

**Press release**  
**30.8.2011**

## **The first TruePress 2500UV in Eastern Europe installed in Moscow**

The first TruePress 2500UV in Eastern Europe has been installed by YAM International (CIS) at Nika in Moscow. Nika concentrates on the POS and advertising materials sector, producing and assembling interior artwork, outdoor advertising elements, advertising design on transportation vehicles, and material production for sales space decoration.

Nika identified the UV-printing market as an area for possible growth and, when looking for the best route to expand its production, it was attracted by the unique technical characteristics of the Screen TruePress 2500 UV wide-format UV-printer. The machine can print images with the resolution of up to 1500 dpi on glass, plastic, wood, ceramics, banner fabric, self-adhesive materials, etc. with the thickness of up to 50 mm, and it usually takes 2 – 3 minutes to switch from sheet-fed to web printing mode.

One of the advantages of the printer technology, says the company, is the possibility to print with variable-size ink drops (in the range of 6 – 42 picolitre) in real halftone mode and ensure the highest print quality. The comparison tests conducted by YAM International show that the colour gamut achieved by Screen TruePress 2500 UV printer is practically the same as in offset printing.

One of the important features of Screen TruePress series UV-printers is the use of automatic printing head cleaning system that allows to minimize downtime and to substantially facilitate the printer routine maintenance. Still another argument in favour of choosing this equipment was the high competence and good record of YAM International as supplier of complex solutions that include state of the art equipment, reliable service and technological support.

According to Nika the decision in favour of TruePress 2500 UV was based on the machine's ability to provide print quality that is very close to photographic on a broad range of sheet and web materials with the best printing cost efficiency throughout the industry. Due to the high level of automation this printer is maintenance-friendly and in case of any problems the

# SCREEN

customer can always rely on the highly professional support of the supplier – YAM International company.

Speaking about the purchase of Screen TruePress 2500 UV printer, Mr. Y. I Cherny, the General Director of Nika Ltd, said: “Our company has been engaged in wide-format UV printing for over 7 years already, and lately this technology has become more common and popular. The declared characteristics of Screen printer are really impressive. I hope that the machine operation will be problem-free, so real production will show if our choice of the equipment and supplier has been correct”.

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## Notes for editors

### About the Truepress 2500 UV

Screen Truepress 2500UV – large-format ink-jet UV printer for printing POS-materials, posters, banners, unconventional advertising materials and decoration printing. The printer characteristics are as follows:

- printing with the resolution of up to 1500 dpi on various sheet and web materials, such as glass, plastic, wood, ceramics, banner fabric, self-adhesive materials;
  - the switch from sheet to web printing mode can be accomplished within 2-3 minutes;
  - adjustable ink drop size in the range of 6 – 42 picolitre;
- High reliability in operation: unique automatic printing head cleaning system, remote printer status monitoring.

### About YAM International

YAM International (CIS) - official distributor of the equipment and materials to such leading world manufacturers as Screen, Komori, Fujifilm, Perfecta, Laconda, D&K, Toyobo, VanSon, IMC, MIRAGE, Morgana, Busch, Kinyo, Varn.

For over 20 years “YAM International” has been actively supplying high-end equipment and superior quality materials and providing high-standard service to its customers, including such important areas as technological support and customer employees training. Conscientious and timely fulfillment of the obligations and high professional skills of the company staff have secured to YAM International high authority and appreciation of more than fifteen hundred print shops in Russia and near abroad.

The company has subsidiaries and representative offices in St. Petersburg, Novosibirsk, Yekaterinburg, Rostov-on-Don, Kiev, Minsk, Tashkent and Almaty.

### 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](http://www.screeneurope.com)

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