

# ON PRESS

KOMORI | No. 91  
2017

## **Digital Opportunities** Thinking about New Business Models





# digital Magic

29-Inch Sheetfed UV Inkjet Digital Printing System

## Impremia IS29

Impremia IS29  
KOMORI CORPORATION

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### Digital: Agent of Change

Digital technologies are refashioning the world and Komori printing systems are no exception. The Impremia IS29 and Impremia NS40 and the Komori ICT solutions that manage them are just the start. *On Press* interviewed Shogo Kitabayashi, Group General Manager, DPS Sales Promotion Group, on the outlook for new opportunities promised by digital printing solutions.

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Artron in China is installing three Impremia IS29s to go along with their 30 Lithrones. The printer is bringing art to everyone and sees Komori as the perfect partner. And that's how they describe the Impremia IS29: "Perfect." Meanwhile, UK print project and fulfillment company Lexon, also a Lithrone house, ordered the same machine. They like the flexibility and productivity.

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Pixartprinting of Italy has 'shot to the top of the leaderboard' with Europe's largest fleet of Komori H-UV and H-UV L (LED) 40-inch presses. The company's success shows the power of cutting-edge printing technology and close collaboration with Komori. Plus, Komori Italia says there's more in the pipeline.

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The printer of the cover for the latest Harry Potter fantasy, the market leader in in-mold labels in Argentina and a regional player in Malaysia. All three have just installed new Lithrones packed with high-tech options. The hardware, software and, above all, the connection with Komori made the difference.

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ON PRESS no. **91**

Printing specification of this issue:  
All pages printed by four-color process  
K-Supply H-UV ink.



NEW PAGES

# Digital. Agent of Change

New Printing Opportunities with Digital Printing Systems

*Komori OnDemand: The combination of offset and digital. The Komori answer to changing print markets and the ever-evolving printing environment. New business models and a greater competitive edge. An interview with Shogo Kitabayashi, Group General Manager, DPS Sales Promotion Group, on the digital printing systems from Komori.*

*What is the state of play in printing, and digital printing specifically?*

The world's printers require printing systems with a vast array of characteristics and applications. Five or six years ago, conventional offset presses were used mainly for commercial and publishing printing, and UV presses were introduced for package printing. Now the need for short runs of many different items, quick turnarounds and labor saving is growing more intense, so Komori is directing its efforts to the H-UV instant curing system. Around 800 H-UV presses have been installed globally. Also, H-UV L (LED) machines with an LED lamp used in place of a conventional UV lamp have been added to the lineup. More and more companies are installing these presses. As the printing environment rapidly changes, I feel that expectations are rising for digital printing systems that can meet clients' distinctive needs. The start of the digital printing business for Komori was the launch of Impremia C series systems at IGAS 2011. The flagship model Impremia IS29, which employs UV inkjet, was exhibited at drupa 2016 and China Print 2017, and global sales are under way.



The Impremia IS29 at drupa 2016 was standing room only from start to finish. The hottest thing in Düsseldorf then is now changing the printing world with numbers and colors never before imagined. Production-ready.

#### *What about the Impremia NS40 shown at drupa?*

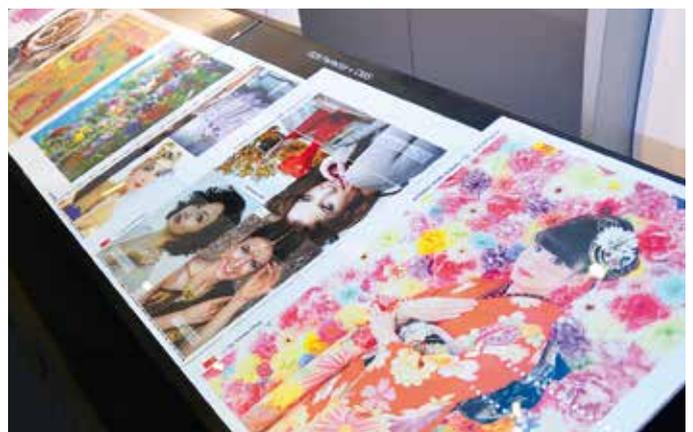
The Impremia NS40 is a 40-inch aqueous inkjet machine that uses the Nanographic Printing® System. With a high maximum printing speed of 6,500 sph, the machine offers offset-level productivity. Following beta testing, the Impremia NS40 is expected to be available in 2018 with options such as an in-line coater, seven-color printing and double-sided printing.

#### *How does digital fit in with offset?*

In the printing plant, the unique feature of Komori digital printing systems is the ability to be combined with offset presses and used in new business models. These systems can print short runs of many different items, manage variable data, handle ultrashort turnarounds, and just like offset, they are compatible with a wide variety of paper types and thicknesses. K-ColorSimulator makes color matching with offset printing very easy. These digital printing systems are flexible and capable of high print quality, from proofing to final production.

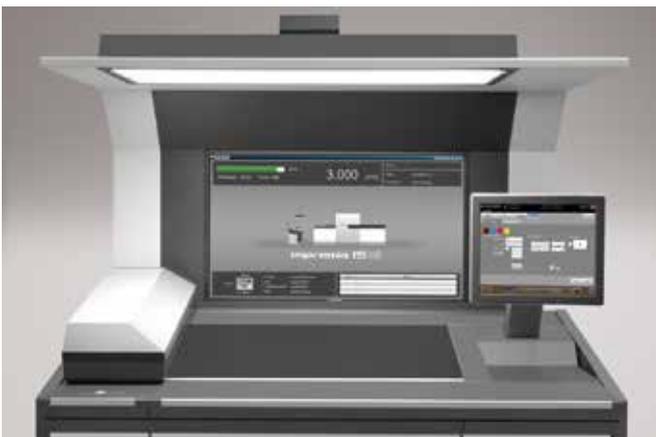
#### *How can digital produce offset quality?*

Color matching of offset and digital is quick and simple. Specifically, by connecting a color measuring device and K-ColorSimulator, a device link profile can be created automatically from the profiles of the offset press and the digital printing system. A printed item with the same quality as offset can be printed on the Impremia IS29





Impremia NS40 demonstrating the awesome Nanographic Printing® System to a packed house at drupa 2016. Options will include coater, seven-color printing and duplex.



Scheduled for launch in autumn 2017, the new Digital Station will slash the time needed to create color profiles and enhance matching accuracy

using this profile. And the Digital Station will be launched this fall as an option. By equipping PDC-SX on the Digital Station, a B2 size profile can be ready in a few minutes. Matching accuracy will be markedly better.

#### ***What's unique to digital print?***

Digital printing systems, of course, offer unique print capabilities such as variable data printing and versioning, which are already used by many companies. Another powerful feature is full gamut RGB printing, which is often employed for photo books and albums. In fact, Komori systems are implemented with Pantone and DIC Color Guide-compatible applications.

#### ***I've heard that register accuracy is a problem for digital printing systems.***

Register accuracy is sometimes considered a weakness of digital printing, but actually register accuracy is critical for every kind of printing. Komori is a press manufacturer, so we are fanatical when it comes to register accuracy. Our sheet transport technology for offset presses has been transplanted intact to the Impremia IS29, so accuracy is high and extremely stable. The sheet reversing mechanism is standard on this system, and register accuracy is identical to offset even in duplex mode.

#### ***How about printing speed when the number of special colors is increased?***

Printing speed is never compromised with the Impremia IS29. It is often said that the printing speed on a digital system falls off when the number of special colors is increased, but since the ink of the Impremia IS29 has a wide color gamut, it can print specials with four colors, so there is no change of the printing speed. And the speed stays the same whether printing on ultralight or ultraheavy stocks, from 0.06 mm to 0.6 mm.

