



**For immediate release
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Screen's Truepress Jet520 finds foothold in short-run book production

Screen's Truepress Jet520 full-colour variable printing system is enjoying considerable success as a book printing solution. The excellent print quality of the Truepress Jet520 allied to an extensive set of workflow tools make Screen the perfect partner for book production.

Short-run and on-demand book printing is a massively growing market, especially in the non-fiction arena, such as manuals, textbooks and workbooks. The method of estimating sales and corresponding long print runs is being replaced by reprinting books according to demand. The drop off of long runs is around 40%, which is the same percentage growth of repeat and short run work. By using digital technology, the printer can quote a unit price that remains the same no matter what the initial print quantity or subsequent reprint.

Two North American book printers, King Print and Flagship Press, have joined the growing band of printers who have discovered the flexibility of the Truepress Jet520. The machine is established as the standard tool for the production of colour transactional documents, on-demand newspapers and high volume direct mail, and the book market is now being added to that list.

King Print and Flagship Press both specialise in the production of short-run books and manuals and, in each instance, it was their customers' demands to move titles to colour that led the companies to research and ultimately invest in inkjet technology.

“We have large publishing clients that we have been doing business with for many years, for whom we print short-run college textbooks,” says Flagship Press vice-president Christopher Poor. “The customers were looking to migrate much of that work to colour. That was a driving force behind our decision to purchase the Truepress Jet520.”

Adi Chinai, joint managing director of King Print, says of the Truepress Jet520: “It is a versatile machine. Its powerful Rip handles full colour books as well as variable data and it can print on many kinds of substrates so we are not limited in the products we can print. It is well suited to educational and trade books, manuals and workbooks. The high resolution coupled with the print speed give us a very flexible platform for our customers.”

Both companies also valued Screen’s traditional print background: “Printers recognise that we are comfortable talking about different impositions, traditional book sizes, and optimising their colour reproduction through PDF-based workflows and this gives them great peace of mind,” says Tim Taylor, Screen’s European Marketing Manager. “The fact that we don’t work with a click charge is also a big bonus as far as most printers are concerned.”

There are many advantages to printing books on the Truepress Jet520. As it is an inkjet press, there are no problems with the humidity content of the paper. With toner-based applications, the paper must go through some sort of heating process to fix the toner. This drives the moisture out of the paper. After the book is bound, the paper begins to take up moisture from the air which causes distortion.

Inkjet delivers a lower cost per page than toner-based devices. With the Truepress Jet520, there are flexible printing tools to control the ink density, thus reducing the cost of consumables. It has the highest resolution of any single-pass inkjet digital printing system, 720 x 720 dpi, which ensures the best quality reproduction of pictures and illustrations.

Trueflow, Screen's multi-platform workflow solution, has comprehensive tools to manage a book printing workflow, with a good understanding of PDF-based workflows, imposition and general book terminology. The flexible workflow path means that complex jobs can be set up and simply managed.

The Truepress Jet520 specifications

Printing method: Piezo single-pass printing with four tones per drop

Ink: Water-based pigment inks, four process colours – CMYK

Resolution: 720 x 360 dpi, 720 x 720 dpi

Printing speed: Max 64m/min (720 x 360 dpi)

Printing width: 150 to 507 mm

Paper width: 165 to 520 mm

Dimensions: 2,960 x 1,766 x 1,780 mm

End

Images: available to download as follows - just click to link:

<http://www.grafixwire.info/plogger/?level=picture&id=150>

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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