



**For immediate release
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Screen partners with Hiflex to demonstrate web-to-print integration with the Truepress 344

Screen has partnered with Hiflex to set up a web-to-print portal for the Truepress 344, its highly-automated A3 printing solution, to demonstrate the ease of use for both printers and customers. Available at www.webtruepress.com, the demonstration portal provides online estimation for pricing, ordering and content uploading.

“The Truepress 344 is a truly flexible press and we wanted to show how it can be easily integrated with web-to-print systems,” says Screen Europe marketing manager Tim Taylor.

“Although the Truepress can be connected to any web-to-print software, we chose the standalone Hiflex Webshop package for demonstration because it has a good reputation with the added advantage of being JDF-enabled.”

Users are presented with step-by-step options that are relevant to the product they wish to order. For example, if an 16pp A5 stitched booklet is chosen, the next steps contain only the options relevant to that format. Hiflex Webshop demonstrates the ease of use to both printer and user, plus the Truepress 344’s ability to integrate seamlessly with web-to-print solutions.

“Hiflex Webshop is a useful tool for every print shop that would now like to enter into web commerce and take advantage of the huge market potential,” says Hiflex marketing manager Andreas Palm. “In the printing industry, web-to-print procurement is not just a sideline business opportunity - it has become mainstream. More and more, traditional commercial printers are utilizing the internet to meet the changing buying behavior of their customers and

to take advantage of the new generation of buyers who prefer to buy print online and who they do not currently sell to.”

End

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

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