

# GENESIS Revelations

A SAMPLE OF PUBLIC RELATIONS WORK FROM GENESIS MARKETING

**Alderson  
Brothers to  
Celebrate  
50 Years in  
Print**

*see page 3*



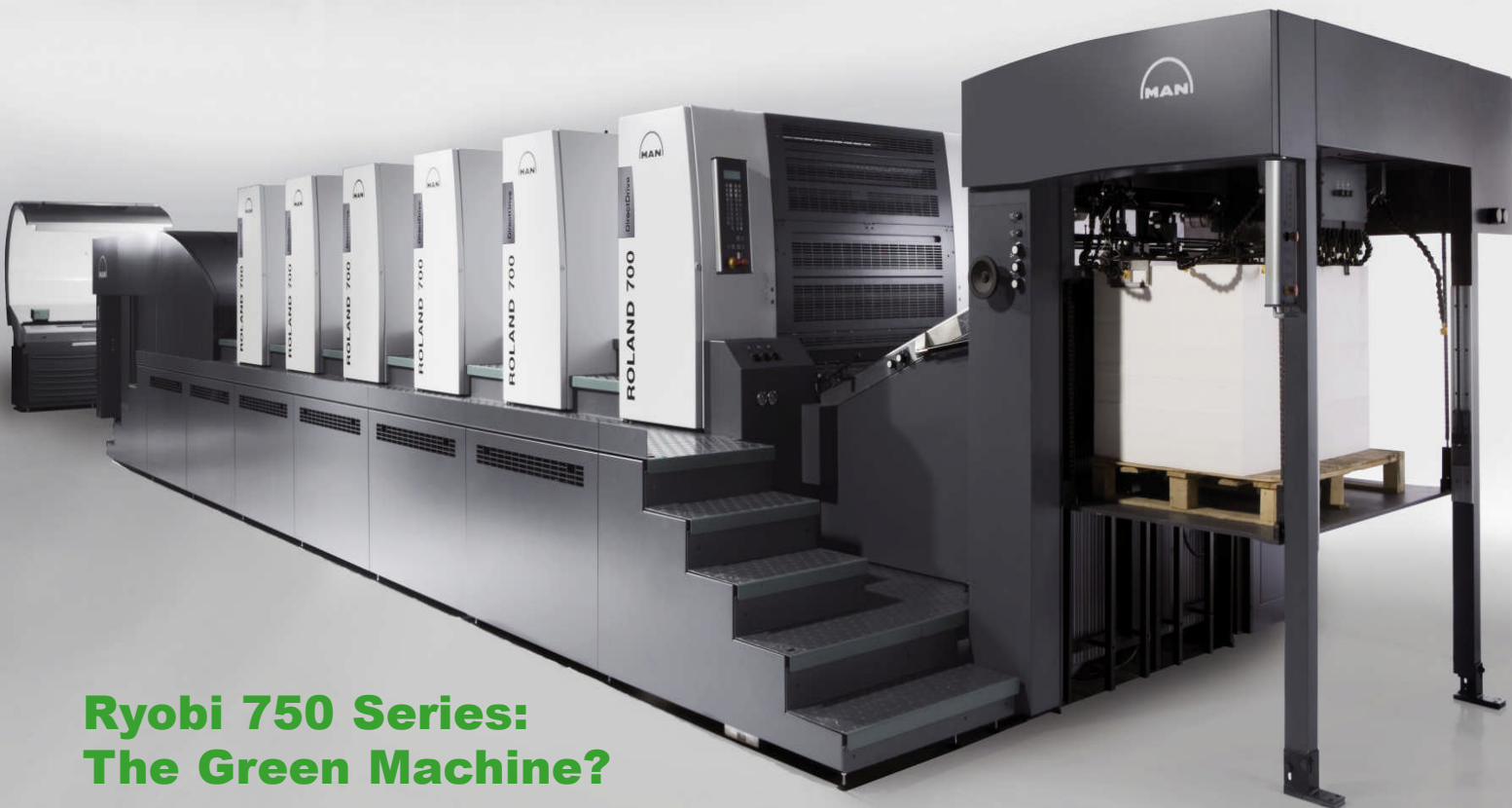
**Going  
Digital with  
the Xeikon  
330 Label  
Press**

