



**For immediate release**

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## **Geoff Neal Litho Ltd boosts prepress production with Screen's B1 platesetter**

Rapidly growing Geoff Neal Litho has recently expanded its premises in West London, increased staffing levels and been awarded Direct Mail Printer of the Year Award for the third time. Furthermore, to meet increased demands they have recently installed Screen's PlateRite 8800Z platesetter, now producing up to 42 B1 plates per hour.

"We needed a platesetter with exceptional throughput to cope with our increasing plate volume and reduce our prepress times," says Geoff Neal, CEO of Geoff Neal Litho. "It was important to remove any bottlenecks within the system and installing the new platesetter has helped dramatically. We have increased our turnover by 20% while remaining competitive in this continuing tough market."

Founded over 30 years ago, the company specialises in direct mail for many blue chip organisations including leading automotive companies and a raft of corporate clients. As PrintWeek's Direct Mail Printer of the Year Award for last year as well as 2006 and 2007 confirms, Geoff Neal Litho remains one step ahead to stay creative and innovative in its direct mail designs.

On the installation of the platesetter, Geoff says: "Screen's professionalism was second to none and it was refreshing to see a company like Screen take full responsibility from the delivery through to a complicated installation. There was an entire team to complete the process without needing any involvement from us."

The PlateRite 8800Z uses GLV™ (Grating Light Value) imaging technology to output up to 42 plates per hour. Integral plate punching and multi-cassette plate loader reduces handling time and ensures plates are quickly on press.

Geoff Neal Litho has achieved strong environmental credentials including ISO 14001 environmental management, ISO 9001 and FSC. It has also gained ISO12647 standard for colour

control as well as carbon neutral recognition. The company is actively working towards achieving ISO 270001 information security management, all of which helped to attract an impressive client list.

The company is also working towards the stringent accreditation process to receive the PAS 2020 certification. This is the specification for direct mail environment performance and reduces the environmental impact of the company's direct marketing.

"We pride ourselves on our environmental processes and can proudly claim that we now recycle 90% of our waste that used to go to landfill," says Geoff." This actually saves us money and gives us an element of the feel good factor at the same time."

"We expect to continue our investment plan throughout this year, extra space has been created within the print room, infrastructure is in place with Screen's platesetter, bindery equipment has been upgraded and we have some strong thoughts regarding purchases at IPEX in May."

Screen's B1 platesetter joins two Heidelberg CD 102 6-colour presses.

End

**Note to editors:** to download an image of Geoff Neal please go to <http://tinyurl.com/ye77utb> (click on image and right click to download high res jpeg) or contact [melindaw@splashpr.co.uk](mailto: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](http://www.screeneurope.com)**

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