



**For immediate release  
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## **Screen PlateRite FX870 opens up new opportunities at Ticketmedia**

Ticketmedia, the company responsible for supplying and printing the advertisements on the back of the nation's bus and tube tickets, has struck a first with the installation of a Screen PlateRite FX870 flexo platesetter to become the only paper converter in the UK to have in-house computer-to-plate technology.

Based in Hove, East Sussex, Ticketmedia is a printing company with a difference. It offers transport companies a rebate on the cost of printing their ticket rolls by selling the valuable advertising space on the reverse. It is a unique concept with a proven success rate: to date it has launched more than 20,000 successful ticket campaigns, issuing over 22 billion ticket advertisements across the nation.

The installation of the PlateRite FX870, with its superior halftone dot reproduction, will fulfil the dual aims of increasing both productivity and quality. Ticketmedia managing director Jeremy Burbidge says: "The PlateRite FX870 is a very sophisticated piece of equipment. Using Trueflow workflow, it laser images the artwork straight onto the plate and provides us with a real proof to work from, thereby saving us valuable time and resources. The hours we spent setting tickets are a thing of the past and our creative prepress department is now free to spend longer on the artwork instead."

As well as improved print quality, the PlateRite FX870 reduces labour by 50%, minimises human error and creates a greener working environment as it is chemistry-free. The platesetter joins an impressive range of print machinery, specially customised and tailored for optimum performance by Burbidge, a former engineer, and will allow Ticketmedia to progress and diversify into other areas, such as offering its services as a repro house to external companies. With Trueflow workflow in place, Ticketmedia is positioned for further growth, with the ability to offer both digital and traditional print options to its clients.

“Ticketmedia is a very exciting and forward-thinking company from a marketing and promotional point of view,” says Screen UK managing director Brian Filler. “It has the vision of the marketing of the future and has the technology in place to make that vision a reality.”

Founded in the late 1980s out of a paper roll manufacturing company producing plain bus tickets and till rolls. Ticketmedia is today the leading authority on ticket advertising on all transport tickets and paper roll products. With its rare combination of specialist print technology and media expertise, it has the ability and flexibility to carry out any advertising campaign on a national to regional level, from short bursts to sustained promotions.

One of the few remaining independent UK media companies, Ticketmedia works with transport companies, media agencies and advertising clients on both standalone campaigns and as part of an integrated marketing strategy. Its impressive client list extends from the retail sector to fast food, the NHS to local councils, and education and recruitment to telecommunications. Ticketmedia has reported a 50% year on year growth.

**End**

**Note to Editors:** images available to download from <http://tinyurl.com/ykl5ct5> and <http://tinyurl.com/yfm8gyu> (click on the image and right click to save as high res jpeg) or on request from [melindaw@splashpr.co.uk](mailto:melindaw@splashpr.co.uk)

**Captions:**

Ticketmedia managing director Jeremy Burbidge, and Richie Higgs, head of creative services, with the Screen PlateRite FX870

Richie Higgs, head of creative services at Ticketmedia, prepares artwork using Trueflow workflow

**About Ticketmedia [www.Ticketmedia.com](http://www.Ticketmedia.com)**

- Ticketmedia is the UK's only bus ticket advertising company and is a leading authority on all transport ticket advertising and paper roll products.
- Ticketmedia offers unique short run capacity with its cutting edge printing technology as well as innovative materials including scented/micro encapsulated, heat sensitive, 3D, fluorescent and 'scratch and reveal' formats.
- Ticketmedia works with media agencies and advertising clients on both stand alone campaigns and as part of an integrated marketing strategy. It works across a number of sectors including retail, telecommunications, student focused projects, entertainment, and recruitment.
- Ticketmedia is a member of the Outdoor Advertising Association (OAA).
- In 1982 the company started life as paper roll manufacturer Britannia Roll Manufacturing. In 1997 it branched out into other forms of transport ticket advertising. In 1999 the Ticketmedia business concept was created and in 2006 Ticketmedia was bought by Canarycliff Ltd.

**About Ticket Advertising**

- Statistics show that this form of advertising is proving to be one of the most effective and accountable outdoor advertising formats available to today's marketers. Ticket advertising is a highly effective means of targeting an audience, with tickets retained by the passenger, adverts often received immediately prior to shopping, and a strong youth bias on standard routes and ABC1 on park and ride. Recall regularly averages over 70% making it an ideal way to increase brand awareness.

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

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