*see page 2*



**Ryobi 750 Series:  
The Green Machine?**

*Full story: page 4*



## **DirectDrive Sets New World Record**

MAN Roland 700 with DirectDrive Completes 103 Plate Changes  
in 24 Hours - A Full Plate Change Every 14 Minutes

# Biting the Digital Bullet

Screen printer and short-run flexo printer installs first digital press - a Xeikon 330

C.S. Creative Screenprint Limited, Willenhall, West Midlands, has announced the installation of its first digital printing system in the shape of a Xeikon 330 label press, complete with in-line finishing capability. The system was purchased from Punch Graphix UK as part of a £400,000 investment programme.

"The move into digital printing was undertaken after full and detailed consultation with our customers," said Simon Smith, Managing Director of Creative Screenprint. "We had already undertaken a detailed review of the work we were currently producing. This indicated that some 60% of our work required the production of less than 2,000 meters of material - which was definitely a pointer towards a digital future. It is important, however, to ensure that you are taking your existing customers with you before you embark on such a journey, and so we conducted a series of workshops with leading clients to discuss the potential and the benefits for them of digital print."

The company was established back in 1976 as a screenprint sister-operation to Creative Labels. Simon Smith joined the business in 2000, following some 20 years with Lloyds TSB. "In many ways it was a huge benefit for the company to bring in somebody that knew very little about print, but had a lot of experience of other businesses," said Simon Smith. A review of the company's market identified the need to undertake further investment in new machinery, especially for the short-run sector.

"We reviewed the two leading digital products on the market, and there were things in favour of both products," said Simon Smith. "We identified a number of important issues with regard to the equipment. Xeikon scored highly in the fact that there were no click charges associated with production. The machine also performed well with regard to the trials that took place, with customers preferring the Xeikon output."

The web-fed Xeikon 330 is able to print on label stock, paper and synthetic media in widths up to 330mm and weights up to 250 gsm, in up to five colours, including opaque white. Xeikon 330 can print at up to 14.7 meters per minute. The digital press comes complete with in-line post press equipment suitable for varnishing, laminating, cutting, slitting, matrix stripping and re-reeling the finished printed product.

For job preparation, the Xeikon 330 is equipped with the truly open, scalable and modular X-800 Digital Front-End (DFE), combining extensive pre-press functionality including a high-speed RIP with impressive variable data printing processing. In addition, the Xeikon 330 DFE is designed to deliver the highest print quality level, a practical die marker function and precise step-and-repeat functionality. The system is also equipped to handle complex operations such as sequential numbering and barcodes.



The Xeikon 330 is also one of the most environment friendly digital colour presses in the business. It is dry toner based so no solvents are used, which makes it not only a friend of the environment but also for the health of operators.

A switch to digital will have a significant impact on job preparation times, removing the need to have flexo plates manufactured - a process that had been taking place via an external platemaking specialist company. "Not only does that reduce the costs significantly - especially for a short-run job - it also has a major impact on job turnaround time," said Simon Smith. "The market is getting increasingly competitive, and plate creation was often something that we were not able to charge for. With digital we can take a file and go straight to the press - we can now actually print the job in less time that it would have taken to get the plates made!"

In addition to the Xeikon 330 press line, the company took the decision to add TimeHarvest's DigiQuote software. "Our tradition MIS was very good at working out all of the factors for flexo printed work, but digital demands a different type of solution for the creation of job quotations. The TimeHarvest product is excellent, and allows us to produce a very accurate digital quote very quickly."

Creative Screenprint employs a team of 20 at its Willenhall premises, where it has been based for four years.