#### ***Is the Impremia IS29 limited with respect to substrates?***

The system incorporates the concept of 'substrate freedom' by allowing a wide variety of stocks. This enables printing on materials such as coated, matte and high quality paper or even plastic substrates with advance testing. The stock used in offset printing can be printed with this machine stress-free. Count on it.



Demonstration of color matching by offset and digital

## Impremia IS29 Advantages

- Fast curing allows immediate postpress work
- No need for pre-coating or special paper (prints on same paper as offset press)
- Wide range of sheet thicknesses
- Same high front-to-back register accuracy as offset
- Easy reproduction of offset colors (color matching)
- Wide gamut enables vibrant colors

### *How should offset printers approach digital opportunities?*

In today's world, digital media is growing exponentially with smartphones and tablets, and ways of conveying information are also changing. Needs and tastes have diversified, and now people are looking for originality. Printers' clients are focused on personalizing their product range and now concentrate on *monozukuri* that emphasizes premium value. I believe the era of just good *monozukuri* is over. High quality must be standard. *Monozukuri* that fits the times and delivers the highest quality is vital. Companies must make the most of every technique and strive to attain that extra special something.

### *What's being asked of printing companies?*

It's not as though offset presses are going to be completely replaced by digital systems. But many





Samples for new business model

companies use offset presses as their mainstay, and so they only take orders for offset printing. To make the most of digital, it must be part of the business model.

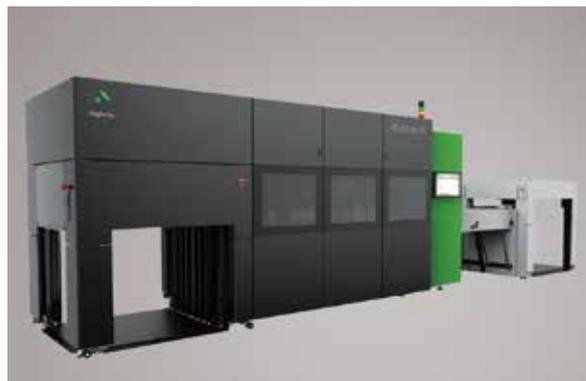
*Specifically, what sort of business model?*

One example of a new business model would be presenting to a client the idea of test marketing by area or target group. The design favored by the market or users would be mass produced on an offset press, and small volumes for limited areas or time periods could be produced on digital.

Another business model aims at capturing orders for ultrashort runs and ultrashort turnarounds – these have been growing in the past few years. Offset printers tend not to take jobs with such small volumes and tight turnarounds. While this work involves time and trouble, there are no discounts and margins are often high. If the printer can get an order for an ultrashort-run job together with a large job from a current client, the trouble is minimal, the risk is low, and more orders will follow.

*So how will digital printing systems fit into the production setup?*

Digital systems, of course, must be connected with prepress and postpress. Komori links digital systems, prepress, offset presses and postpress equipment with KP-Connect, which makes printing ultraefficient through use of the Internet. Postpress equipment differs widely according to the application – varnishing and laminating lines, guillotines, die cutters and bindery equipment. Komori plans to make these processes near-line, and in the future offer both in-line and near-line choices.



Above: Sample of laser cutting by the Euclid III  
Below: Highcon's Euclid III Digital Cutting and Creasing System

***What about postpress for the Impremia IS29?***

One new development in postpress is Komori's strategic business partnership with Highcon of Israel, the manufacturer of the Euclid series digital cutting and creasing system. This system permits cutting and creasing without using a knife, so it is ideal for a digital printing system.

***How has the market responded to the Impremia IS29?***

We've had inquiries from all over the globe on the Impremia IS29. The number of back orders at present is two figures. As one example of an installation, Artron's Beijing Plant is using the machine for web-to-print photo books in a B2C setup. They are also using it to print the works of painters and other artists and to create very large limited-edition collections of high quality photographs.

***What are the future prospects for digital and the industry?***

Change is coming, but not overnight. According to one survey, digital printing systems will account for 3-5 percent of output in 2020, while offset presses will take more than 90 percent of the market. Thus, barring something very unexpected, we do not see all printers switching to digital. But we do think that certain segments will shift to digital. In the field of data printing, for example, processes such as printing the frames with offset and then printing the varying parts with digital will change to full variable. We know that many commercial and packaging printers want to be able to do versioning, with content changing according to the customer.



Artron Big Book gathers a crowd at drupa 2016

Komori will meet all these needs: those suited to the combination of offset and digital solutions as well as those leading to the development of new business. Komori knows printers very well, and we plan on continuing to be the most trustworthy player in printing. We will do everything in our power to meet the needs of printers.



## Impremia IS29 Captures 2017 InterTech™ Technology Award

The Impremia IS29 29-inch sheetfed UV inkjet digital printing system received the 2017 InterTech™ Technology Award, one of 14 recipients out of 26 nominees. Since 1978 the InterTech™ Technology Awards sponsored by Printing Industries of America have honored the development of technologies predicted to have a major impact on the graphic arts and related industries. This year is the fourth time Komori has been honored with an InterTech™ Technology Award. "We are honored to receive the prestigious InterTech™ Technology Award for this first-of-its-kind technology," said Meishi Tsuya, president of Komori America. "The Impremia IS29 is part of Komori's line of inkjet output products, underscoring Komori's continued commitment to offer the industry solutions that expand the potential of print and improve margins with the ability to produce diverse print communications."



# Artron

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Three Impremia IS29s  
Boost Artron's Mission for  
Art Everywhere

*Founded in 1993, Artron Art Group (Artron), committed to inheriting, enhancing and spreading art value, with art data as its core and the integrated use of process materials, IT and digital technologies to provide professional service and a quality product experience, has now become a comprehensive cultural industry group. The company's philosophy is that printing is a service business. And by setting forth a brand image of unsurpassed quality and service, Artron has won steadfast customer loyalty.*



Artron pursues ultimate innovation in every area – from papers and inks to printing and binding technologies, and has gained renown for its quality – quality that has been achieved by investing in the best equipment and technology. This inventive approach has resulted in a host of patents, which in turn have driven the company's steady growth.

## Awards galore

So far, Artron has established three operation bases in Beijing, Shanghai and Shenzhen, six art service centers in Hangzhou, Guangzhou, Nanjing, Chengdu, Xi'an and Wuhan, as well as two offices in Nanning and Hong Kong, with Artron's products and service reaching out to dozens of countries and regions around the world.

Books printed by Artron have won numerous international and Chinese awards, including the Premier Print Awards (the Benny) of the U.S., the

'Best Book Design from all over the World' in Leipzig, Germany, the Hong Kong Print Awards, and the China Print Awards. Artron won Benny Awards seven years in a row and is honored to have garnered around 1,000 awards over the years.

In addition to art printing, Artron's database of Chinese art is the world's largest art database and functions as a comprehensive platform for preserving, researching, sharing, adding value and reusing the digital resources of Chinese art. Artron's art network includes the world's largest portal for Chinese art, and the company has created the world's largest library of art books.

The first press Artron selected some 20 years ago was from Komori, and since then the two companies have built strong ties. Artron now has over 30 Komori presses at its three main operating sites. At drupa 2016 the company decided to purchase three Impremia IS29 29-inch sheetfed UV inkjet digital printing systems at once. Two are in operation; preparation for installation of the third system is now under way.

## The solution for artists and Artron

Until Artron installed the Impremia IS29, they had problems with reproduction of digital images and artworks. Problems resulted from the difference between the quality sought by the artist in reproduction of the work and the reproduction capabilities of the digital printer with regard to color/chroma, gamut, size and substrate. The Impremia IS29 solved the problems that the printer was facing in good order. One K-ColorSimulator is used for two Impremia IS29s, handling color management and job allocation.

