

Press release
15.2.2011

LEADERFORM, ITALY, BUYS EUROPE'S FIRST TRUEPRESS JET520ZZ HIGH-SPEED WEB INKJET PRINTER

Screen Europe is pleased to announce today that Leaderform, one of Italy's leading direct marketing and business communication companies, has bought the first Screen Truepress Jet520ZZ inkjet printer in Europe. The innovative high speed, web-fed Truepress Jet520ZZ joins the company's Screen Truepress Jet520 printer and will be installed in Leaderform's Verona offices in March.

"The speed of the Truepress Jet520ZZ will help us realise our goal of offering high-volume, high-quality, fully-variable data print services to our clients," says Leaderform Chairman, Federico Cozza. "Previously, our long-run variable data workflow consisted of pre-printing the job on one of our conventional offset presses before using a variety of digital devices to handle to variable-data component. Thanks to the Truepress Jet520ZZ, a fully digital, long print-run, variable-data workflow finally becomes a viable proposition."

The Truepress Jet520ZZ is an ultra high-speed version of the Truepress Jet520, the world's most successful continuous-feed colour inkjet printer with over 250 machines in production worldwide. The Truepress Jet520ZZ boosts productivity by offering four-colour high-quality output at a rate of 220 m/min, equivalent to 175,000 A4 pages per hour or 4 million pages per day. Controlled by the Screen's award-winning EQUIOS workflow and RIP, the Truepress is capable of outputting highly complex colour pages at full engine speed through its unique implementation of variable data handling, including variable PDF recognized by many as the future for high-speed variable output.

"The Truepress Jet520ZZ offers a very impressive throughput and ROI for high-volume variable data applications," says Luigi Rescaldani, General Manager of Atlantic Zeiser S.r.l., distributors of the Screen Truepress Jet520ZZ in Italy. "Part of Leaderform's continuing success and growth is due to their foresight in adopting and applying disruptive technologies in order to ensure that they continue to deliver the best possible client offering. Their

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adoption of the Truepress Jet520ZZ is just the latest in a long line of investments that keep Leaderform at the forefront of the industry.”

Kees Mulder, President of Screen Europe, says: “Today’s print services providers need to be flexible – both in their approach as well as in their value offering. Screen’s variable data strategy has always been to offer technology that embraces flexibility together with performance, quality and peerless reliability. Companies such as Leaderform are a great example of how providers can leverage next-generation technologies from Screen to provide a wider range of client services.”

The Truepress Jet520 range of engines includes both single engine duplex (SED) and dual engine duplex (DED) options, alongside monochrome and colour versions, and a variety of speed options. The SED configuration prints at 420 A4 pages per minute (64 m/min). This model can be economic from as few as 1 million impressions per month, yet can also produce over 5 million as demand grows. As volumes increase, it is simple to add a second printing unit to form a DED press capable of printing duplex at speeds ranging from 64m per minute right up to 220m per minute. The engines combine multi-grey-level technology with Screen’s unique colour handling expertise for the highest-quality reproduction of photographs, illustrations and text.

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Images: An image of the Leaderform team with Kees Mulder, President of Screen Europe is available to download from <http://tinyurl.com/5r9xsb8> and <http://tinyurl.com/6z85xvk> or on request from melindaw@splashpr.co.uk

Caption for Group shot: Left to right: Tim Taylor (Marketing Manager Screen Europe), Gaetano Grossi (Leaderform Sales Manager), Luciano Cozza (President Leaderform), Kees Mulder (President Screen Europe), Luigi Rescaldani (General Manager Atlantic Zeiser), Federico Cozza (Chairman Leaderform)

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

About Leaderform

Leaderform is a cutting-edge company with a strong presence throughout Italy and Europe. It has operated professionally from its headquarters near Verona since 1980, building thirty years’ experience in the Direct Marketing and Business Communication sector. From its offices in Verona, Rome, Milan and Perugia, the company can assure the level of response offered by large structures, guaranteeing flexibility and efficiency. The company, which boasts 130 employees, strives to help customers create efficient communications strategies by continually diversifying its own range of commercial proposals. It achieves this by drawing on its competent and highly dynamic organisation which enables it to interpret every market request with care and professionalism.

www.leaderform.com

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