*For further information on Punch Graphix and Xeikon e-mail [infouk@punchgraphix.com](mailto:infouk@punchgraphix.com) or visit the [www.xeikon.com](http://www.xeikon.com) web site. For details on TimeHarvest products visit the [www.timeharvest.com](http://www.timeharvest.com) web site*

# DirectDrive Technology Establishes New World Record

MAN Roland has staked a claim for a World Record for plate changing following an independently monitored production session at a pilot customer for its DirectDrive system, based in Stuttgart. The company was able to change more than four sets of plates per hour, every hour, for a full 24-hours of production.

The customer, Rösler Druck, is running a six-colour ROLAND 700 B1 for-mat press equipped with DirectDrive and double coater. The ROLAND 700 DirectDrive operates with directly driven plate cylinders in all printing units. The use of this future-directed technology in combination with QuickChange, the MAN Roland make-ready reducing package incorporating many presetting functions, and APL, the automatic plate change system, can substantially cut make-ready times. With the plate change system, wash-up of blanket cylinders, impression cylinders and inking units, plus ink feed, up to 60 percent of make-ready time can be saved, setting up the best conditions for a record-setting performance.

Rösler Druck provided the ideal job for an attempt at a record breaking performance. Its task was to produce 1,000 copies of a 2,800 page catalogue for a customer, printed four-colours throughout.

An official independent adjudicator, Helmut Hahn, began the timing of a 24-hour session, and was on hand at regular intervals throughout the day to check that production was continuing correctly and print quality was maintained. He was also able to check the impression count on the press, the printed stacks, and the plates consumed.

The result: 103 complete plate changes on the press, using a total of 412 plates - which is equivalent to a full plate change, and the printing of 1,000 sheets, every 14 minutes - all on a real-life production job.

Commenting on the news, MAN Roland GB's Director Sales for Sheetfed and Finishing Equipment, Gary Doman, said: "This is a staggering performance. Some manufacturers talk about reducing make-ready down to just 15 minutes - in this exercise MAN Roland has not only made the press ready for production, it has also achieved accurate colour, and produced the 1,000 copy print run, all in less than 15 minutes!

"Every printer needs to appreciate the huge leap forward in press performance that DirectDrive can provide - these figures are an excellent illustration of what this system can produce, and really do set the benchmark for make-ready reduction.

"We understand that, to date, there has been no official world record for plate changing, and so, on the advice of the independent adjudicator employed to oversee this task, we firmly believe that we have established a figure that can now be regarded as the one that other suppliers can aspire to, and all printers can be impressed by!"

A direct drive system has been a standard feature with MAN Roland's commercial and newspaper web offset presses for a long time. The company envisaged a similar system for its sheetfed presses. The solution that has been created provides for direct drive of the plate cylinder, which is declutched and driven by a high torque motor mounted on the cylinder journal. This results in an enormous reduction in make-ready times. Plates can be changed simultaneously in all printing units while other job changeover processes, such as blanket washing, take place.

The launch event for DirectDrive took place in Germany in March with over 600 visitors.



*The ROLAND 700 DirectDrive Press*

## **Alderson Brothers Announce Grand Opening Open House and 50th Anniversary Celebrations**

The Alderson Brothers Print Group, West Molesey, web, sheet-fed and digital print specialists, has announced details of a special open day for print buyers to mark the completion of the company's new web building "Imperial House" and the installation of its two new M600 Goss web presses. The event will also celebrate a very special anniversary at the company - the 50th year in print for brothers Ron and Peter Alderson.

The print buyers day will take place on May 10th at the West Molesey factory, and will include presentations on several major enhancements that have been made by the group. These will include a detailed tour around the two new M600 presses, the arrival of which has put Alderson Brothers at the leading edge of commercial web printing.

The presses are capable of printing on materials from 70gsm through to 200gsm, in one to six colours on both sides of the sheet, at speeds from 50,000 to 70,000 copies per hour.