These machines were used to produce the Artron Big Book and some of the Artron Images products. These jobs have extremely high chroma printing requirements, and although the company tested digital systems from other makers, none





approached the performance of the Impremia IS29. The Artron Big Book captured two Bennys at the Premier Print Awards.

At present, some jobs are sample/proof printing or additional printing using the Impremia IS29. Artron used mainly inkjet printers up to now for proofing, but there were issues such as limitations on the types of paper and the cost of ink.

## Infinite potential

Artron President Wan Jie describes a customer's reaction: "There is one client who has been cooperating with Artron for 20 years. But he's difficult, hard to please and can find the tiniest

imperfection. However, the items printed on the Impremia IS29 won his highest acclaim. As he told us, 'Artron's latest digital technology surprised me in three ways. First, color expression is not only the best in the world, it's the world's only. Second, with this technology, it's possible to achieve exactly the same print effects as offset printing. And third, based on this level of technology and innovation, Artron Images will be able to flourish with today's customer demands for individuality and distinctiveness. This system's capacity for producing personalized galleries means that every photographer will be able to create high quality, sophisticated photo collections infinitely.'"

The Komori Impremia IS29 – with its impeccably beautiful finish and incomparable performance – has also won the praise of Artron executives and operators.

Artron President Wan Jie: "The Impremia IS29 is inspiring the feeling of kando in us once again. Artron has tested nearly all digital printing systems, and the quality of the Komori Impremia IS29 is by far the highest of all these systems. We think that the print quality of the Impremia IS29 is perfect."

Artron Vice President for Technology Ge Nong has similar views: "A wide range of papers can be printed on the Impremia IS29 and pre-coating is unnecessary. Color expression is exceptional, the color gamut is wide, output precision is high and the quality is the same as offset printing. Even printing on ordinary paper is almost identical to photographic quality. The features of this



technology completely answer our needs – instant curing, high adhesion and rub resistance.”

## Support for business model

Artron Vice President Song Qiang adds: “With the introduction of new equipment, what is important is not just that it solves the problems that the company has at the time but also that it supports the company’s business model for future growth and that it brings together the market and products. What Artron must exploit is the B2C model, and Artron Images is a classic B2C model. The quality and performance of the Impremia IS29 are the perfect match for us. The machine integrates the strengths of both offset and digital printing, thus not only strongly supporting Artron Images print quality but also signifying the direction of our future development.”

Yan Liang, General Manager of Artron’s Production Delivery Operations Center, puts it as follows: “Customers are extraordinarily demanding when it comes to artwork, so we must be very particular when it comes to selecting equipment. We undertook exhaustive comparison and testing before selecting the Impremia IS29.”

Chen Yong, chief Impremia IS29 operator at Artron’s Beijing Plant, notes, “Operation of this press is simple and easy – sheet feeding and delivery as well as output can all be handled by one person. It has the stability of an offset press and the flexibility of a digital printing system. It responds immediately even if each sheet is a different image. The color gamut is wide and the print quality is superb. Customers love it. It is also fast – 3,000 sph simplex and 1,500 sph duplex. A great many types of paper can be used, so it meets the vast majority of customer needs. Usually, if the



Wan Jie, Chairman and President of Artron Art Group

paper is 100 g to 300 g in weight, the Impremia IS29 performs color correction automatically. And perfecting is automatic. Komori KP-Connect is just fantastic. Since this technology connects all printing processes, printing can be made automatic and intelligent as well as efficient and green. I am confident that this machine will draw digital inkjet technology forward.”

With the corporate vision of becoming an outstanding general art service agency, Artron integrates technology with art and builds products and services covering the whole art industry chain by tremendous strength in art data acquisition, processing, storage, management and application. The perfect platform for heroic ambitions: the Komori Impremia IS29 29-inch sheetfed UV inkjet digital printing system.

See the Artron Impremia IS29 installation interviews. Details for access to special site on page 35.



Line of Benny Awards – just a few of the more than 1,000 printing awards captured by Artron



# Lexon

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First UK Adopter of Impremia IS29  
Sees Significant Benefits

*At drupa 2016 in Düsseldorf, executives from the Lexon Group in South Wales, UK, visited the Komori booth to take a look at the live demonstration of the Impremia IS29 29-inch sheetfed UV inkjet digital printing system. Already running Lithrone offset presses, the print project handling and fulfillment company was intrigued by the potential of digital output from a machine built by an offset press manufacturer.*



The vision of digital flexibility combined with offset realities grew more compelling each time they considered it. In May 2017 Lexon became the first company in the UK to install the Impremia IS29.

### From key fobs to full service

The story of the company illustrates just how far innovation and creativity can carry an enterprise. Lexon was started 46 years ago when founder Malcolm Davis began producing car window vinyls, foiled key fobs and welded plastic vehicle license disk holders from his home in South Wales. His vision was to build a business to secure a future for his growing family. With the help of his wife, Ruth, and two of his sons, Garth, now Managing Director, and Benn, former Sales Director, the business experienced steady growth while diversifying into silkscreen, lithographic, large format and digital printing. Lexon has always stayed

ahead of the competition by investing in cutting-edge technology as soon as it became available, knowing that their ever-growing client base was just as hungry to innovate.

Lexon's integrated print solutions now include creative packaging, point-of-sale materials, exhibition displays and commercial work. With turnover of around six million pounds, the company runs three Komori 29-inch Lithrone offset presses.

### Distinctive, even personalized, design

"Our philosophy is to invest in the latest technologies that allow us to influence our customers' marketing and buying trends and, at the same time, address new opportunities for our own development," says Garth. "We are a dynamic print company focused on quality. We needed to add versatile inkjet capacity capable of delivering stunning print results on the same bespoke materials as our offset presses. Typical applications for us are luxury packaging, reports and folders, often in run lengths as low as 500, along with specialized projects for our clients. Common trends throughout are calls for even faster turnaround and requests for increasingly distinctive, even perhaps personalized, design. We became seriously interested in the Impremia IS29 at drupa 2016 and began case studies on the possible contribution that it or a similar press could add to our diverse business operation. It became apparent that there was opportunity to exploit further revenue available to us from our existing client base."

"We spent considerable time putting the Impremia IS29 through its paces at the Komori Graphic Center-Europe in Utrecht, the Netherlands, and we were very impressed with the print quality and the instant UV curing on a wide range of jobs and substrates. Additionally, as the color gamut of





the Impremia IS29 inkjet system is noticeably wider than with offset, the colors produced are more vibrant. Since installation, we have seen significant benefits for our production, especially in our point-of-sale offering. The increased productivity and flexibility of the new machine not only improve our ability to serve customers but also enable us to confidently accept jobs that were previously very difficult to print in super short timeframes. We've also added a digital dimension in postpress by installing the Highcon Euclid III digital cutting and creasing system," Garth explains.

### **"A no-brainer"**

"Shorter production runs, versioning and personalization have been pushing more and more

of our work toward our digital department, but with digital the compromise has always been quantity and quality. The Impremia IS29 was the first serious answer to our needs. Shorter lead times, unusual stocks and heavy ink coverage are a real bugbear to deal with. A UV process that produces dry-enough-to-finish sheets is a no-brainer. Since the only real alternative had slower speeds, a requirement to pre-coat stock with a surface preparation coating and no duplexing option, it wasn't a serious contender," says Garth.

"Lexon has three main areas of expertise: commercial printing, packaging and large format. These areas combine and overlap as we provide clients with everything from R&D and design to printing, specialist finishing and fulfillment for projects of any size. And because trust is everything in business, we make sure that our clients know that our expertise and accreditations conform to the industry's highest standards. We strive to be leaders in new print technology, producing the industry's highest quality print, such as with our Spekta 2 screening. Additionally, our streamlined production flow is certified to meet all pertinent ISO standards. We are a B2B supplier and work with large independent breweries, cosmetic and pharmaceutical companies, design houses, print management companies and everyone in between," Garth says.

