



**For immediate release
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Formula one step ahead in proofing and approval

Danish company is impressed with the installation of Screen's Riteapprove as part of an upgrade program

Danish company Formula A/S has installed Screen's Riteapprove proofing and approval solution as part of an overhaul of its CtP and workflow. It has improved its PlateRite 8800II platesetter with a productivity upgrade for better performance and now has Trueflow v6. It made sense to take this opportunity to add Riteapprove to the workflow.

Formula is one of Denmark's leading graphics companies with more than 170 staff and a turnover of around Euros 33.5m. "We could see great benefits in automation and the subsequent time savings with Riteapprove," says prepress manager Michael Olsen. "We had considered it for a while and decided that now the time was right."

The company uses Riteapprove for posters, sheet work and general books of varying sizes, and intends to roll it out to the rest of its work, when all of its relevant staff have got to know the system thoroughly. "So far our customers are impressed with Riteapprove and like it very much," says Michael. "The interface is easy to use and understand, which is great for our customers. But it also has the necessary features that make it worthwhile."

Accuracy is essential and it is important to Formula that what the customer sees on his screen is exactly the same as the finished product. Initial feedback from both staff and customers has been very positive. "Based on the success we have had already, we have great expectations for Riteapprove," says Michael.

The upgrade was overseen by supplier Fujifilm Denmark who went to a lot of effort to ensure the transition was seamless. The user interface is translated into Danish which is a great advantage to Formula. "We have a constant dialogue going on regarding improvements to the system," says Michael. "We have made several suggestions and believe it is important to be able to adapt it to our business."

End

Note to Editors: images available to download from <http://tinyurl.com/yz7v7vl> and <http://tinyurl.com/yfkoc66> (click on the image and right click to save as high res jpeg) or on request from melindaw@splashpr.co.uk

About Screen:

Dainippon Screen Mfg. Co., Ltd (Kyoto, Japan) is one of the world's largest manufacturers and suppliers of system components for the prepress and printing industries. Its large range of equipment includes workflow systems, RIPs, proofing systems, platesetters and digital printing presses. The company is also a well-known manufacturer of equipment for the semiconductor and flat panel display manufacturing industries.

To find your local supplier of Screen technology and detailed information on all Screen products visit www.screeneurope.com

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