Blackmore Limited, Shaftesbury, Dorset, a member of the T. H. Brickell Group (which also includes Reading-based Lampport Gilbert Ltd), has announced the installation of a Ryobi 750W Series B2+ format press. The four-colour plus coater machine, 754WD, was delivered at the end of October 2006 and has already produced in excess of 3 million impressions.

“The purchases represents our first move away from Heidelberg as a supplier of press equipment,” said Peter Smith, Group Managing Director. “However, Ryobi and distributor Apex Digital Graphics won our business after careful consideration on our part, and a stringent environmental audit.”

Blackmore started with a list of five possible suppliers. One essential element was that the press had to be able to accommodate exactly the same size of plate and image position as the company’s existing Heidelberg CD74-5 plus coater press, in order that decisions regarding which press a job would finally be produced on could take place at the very last minute. This helped to shrink the field down to two suppliers.

The final two machines were compared by Blackmore’s works manager Nigel Hunt on an environmental basis, in accordance with the company’s ISO 14001 accreditation. “We are definitely not tree-huggers,” said Nigel. “However, we do take our environmental responsibilities seriously, and we also believe that we are staying one step ahead of the legislation with regard to various green issues.”

The comparison highlighted a number of interesting points. Firstly, with regard to power requirements, the Ryobi’s 39kw press motor and 44kw dryer motor used significantly less electricity than its rival. This equated to an hourly rate for consumption of power of £6.69 (day rates) on the Ryobi against £12.06 on the competing machine. There was a similar differential on night rates: £3.82 v. £6.89. The conclusion drawn on this element of the environmental audit was that considerable cost savings could be made on power consumption and therefore on climate control levy, with a favourable reduction in carbon emissions should the Ryobi machine be selected.

Examination then took place of the dampening systems on the two machines. The Ryobi machine provided a low alcohol fount system as standard, using only 2% isopropanol with its standard dampening rollers. The competitive press offered a system using 8% as standard, though a low alcohol system was available at extra cost. The Ryobi system offered a reduction in the annual



## **RYOBI 750 Series from Apex Digital Graphics**

replacement. Estimates were that this should last at least three to four months. The alternative press uses a steel blade which needs replacing twice a week, taking 30 minutes per change. Costs for these blades were estimated at £1,200 per year.

The final issue considered at Blackmore’s was the space taken by the machine - space being at something of a premium at the Shaftesbury site. The Ryobi configuration required some 28.5 square meters whilst the alternative product needed 45.37 square meters.

Peter Smith was keen to point out that it was not just the environmental issues that were taken into consideration. “We have to work hard on reducing the impact that the printing process has on the environment, but as a responsible company we also have to look at all purchases from a commercial position as well, as cost is important. The Ryobi machine offered considerable overall cost savings against the competitive product, as well as coming through our environmental audit with flying colours. The two factors combined made our purchase decision relatively easy - although, of course, we also had to consider that this would be our first move away from Heidelberg as a press supplier.”

To date the Ryobi has surpassed performance expectations, and is providing high quality B2 print around the clock. “It offers tremendous value for money,” added Nigel Hunt (pictured).

tonnage of VOC’s produced by over one tonne. Isopropanol savings amounted to £1,375 per annum.

Differences were found too in the coating units. The Ryobi machine provides for a coating unit that can effectively be taken off-line at any time, allowing for pre-make-ready while other, non-coated work is still being printed. The unit can also be kept running when not actually coating, meaning that there is less press down time for cleaning the unit. Cleaning would be required at least three times per week on the Ryobi coating unit, each of which takes approximately 5 litres of water, which needs to be removed as contaminated waste. Cost for removal was estimated at £187.50 per year.

The competing machine needed the coating unit cleaned down every 12 hours. This was calculated to take out 4.5 hours per week from the production process. Cleaning would require 12 litres of water which needed to be removed as contaminated waste. Cost for removal was estimated at £1,350 per year.

The doctor blade system on the two presses are of different styles. The plastic blade on the Ryobi has been running for three months to date without