"There are several unique selling propositions that make us attractive to potential clients. We outsource very little, which gives us better control of our production, and we have such a diverse range of equipment that we will always find a

solution to a print problem. Our buying power as head of a group affords us the luxury of being more competitive. Our new warehouse allows us to stock materials for shorter lead times and handle orders too large for our competitors. Our family ethos and the spirit of our dedicated staff mean that we will go the extra mile to provide the right product at the right price at the right time. With our technologies and comprehensive equipment lineup, we are able to undertake complete print projects from the initial stage and finish production under one roof," Garth concludes.

## New spectrum of opportunities

Says Robert Holscher, Director of Digital Sales, Komori International (Europe), "The Lexon installation represents a significant step for Komori into the digital print arena. Our Impremia IS29 provides the same high quality and print reliability as our customers achieve on their Komori offset presses, and it's also capable of printing on the same substrates used in offset, including uncoated material and special substrates – all with no special pre-coating needed. The exceptionally short job throughput times provided by the UV curing system, whatever the substrate specified, make the Impremia IS29 the perfect digital production printer for short runs and variable data. This first installation places Komori firmly on the path of



Garth Davis, Managing Director

combining offset reliability with digital flexibility, which provides a whole new spectrum of business opportunities for our customers and opens up new creative marketing solutions for them to offer their clients."

Steve Turner, Komori UK's Director of Sheetfed Sales, adds: "We're especially pleased to be installing the Impremia IS29 at Lexon, which is a Komori offset house. The Impremia IS29's ability to color match offset production is especially attractive to printers like Lexon who also run offset machines, enabling them to digitally produce very short runs, samples and proofs of jobs that could also be produced by offset, in the sure knowledge that the digital and litho versions will match. At the same time, it's providing them with new capacity for the high speed production of dedicated inkjet work such as variable data jobs, inserts and point-of-sale material."

The four-color Komori Impremia IS29 29-inch sheetfed UV inkjet digital printing system was launched at drupa 2016, and further European installations are scheduled to commence mid-2017.



Above: sample of laser cutting by Highcon system; below: Highcon Euclid III Digital Cutting and Creasing System

# H-UV Leader: No. 1 in Europe

Three new eight-color Lithrone G40P H-UV L (LED) presses were added to the production department in Quarto d'Altino, and two existing models were retrofitted with the H-UV system.

Pixartprinting now boasts the largest number of Komori presses equipped with the H-UV curing system in Europe. Three brand new eight-color Lithrone G40P H-UV L (LED) machines are now in operation at the company's headquarters and main production facility in Quarto d'Altino, Italy, and two existing models have also been upgraded to H-UV. The 'upload & print' industry leader has therefore shot to the top of the leaderboard with more eight-color 40-inch Komori H-UV presses than any other firm in Europe.

## **"the little drupa"**

Located just outside of the evocative world treasure of Venice in the Veneto region, Pixartprinting prides itself on its cutting-edge production facilities, known as 'the little drupa' because they run next-generation systems that are no more than three years old. For this reason, the company is considered a landmark by the most important manufacturers of graphic art systems, who often offer product preview installations. All

processes adhere to the most stringent quality standards in the industry. More than 90 percent of the company's clientele are professionals in the graphic arts, mainly printers who take advantage of Pixartprinting services for jobs they can't complete on their own because they lack adequate technology or production capacity to meet today's extremely short delivery deadlines.

"The expansion of our product catalogue is closely linked to our technological innovation, a distinctive feature of our growth strategy that is part of our DNA and involves all our departments," explains Paolo Roatta, CEO and Managing Director at Pixartprinting. "Developing increasingly standardized processes with ever higher levels of automation allows us to simultaneously reduce production times and increase quality, guaranteeing improved efficiency in processing orders and resulting in greater customer satisfaction."



Paolo Roatta, CEO and Managing Director

plate changing, registration and color management, plus a new air feeding system using low-energy pumps and compressors. Furthermore, the H-UV and H-UV L (LED) technology helps to improve workplace safety by reducing the temperature produced when curing the inks compared to traditional drying systems. Finally, the eight-color Lithrone G40P H-UV L (LED) presses are equipped with ink mist extractor fans for the printing units that prevent ink misting during production and therefore safeguard the health of the equipment operators.

## Pixartprinting-style collaboration

“The collaboration between our R&D department and the R&D teams at equipment manufacturers demonstrates our aim to build strategic partnerships with ambitious joint objectives,”



## Quality and versatility

The decision to move from a conventional setup to H-UV and H-UV L (LED) curing stemmed from the need to optimize the production cycle. Offering quicker curing and reduced start-up times, this technology speeds up printing on a wide range of materials, increasing overall productivity and reducing delivery times. The technology also eliminates the need for anti-set-off spraying, which in addition to ensuring a clean working environment also removes a step from the finishing process, allowing orders to be completed more quickly. Print quality was another important factor in Pixartprinting’s move to H-UV, as the output is excellent and the technology offers increased versatility for creating products – including top-of-the-range items.

True to style, the configuration of the equipment ordered by Pixartprinting pushes the boundaries in terms of automation, including fully automatic

## *T* Pixartprinting, Italy

he headquarters and plant of Pixartprinting are located in Quarto d’Altino, a town on the river Sile in the Metropolitan City of Venice in the Veneto region of Italy. The name comes from its location a quarter of a mile from the Roman city Altinum. Quarto d’Altino is only half an hour by car from ‘La Serenissima,’ but the Gothic and Renaissance legacy of the entire region is breathtaking.





*“The expansion of our product catalogue is closely linked to our technological innovation, a distinctive feature of our growth strategy that is part of our DNA and involves all our departments.”*

— Paolo Roatta, CEO and Managing Director



Alessio Piazzetta, Plant Director

emphasizes Alessio Piazzetta, Plant Director at Pixartprinting. “Working with high-tech companies like Komori who are willing to design, re-engineer and customize equipment to satisfy our needs has allowed us to achieve unprecedented results over the years. The project to update our offset printing equipment was particularly challenging, but thanks to our teamwork we have achieved even better results than we expected, and in a short period of time.”

The collaboration between Pixartprinting and Komori, which began in 2009, has on several occasions involved implementing one-of-a-kind solutions that became global benchmarks for the printing industry. In 2011 the Venetian web-to-print company made waves by being the first client outside Japan to install completely automated Komori machinery, and it has been a trailblazer in the sector, helping to reinforce the culture of H-UV and H-UV L (LED) technology in Europe.



## New solutions on the horizon

“It is a privilege to work with Pixartprinting, an undisputed pioneer that pushes us to improve our performance in terms of both productivity and optimizing processes,” comments Silvano Bianchi, Managing Director of Komori Italia. “Our technological partnership with this dynamic company is a constant work in progress. I can reveal that we are currently looking at new solutions that will soon be implemented and will once again represent a benchmark for the world of printing.”

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Founded in 1994 as a service bureau for traditional printing and transformed into an e-commerce printing company in 2000, Pixartprinting now specializes in online printing solutions, including small format (magazines, cards, stickers, labels and leaflets), large format (high-resolution reproduction, posters, banners and display items), packaging, fabric printing and more. Today, Pixartprinting employs 570 people, has more than 250,000 active customers across Europe and processes an average of 9,000 jobs a day. Production is based at the company headquarters in Quarto d’Altino, Italy. Using next-generation equipment unrivaled in Europe, the firm provides fast shipping with

guaranteed delivery dates throughout the continent. Its excellent customer service includes TÜV-certified mother-tongue support. Pixartprinting is part of Cimpress (Nasdaq: CMPR), the world leader in mass customization.



