

IMAGING



LARGE FORMAT  
AND DISPLAYS



DESIGN



FACILITIES  
MANAGEMENT



PRINTING



FINISHING



WEB BUILDER



ONLINE  
PRINT SOURCE



COPYING  
PLAN PRINTING



# NEW IMAGEPRESS

Imagesource have recently purchased a new state-of-the-art digital press to extend their vast range of both digital and offset print solutions.

## THE DIGITAL PRESS GOES FAR BEYOND OFFICE PRINTERS

Graphic arts quality digital printers can output beautiful products – if you can wait. But twenty copies, never mind a thousand, take too long. Not true with the digital press. It can deliver 70 pages per minute (ppm), A4 size, 63gsm to 300gsm stock.

Business colour printers can certainly crank out product, but it is of noticeably lower quality than traditional offset printing. The difference in quality is so great that it lowers the perceived value and significance of the printed piece. Something just off a “copier” might feel “cheap”, regardless of the cost per unit.

## FINISHED BROCHURES DIRECT FROM PRESS

The digital press can produce stapled and folded A4 size brochures from A3 stock. Imagine the flexibility of short-run collateral with no bindery or finishing. Whether it is 15 or 1,500 copies, the brochure is affordable, offset quality and carries the perceived value that demonstrates professionalism and commitment to the audience.

## MAKE-READY COSTS ARE A FRACTION OF OFFSET

Offset lithography requires the time consuming setup of the press in order to print each and every new job. This “make-ready” time is the primary barrier to cost-effective short-run printing. Digital make-ready involves printing one copy and making adjustments. This is much faster, for lower cost than traditional offset.

## VDP STEPS UP TO OFFSET QUALITY

With the digital press, all of the options of Variable Data Printing are available at a quality level that is unmatched by standard printers. Designers are no longer handcuffed by limited reproduction quality. Direct mail houses can offer their clients the higher return rate of targeted copy and graphics with offset quality. Printers can meet the market for VDP with the cost-effective, multipurpose digital press.

## PRESS PROOFING IS BACK

The digital press can print up to 297mm x 420mm (12in x 18in) full bleed on a 330mm x 483mm (13in x 19in) sheet, on the paper specified for the job. The exact conditions of the final run on the digital press are preserved, for fast, accurate press proofs.

So, as you can see the Imagepress incorporates industry-first innovations for outstanding image quality, consistency and stability. Call in to Imagesource today to see the outstanding quality for yourself.

