

## APPLICATION : COMMERCIAL PRINTING

### Fact file

#### Company:

Bluetree Design & Print  
 Unit A, Brookfields Park,  
 Manvers Way, Wath-upon-Dearne,  
 Rotherham, S63 5DR, UK  
 T 01709 382202  
 E info@bluetreegroup.co.uk  
 W bluetreegroup.co.uk

#### Screen Product:

Two Screen Truepress Jet520HD presses with SC inks and NIR dryers

#### Fast Facts:

- Truepress Jet520HD selected due to combination of speed, quality and substrate selection – made possible with SC inks
- Second Screen press added quickly once productivity benefits were proven
- The Screen Truepress Jet520HD press line is credited with better productivity than market-leading B1 sheetfed press line
- NIR dryer optimises inkjet workflow



**“The productivity of the Screen Truepress Jet520HD was proven very quickly. At about a third of the cost, the Screen press with in-line pre- and post-press equipment can be more productive than the litho B1 presses with CtP, guillotining and folding.”**

Adam Carnell, MD, Bluetree Group

## SC inks make inkjet an ideal choice for Bluetree Group



Bluetree Group is one of the most successful printers in the UK, in fact, for the past four years it has been one of the UK’s fastest growing businesses. With two brands in its portfolio, the Rotherham-based printer produces a carefully selected range of products, standardising many to ensure highly efficient, lean production is sustained.

Under the Bluetree Group umbrella, instantprint specialises in 24-hour turnaround of business cards, flyers, and posters. Route 1 Print is the UK’s largest online trade printer, producing booklets, flyers and more, and also offer web-to-print integration through the Route 1 Print direct sales team.

Focusing on technology investments for lean production, Bluetree Group came across the Screen Truepress Jet520HD at Hunkeler Innovationdays 2017 and saw how inkjet could

make a significant impact on the business according to Bluetree Group Managing Director Adam Carnell: “We were extremely impressed with the Screen Truepress Jet520HD, an inkjet solution with no compromises, it could meet our requirements in speed, quality and substrates.”

The high-definition Truepress Jet520HD inkjet web press has been available since 2014, but it was Screen’s SC inks that caught Carnell’s eye. The proprietary inks allow companies like Bluetree Group to use standard offset coated papers without pre-treatment, whilst achieving the colour, texture, detail and solid ink areas expected for high-end publication and commercial work. In conjunction with exceptional uptime and fast speeds, the 520HD provides a compelling case for inkjet. ➔



Bluetree Group invested in the Screen Truepress Jet520HD press, installing the system in April 2018. "The productivity of the Jet520HD was proven very quickly," says Carnell. "At about a third of the cost, the Screen press with in-line pre- and post-press equipment is more productive for short and medium runs than the litho B1 presses with CtP, guillotining and folding."

So productive, in fact, a second Truepress Jet 520HD followed immediately. Bluetree Group now works with two Screen press lines, one dedicated to multi-section saddle-stitched brochures whilst the other prints perfect-bound books averaging run lengths of 500-600.

Bluetree Group's latest investment is adding Screen NIR Dryers to the press line. Part of Screen's advanced three-tiered drying system, optimising and balancing the drying process through heat dissipation, hot air assist, and now infrared, the technology extends drying performance for both lightweight uncoated stocks and heavier weight, coated litho substrates. It effectively dries the ink without drying out the paper. The result is an expanded range of applications and even higher productivity on difficult to dry substrates.

"As a business, efficiency is very important to us," says Carnell, "Screen has been a massive contributor allowing us to reduce manual processes, waste and press interventions whilst providing the high quality and quick turnarounds our clients demand." ■



## BluetreeGroup