# Boutaux Packaging and the magic of H-UV

“At Boutaux, beauty is all we know, and difficulty is what drives our creativity.” Such is the philosophy that motivates Géry Bailliard, President and CEO of the Boutaux Packaging printing company, which operates out of an 8,000 square meter facility in Val-au-Perche in the Orne region.



Géry Bailliard (left) says the Lithrone G40 H-UV was vital to the success of the Harry Potter project

The company's historic client base is made up of publishers, and its work includes the cover of the Prix Goncourt 2014 winner, *Cry, Mother Spain (Pas Pleurer)* by Lydie Salvayre, as well as the cover of the latest Guillaume Musso, *An Apartment in Paris (Un appartement à Paris)*. Then, of course, there are the slipcases used to protect the precious volumes of the classic Pléiade collection, which Boutaux has been producing for 20 years. The publishing market accounts for 60 percent of its business, but it has also made a name for itself in cardboard packaging with high added value for the cosmetics/perfume, specialty foods, high tech and fashion industries.

## The more complex, the better

Boutaux Packaging has become a specialist in the use of high-tech processes: soft-touch lamination, spot coating,

multilevel embossing, hot foil stamping, screen printing and foil imprinting with opaque white. The unusual is part of its day-to-day work. The company never shies away from a challenge. For instance, it created the Marsupilami collector's set, printed on flocked luxine for an authentic "furry" feel, which won the Oscar de l'Emballage award in 2013.

## The Lithrone G40 H-UV: a strategic investment

“We had two aging presses. In 2016, we decided to replace them with a Komori H-UV press,” explains Mr. Bailliard. “By

expanding our creative possibilities, H-UV technology enabled us to move upmarket, which boosted our strategy to win new markets. It was also a good fit with our commitment to protect the environment. We opted for a five-color Lithrone G40 H-UV press with PDC-SX and KID, speculating that the increase in productivity would offset the purchase price. The gamble paid off – the makeready and production times are shorter, and the fact that we no longer have powder improves the quality of our products, eliminating the risk of smearing. Above all, thanks to instant drying, finishing can be done immediately.”

### The two Harry Potter wizard challenges

The first Harry Potter challenge was technical, relating to the cover of the eighth installment: “We had to print in gold directly on the back and make provision for four refining passes on the front. With its immediate drying, H-UV was invaluable in meeting this challenge, particularly given the extremely tight deadlines. I’m certain we would never have won the international call for tenders had we stayed with traditional offset printing,” reveals Bailliard. However, the second challenge took place in a space-time continuum. In June 2016, Boutaux Packaging knew that it would have to print 650,000 Harry Potter covers that August, with the Lithrone having been in service for just one month. Furthermore, neither publisher nor printer had any room for error.

### An alliance between manufacturer, printer and publisher

In preparation for this project, Bailliard contacted Komori well in advance: “Our four operators had a week’s training at the Komori Graphic Center-Europe in Utrecht, the Netherlands, before participating in a six-week program here with one trainer and several Komori fitters. I took on some temporary employees to do the day-to-day work on the old press because I wanted my operators to devote themselves fully to the new Komori. As an extra safeguard for the Harry Potter project, I brought in an operator specialized in Komori H-UV presses. The Komori trainer was also there for added peace of mind. I informed Gallimard, the publisher of the Harry Potter series, of all this from the start, and they were reassured by the Komori/Boutaux



Wines and spirits, a promising target segment for Boutaux thanks to the broad spectrum of grammages offered by its brand new Komori H-UV press

Packaging alliance. It was thanks to this mutual trust that we made a success of this exacting production.”

### A vector for diversification

“Every day, we discover new possibilities with this H-UV technology,” he explains enthusiastically. “We are taking orders in the spirits sector, since we can now work on 650 g cardboard without the need for litho-laminating, which makes us more competitive. Recently, we were approved by Cosmetic Valley in Chartres, as we are ISO 9001 and ISO 12647-2 certified and, thanks to this equipment, we will now be able to create innovative packaging for this high-end perfume manufacturer’s customer base.” It could be that this machine has magical powers!



From left: Géry Bailliard, President and CEO; Gilles Douyer, Production and IT Manager; Michel Malaganne, responsible for QSE and R&D; and Jean-Marie Guibert, responsible for studies and ISO 12647-2

# Fleximpress trusts Komori tech to strengthen its **leadership**

Fleximpress Grupo Impresor is a well-known Argentine printer founded more than 50 years ago by Miguel Ángel Roque as a commercial printing shop. Since 1998 the company has developed capabilities in label printing on nonabsorbent substrates, and today it is the leading producer of In-Mold Labels (IML) in the Argentine market.



From left: Miguel Ángel Roque, Founder; Gustavo Pellegrini, President; Gastón Roque, Purchasing Director; and Diego Roque, Production Director

Over the years, Miguel was joined by his nephew, Gustavo Pellegrini, now President, and his sons, Diego Roque, now Production Director, and Gastón Roque, Purchasing Director. Meanwhile, Fleximpress consolidated its position as the leader in labels for industrial containers, mainly for paints. This achievement drove the management to seek new markets in the food industry to use its IML technology, particularly for ice cream, yoghurt and dairy products.

## **Renewal of production machines**

As the printer embarked on a diversification initiative, it realized that it had reached the technical limitations of its

equipment fleet, which consisted of a four-color Kony (a predecessor to the Lithrone) and a six-color Lithrone 40, both having been in operation for several decades. This old technology not only didn't allow them to grow in IML but also forced them to practically abandon the market in cardboard packaging.

It was clear that the time had come to invest in a new press. "We have been a Komori user for a long time, and we've always had a good opinion of the Komori brand. But we wanted



to be very professional in this selection because the machine is fundamental to our future," says Diego Roque.

Fleximpress researched other brands from German manufacturers and even traveled to Europe to visit printers and press manufacturing facilities. Finally, however, they realized that Komori offered them what they really needed – regarding not only machine capacity but also the advantageous deal put forward by the local distributor, Automación Gráfica SACIF. Diego Roque explains: "The selection process and the purchase decision took a long time, but throughout this period we felt that we were in good hands with Automación Gráfica and Komori. Because we not only want to enter the food market and print materials such as PP, PVC, synthetics, self-adhesives and laminates but also want to recover our position in the cardboard packaging market, where we had not paid enough attention. Automación Gráfica and Komori always advised us regarding the best configuration for these kinds of substrates. They even invited us to make a test print with our substrates at Komori in Japan."

In July 2016, Diego Roque and Print Supervisor Andrés Salamonowski traveled together with Gustavo Mazzini, Automación Gráfica Sales Executive, to Japan to run printing tests. These were carried out in the Komori Graphic Technology Center in the Tsukuba Plant. The results were very good and the implications were interesting. They also visited the printing facilities of some Komori users operating in different environments.

#### **An emotional event**

Diego Roque was very impressed with the Tsukuba Plant. The modern, well-organized plant and the commitment and professionalism of the Komori workers made a strong impact. A very emotional event for Fleximpress occurred during

the visit to the plant. When they were visiting the machine testing area, they were able to see their own machine start the print testing process – a surprise they surely will never forget. On this trip, the Fleximpress visitors also met with Chairman Yoshiharu Komori and discussed the state of the Argentine market.

#### **'We are reaching our objectives'**

Gustavo Pellegrini commented on the company's current state and the potential of the new press: "Little by little we are reaching our objectives. We have eliminated the offline varnishing process, which notably improves productivity. In addition, with the equipment specified on this machine, we have reduced the start-up time by half, allowing us to complete more jobs per day. Also, we have drastically reduced waste costs."

