed within 24 hours, KopyKat Printing's investment in the Screen Truepress 344 will help to grow the business.

KopyKat, London, has invested in a Screen Truepress 344 digital offset press to boost fast turnaround times whilst maintaining high quality. The purchase will give KopyKat the capacity to meet growing demand.

KopyKat, based in London's fashionable Shoreditch, is a full-service print company offering everything from corporate stationery to large format posters. It employs 12 staff and, under the management of founder Phil Moretti-Greene, the company has gone from strength to strength over the past 30 years. KopyKat has continually evolved to meet the needs of local customers, investing in a range of complementary kit. Alongside the new Screen Truepress 344 is a 5-colour Komori Lithrone 28 press, Xerox Docucolor 700 and 5000 digital machines, Epson Stylus Pro 9800 and 11880 large format inkjet printers and flexible finishing solutions.

Phil set up the company initially as a stationery print firm. Since then he has evolved its services to reflect the needs of its local and London-based customers. Although very London focused, the company delivers overnight to customer's multi-office locations nationwide. "As our customers' needs have grown, so have our services and this evolution never stops" says Phil. The company hopes that its new purchase will help the business to continue to expand and adapt to customer's requirements.

Today, KopyKat supports a large number of blue chip financial and legal companies as well as charity and campaign groups, many for over 20 years. There has been a recent influx of bars and nightclubs to the Shoreditch area that have turned to KopyKat for support with their printing. "This area has become very trendy over the last few years and we are surrounded by TV companies, agencies and clubs. Our walk-in trade has grown rapidly and we can get anything from 10-30 people through the door a day" says Phil. "This means that we need to be increasingly flexible and efficient to meet tight deadlines and that's why we bought the Truepress.

"We chose this machine to deliver fast-turnaround offset quality on jobs from 500-5,000 copies. These days everyone wants everything fast and our aim is to meet their needs" says Phil. "I like the automation

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of the Screen press. I can get a job from the digital front end onto the press in 11 minutes, compared to 45 minutes onto the offset press."

Automation is the key to the A3 Screen Truepress 344 and that starts with plate loading. The material is automatically loaded from an on-board cassette and imaging begins straight away. At the same time, the blanket is cleaned, the feeder is set up and the ink calibration completed - all completely automatically. Five minutes later, all four plates are ready for printing at 7,000 impressions per hour at 2,400dpi resolution.

One of the most important aspects of purchasing a new printing machine is the training and service that goes along with it. Phil says that "Screen has been very responsive. Installation and training went very smoothly and we were operational within days, since when we haven't looked back. They have given us great support."

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Image: click the image to download a high res photo of Phil Moretti-Greene and his team with the Screen Truepress 344. Or request direct from dawn@splashpr.co.uk

About Screen

As a precision manufacturer with a long history of building innovative imaging technologies, Screen develops and manufactures expert digital printing technologies for high-end professional print on demand applications. The company provides a 360 degree service delivering total solutions spanning workflow automation, digital printing devices, finishing partnerships, ink and substrate expertise and support. www.screeneurope.com

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