"Incorporating the new Komori machine has made us very confident about the future," says Pellegrini. "In the past few months Fleximpress has become ISO 9001 certified, gained Gutenberg Certification (local institute) and acquired the most productive press in the region – the six-color Lithrone G40 UV with coater. All of these initiatives are aimed in the same direction – increasing the level of service and productivity and offering high quality labels and packaging in order to raise the value of the products inside. This is the essence of our strategy as we face the challenge of maintaining our position in the IML segment in Argentina and increasing our activities at regional levels."



Diego Roque, Production Director, meets Chairman Yoshiharu Komori at the Komori Head Office

# Stationery to packaging: Kinta Press's **evolution**

Kinta Press & Packaging has come a long way since its founding in 1983 as a stationery printer. Through unrelenting perseverance, this Malaysian company has evolved into a significant regional player in the package printing industry, supplying a wide range of products to numerous major global companies.



With its plant and headquarters located in Ipoh, the capital city of the state of Perak, Malaysia, Kinta has offices in Kuala Lumpur and Jakarta.

Jeffrey Ong, Managing Director, outlines Kinta's evolution into a major competitor in Southeast Asia: "Transforming our business into package manufacturing was a journey that took many years. Essentially it demanded completely new machinery, technical skills, creative talent and staff. It required total understanding of the materials, processes and applications – from substrates to inks and chemicals. Being utterly tenacious in developing and upgrading technical and design capabilities was fundamental."

Mr. Ong emphasizes the importance of cooperating with clients to achieve great results: "Our people understand the importance of enhancing the client's brand with great packaging, and we have a system for attaining these requisites. It is part of our corporate DNA to see challenges as necessary for our growth."

## **Eight-color UV press takes the stage**

"Our latest decision to invest in a new Komori press – an eight-color Lithrone S29



*“We will concentrate more on packaging structure development and design enhancements. And by continually upgrading our production facilities and technical skills, we will meet and exceed customers’ expectations.”*

Jeffrey Ong, Managing Director

UV with coater – was based on Kinta’s experience. Our high added value work normally requires five or six colors and sometimes even more. The final units are used for varnish. Short makeready, high printing speed and complete printing in one pass were the top criteria in our choice of this machine. And, of course, print quality. Komori has proven the high performance of its machines and its outstanding technical support ever since our first installation of a sheetfed UV offset press. The durability and reliability of Komori UV presses have been a real positive for our maintenance budget. These machines have allowed us to produce higher output with fast turnarounds and superior results, even on very difficult substrates. The high level of automation helps keep makeready times to a minimum. We are also very delighted with the print quality of the output,” he adds.

### **Strong regional presence**

“Kinta has broad experience working with major global corporates who share our passion for excellence. They come from a wide variety of industries, including wines and spirits, tobacco, fragrances and cosmetics, confectionery and fine foods, healthcare and pharmaceuticals,” says Ong. “The high level branding that these customers require starts with a strong visual presence, and we help them create their brand stories through innovative packaging. In fact, we received the 2015/2016 Vendor Excellence Award as best packaging supplier in one of the most important regional competitions in Southeast Asia. The award signifies the superiority of our products and services. This recognition is based on the uniqueness of our packaging

structures and design effects together with our prompt support and service.”

### **In-house converting**

“Packaging requires mastery of a vast variety of substrates, and Kinta has experience with specialty substrates ranging from paperboard to metallized and synthetics,” says Ong. “In addition, our in-house material converting capacity for cutting jumbo rolls to desired sizes with special coatings and laminated finishes provides a high level of efficiency and ensures flexible stock availability, inventory control and quick turnaround times,” he notes.

Looking to the future, the Managing Director is clear: “Our five-year plan will enable us to excel further in the export markets. We will concentrate more on packaging structure development and design enhancements. And by continually upgrading our production facilities and technical skills, we will meet and exceed customers’ expectations,” Ong concludes.

See interview with Kinta Press Managing Director Jeffrey Ong. Details for access to special site on page 35.





# Training in Basic Press Operation for Overseas User

The last issue of *On Press* covered training for dealer demonstrators. This issue covers training for a user. Globe Print n Pack had never printed before, but they ordered a Komori press and needed to get in-depth training in the basics for their staff. KGC fashioned a course tailored to their machine and printing environment.



environment, guidance was given on the printing data flow from prepress to printing. In addition, an explanation and discussion of CMS-related material was provided, resulting in a very worthwhile training in total.

“Even though it is difficult to cover everything in a short five-day course, it was a good experience for the operators. We look forward to Komori’s assistance at the installation of the press,” said the customer.

For customers who will be printing for the first time and seek to raise their printing techniques, KGC will work to provide training that matches the customer’s environment. Count on the KGC Printing College.

Komori Graphic Technology Center (KGC) provided a five-day course in basic press operation for Globe Print n Pack of India. This customer’s main work is packaging on plastic substrates and up to now it has outsourced printing. Having decided to print in-house in order to reduce printing costs and strengthen color management, the company will introduce a Komori press. Since this will be the first time that the customer does its own printing, advance training in press operation was planned and carried out at KGC.

The training began with basic printing knowledge (key elements of the printing environment: temperature, humidity and conditions for viewing color) and

included a description of the core construction of the press and a careful, step-by-step explanation of operation on an actual press.

During the training, care was taken to have the individuals who will be operators actually run the press and learn its functions in order for them to become as familiar with it as possible. In addition, countermeasures for scratches and smearing, which often occur on plastic substrates, were explained, and material suited to the customer’s actual printing environment was practiced on.

Since both press operators and prepress staff participated in this training, after getting information on the customer’s platemaking



K-Supply

K-Supply KG-911 H-UV Ink

# Growth **Formula**: Lithrone S32 Running K-Supply H-UV Ink

Wakatsuki Printing changed ink and said goodbye to their problems. K-Supply KG-911 H-UV ink solved their picking issue and turned in higher mileage. Customers love the vivid color and sharp printing. Volume is up, costs are down, and Wakatsuki is on a roll.

Founded in 1924, Wakatsuki Printing began by printing packages for locally made saké and food. After setting up its Plus-I Planning and Design office, the company expanded from its northern Japan base into Tokyo, setting up a Kanto office in 1998. In January 2015, Wakatsuki Printing built a new plant at its Sagae office as part of the company's 90th anniversary. *On Press* talked with President Takashi Wakatsuki and Printing Section Chief Sumihiro Kimihira regarding the introduction of a four-color Lithrone S32 H-UV press and K-Supply KG-911 H-UV ink.

## Orders up, problems gone

President Wakatsuki says, "The volume of printing grew along with the increase in orders. Sustaining this was the Lithrone S32 H-UV installed in 2011." He also notes that the company has been able to get orders for work with high artistic content since installing the H-UV Lithrone and using K-Supply ink.



Takashi Wakatsuki, President

"Advertising designers are very particular about their choices in paper. One customer told us he would be our client since we acquired an H-UV press and has ordered work on vent nouveau every year since we installed the machine." "Another customer told us that after we got the H-UV press, printed work looks different than before. He said the printing is vivid and the photographs are sharp."

Mr. Kimihira says: "Efficiency in the plant shot up due to the introduction of K-Supply KG-911 ink. We were using another brand of ink at the outset, but we were very bothered by picking that occurred with slightly coated paper. Then we found an article on K-Supply ink in *On Press* and thought this might be the solution. We tried it and the picking problem disappeared right away."

For issues such as picking, color unevenness and pinholing in solid areas due to the high tack value of UV ink, Kimihira recommends not giving up and instead trying K-Supply ink. "With K-Supply ink, you get

exactly the color you're aiming for, even with a thin layer. Since the tack value is lower, there is less of a load on the press," he states, detailing his high opinion of the ink. "When we changed to K-Supply ink, the color became rather saturated, but the color settles down with the ink keys at 70 to 80 percent, and the ink mileage is higher."

"On one regular job of the same image, we could print with less than 1 kg of ink even though 1.5 kg of ink was necessary previously. So the higher mileage is certain," he adds.

Undoubtedly, Wakatsuki Printing's planning, design and technical capabilities are developing new potential due to the H-UV-equipped Lithrone S32 and K-Supply KG-911 ink.



K-Supply KG-911 H-UV ink in temperature-controlled storage



Postpress/Cutter/Apressia CT137

# How to choose a programmable cutter

Komori offers an extensive range of ideas and solutions to customer problems and is evolving into a Print Engineering Service Provider (PESP). The Apressia line of postpress equipment meets the requirements of printing professionals as only Komori can. Kato Shiko needed a new cutter and found just the right system. And just the right manufacturer.



“Since we installed the Apressia CT137, I have been working on standardization by doing things like constantly checking the movement of the back gauge and the monitor display to make sure they match. We are also setting up in-house cutting standards to achieve consistent quality regardless of who does the cutting,” he adds.

“It’s been six months since we installed the machine. From now on, it will be in full-on operation, and I think it will lead to even higher quality work from us. Looking at its effect on the entire line, I think we will be able to raise the level of our contribution to customers,” concludes Kato.

Handling bindery and postpress work for printers in the Kyoto area, Kato Shiko is responsible for the final process in the production of appliance catalogs, company guides, shareholder communications and pamphlets. President Fumito Kato explains why he replaced an older cutter with the Apressia CT137 Programmable Hydraulic Clamp Cutter from Komori: “The guillotine that we had been using developed problems, and a new machine was necessary. In considering a replacement, I knew that our customers are always seeking faster delivery. Since sheet work is a constant succession of job changes, fast setting changes and a better operating ratio were important. And for this, the speed of the back gauge was a crucial factor in selecting a cutter. Safety was the other priority for me.”

“I first saw the Apressia at IGAS 2015,



Fumito Kato, President

and there was only one point that I wished were different,” says Mr. Kato. “When I looked at the Apressia CT137 next in June 2016, Komori had already improved the machine, putting right the point that I’d noticed, and making it easier to use. So I understood how well Komori as a manufacturer responds to the voice of the user, and I came to trust Komori a great deal.”



## POSTPRESS NOTE

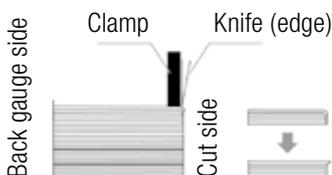
**TWO TYPES OF UNDERCUT**

Paper stretching or warpage straightening

When the cut side of the paper bundle is checked after cutting, occasionally the top few sheets are longer than the setting size. This phenomenon is generally called 'undercut.' There are two types, each with a different cause.

First, stretching of the paper at the moment of cutting (see figure). At the moment the knife comes down and the edge touches the paper on top, a few sheets are stretched by the pressure of the knife. The lower sheets are cut exactly according to the setting because they do not stretch due to pressure.

The second type of undercut is the phenomenon of the top few sheets slipping a little toward the back gauge due to the pressure of clamping. This slippage is due to warpage caused by insufficient air release or warped paper. The knife comes down and the paper is cut; when the clamp is raised and the force is dispersed, the warpage is straightened, causing inaccuracy. To deal with undercut, first look closely at the side that was cut.

**PACKAGING EVENT**

Utrecht, The Netherlands

Visitors from throughout Europe and beyond attended the recent Packaging Event at the Komori Graphic Center-Europe in Utrecht, the Netherlands, for an update on Komori's extensive range of technologies for the carton industry.

Highlights included demonstrations to show the exciting packaging opportunities that the new Komori Impremia IS29 sheetfed UV inkjet digital printing system now provides for high print quality, short runs and prototype carton production. The Impremia IS29 printed a pharmaceutical box in four different color options on standard carton board. Using UV inks and the Impremia's instant curing technology, the printed sheets were then taken directly to the Zund G3 digital cutting machine, where they were cut immediately and then made up into finished format so that the preferred package could be selected.

This version was then printed on the Komori six-color Lithrone GX40 equipped with coater and the H-UV curing system, using exactly the same carton board used on the Impremia IS29 – proving unquestionably how Komori digital and offset production match. The Lithrone GX40's fast makeready,



color control and continuous production technologies were then demonstrated when the press changed over to print a different job on heavyweight carton board at its maximum speed of 18,000 sph.

Completing Komori's event lineup and illustrating its cross-market versatility, the five-color Lithrone G40 was also demonstrated with quick changeovers between promotional print on paper and packaging print on board.



## PRINTOLOGY G37

Belgium and  
The Netherlands

Printology G37 is the title of a series of Komori events being held at venues across Europe. Organized by Komori International (Europe) BV with the joint cooperation of printers running Komori Lithrone G37 presses and with Komori's industry partners, the events pinpoint through case studies, financial analysis and local field visits how the Lithrone G37 and the Komori H-UV

curing system optimize production while minimizing costs on eight-up impositions of A4 sheets .

The first Printology G37 was held in March near Brussels where, after presentations at a local venue, delegates were able to see the four-color Lithrone G37 in production at Leleu Printing. This was followed by a similar event in the Netherlands, the host printer being Deltabach NL, located near Amsterdam airport.

Explains Peter Minis, Marketing Manager, Komori International (Europe): "The Lithrone G37 takes its precision construction, fast makeready technologies and

control systems from the Komori Lithrone G40 series. It's a true PrintOnDemand offset machine in a compact format that saves factory floor space, uses less power than a 40-inch press and saves on plate costs as it takes a smaller plate. Visitors to our Printology G37 forums were quick to recognize these benefits and with their excellent feedback encouraged us to organize further events in Europe in the near future."

## ASIAN OPEN HOUSE

Yangon, Myanmar  
Kathmandu, Nepal



Komori is making its presence known in more and more countries. In June 2017, Myanmar and Nepal saw Komori open house events take place in their commercial centers. The Myanmar open house, held on June 20, was hosted by Shwe Htee Printing in Yangon. Around 20 visitors watched a four-color Lithrone A37 being put through its paces. Data

was sent from the PCC to the press, which performed four-color printing. The high reproduction capability of the press was illustrated by printing micro-characters in the image. Two days later in Kathmandu, Nepal, Prism Color showed its four-color Enthroned 29 printing a four-color job to a group of 20 printers. Komori is very happy with the results of these events and

looking forward to participating in the growth of the printing industry in these emerging economies.

## CURRENCY CONFERENCE 2017

Kuala Lumpur, Malaysia



Currency Conference 2017 was held for three days, from May 15 to 17, 2017, in Kuala Lumpur, the capital city of Malaysia. This conference, second only to the Banknote Conference in importance, is held once every two years as a venue for high security printing. It is attended by central bank officials from various countries, commercial banknote printing works, and security-related equipment manufacturers.

In attendance were a total of 542 participants from 76 countries, including a large number from Middle Eastern, African and Asian countries in addition to European countries and the U.S. Komori set up a separate meeting room and offered an appraisal of its product reliability and outstanding delivery record over the past 10 years, provided information on new models and future delivery schedules, and

strongly promoted Komori's banknote and security printing business and product lineup. Currency Conference is sure to lead to future market development due to the lively exchange with customers and the opportunity to make many connections.

## EXPOGRAFICA

Guadalajara, Mexico



Expografica 2017 was held in Guadalajara, Jalisco, Mexico, from May 17 to 20. The most important graphic arts industry trade show in the Spanish-speaking world, Expografica is held every two years, alternating sites between Guadalajara and Mexico City.

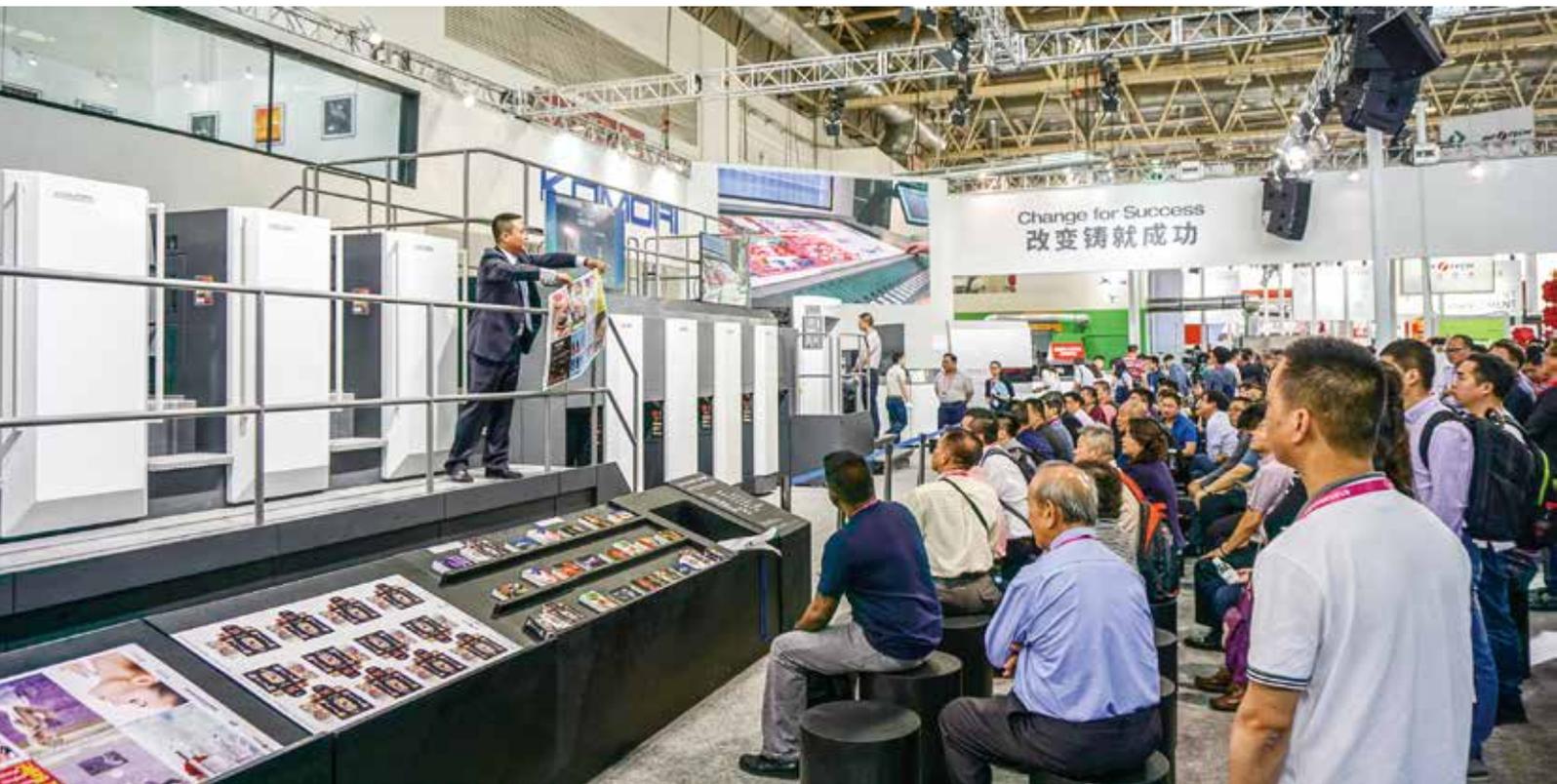
Expografica's objective is to promote the printing industry in Mexico by making the latest technologies available to the market, training and updating its participants, and reinvesting economic benefits in the same environment. It is the place where national and international brand leaders meet.

Grupo Sánchez, the exclusive distributor of Komori in Mexico

since 2003, had one of the biggest booths at Expografica, about 6,000 square feet. A Komori four-color Enthroner 29 sheetfed offset press was exhibited together with prepress, digital and finishing equipment. Grupo Sánchez has been the only exhibitor participating every two years since Expografica's beginning in 1979. Its main objective is to

strengthen Komori's position in the Mexican market. This year's show was a great success for both Grupo Sánchez and Komori.





## China Print 2017

Beijing, China

China Print 2017, a major printing show, was held May 9–13 at the New China International Exhibition Center in Beijing, attracting more than 205,000 visitors. Komori presented at the show with the aim of demonstrating the new potential of printing – with a display covering offset, digital, printed electronics, materials and auxiliary equipment. Komori knows that the connection of all things (IoT) and functions will lead to richer print communications. Komori exhibited under the theme ‘Open New Pages’ and the subtheme ‘Change for Success.’

The live demonstrations during the show were based on the idea of next-generation ‘Connected Print.’ Total solutions illustrating new value and potential by connecting offset and digital as well as hardware and software were presented.

The hardware consisted of the H-UV-equipped eight-color Lithrone GX40RP, the H-UV-equipped four-color Lithrone

G37 and the Impremia IS29 29-inch sheetfed UV inkjet digital printing system. To connect these machines and control printing tasks, KP-Connect, one of the Komori ICT (Information and Communications Technology) Solutions, was on hand to demonstrate the power of connecting for productivity and for solving problems on the plant floor.

The Impremia IS29 and the Lithrone GX40RP were demonstrated together showing test marketing of a new product. The Impremia IS29 showed off its wide-gamut RGB output capabilities by printing 15 posters in different colors, and then



printed three candidate packages color matched with offset. The Lithrone GX40RP printed a 16-page A4 brochure and the winning package.

The new Lithrone G37, capable of handling 8-up A4 impositions, enables high-efficiency, low-cost production by saving space, reducing energy use and cutting plate costs. First, this press printed an invitation card for regular members of a cosmetics company. As a variation of this sample, some cards for premium members had micro-perforation and decorative

cutting done by the Highcon Euclid III Digital Cutting and Creasing System.

All demos showed the following: color matching enabling the combination of digital and offset by means of K-ColorSimulator 2 Easy Color Matching Software; variable output, which is a key advantage of digital; printing task control by KP-Connect; and high added value products achieved by the materials and postpress processing.

Also, K-Supply ink and other K-Supply products were used exclusively. In fact, highlighting the combination of digital and offset, which is unique to Komori, attracted so much attention that the stand was flooded with visitors.

Rounding out the show were the K-Supply/Service Corner showing



the lineup of special consumables, materials and equipment that are standard for Komori-made presses; the Komori Ecology Corner presenting green products and production environments; the Print Gallery with samples of added value printing using unique technologies such as 3D lenticular printing; samples from Komori currency/security presses; and screen-printed printing samples from Seria Corporation, the unit in charge of Komori's printed electronics and precision devices business.

Komori deemed China Print 2017 a great success and is looking forward to the next edition in four years.



## INFORMATION

### We Want to Hear from You

*On Press* has set up a survey corner to help in providing more useful content to readers.

We would like to hear opinions and impressions from readers. Respondents will be able to download Impremia IS29, Lithrone GX40 and Lithrone A37 wallpaper.

Deadline: November 30, 2017

<https://form.k3r.jp/komori/op91q>



### Visit Our Special Site

Visit our special site to see the latest *On Press* in PDF, event information, and exciting movies of Komori users.

[http://www.komori-event.com/movie/feature/index\\_en.html](http://www.komori-event.com/movie/feature/index_en.html)





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