

Press release
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ITALY'S FIRST SCREEN TRUEPRESS JET520 INSTALLED AT LEADERFORM

Leaderform, one of Italy's leading direct marketing and business communication companies, has installed the first Screen Truepress Jet520 in the country. The high-production inkjet press was chosen by Leaderform to boost its production capacity and has been operating for the past few weeks at its head office in Verona.

"This investment gives us the latest generation inkjet technology, with all the advantages that brings," explains Leaderform Chairman, Federico Cozza. "The benefits of this installation were immediately obvious in terms of faster set-up times, flow optimisation, increased productivity and, last but not least, reduced costs."

The new Screen Truepress Jet 520 joins Leaderform's production inventory which combines traditional technologies with a digital production unit containing mono and colour printers, using both cut-sheet and web offset techniques.

The Truepress Jet520 will be used for a variety of applications, including direct marketing and transpromotional printing, but Leaderform's highly proactive management is already evaluating new business models to harness the machine's full potential. "Inkjet production has already achieved surprising levels of performance, which have completely altered the *status quo* of the printing market. I am convinced that our future investments will tend to focus on this technology," explains Luciano Cozza, Leaderform Chairman, adding that he is pleased with the level of support and service provided by Screen during installation and training.

Leaderform also highlights a number of other key strengths, including the machine's trouble-free maintenance. Featuring automatic print head cleaning and testing, the Truepress Jet520

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offers a flexible system that can produce applications using untreated paper, offering greater opportunities for choice and remarkably competitive production costs.

Luigi Rescaldani, General Manager of Atlantic Zeiser S.r.l., which distributes the Screen Truepress Jet520 in Italy says "The four-colour Truepress Jet520 is the ideal solution because it rounds off our range of digital printing systems for the Italian market." He continued: "We made our debut in the on-demand printing sector when we added Nipson printers for mono applications to our portfolio. Now, with the quality and speed of the Truepress Jet520, we can offer our clients the possibility to tap in to the full-colour markets of transactional printing, book-on-demand and newspaper digital printing. Our customers will benefit from the integration of the GMC software suite for variable data management and will have access to a powerful and competitive solution to cover a broad variety of variable data digital colour printing applications. We are very pleased to have installed the first Truepress Jet520 in Italy at Leaderform, one of our oldest clients, because we are convinced that the expertise and experience of the Verona-based team will help to use this technology to maximise the company's potential."

Tim Taylor, Marketing Manager at Screen Europe, says: "The Italian printing market is particularly active and can boast first-rate expertise. We are sure that the machine will enjoy the success it deserves and that this first installation will help to grow Leaderform's business by enabling it to meet its customers' demands faster and more accurately."

The technology

The Screen Truepress Jet520 is a continuous feed, single-pass, inkjet printer that is ideal for quality, on-demand printing of books, transactional materials, direct mail and newspapers. The Truepress Jet520 family includes single-duplex (SED) and dual duplex (DED) "engines". The SED configuration prints 420 colour pages a minute (64 m/min). This model can be cost-effective for volumes of up to 1 million impressions a month, but it is capable of producing over 5 million impressions if required. As volumes increase, a second printer unit can easily be added to create a DED machine, capable of printing on both sides up to 1,680 impressions per minute (128 m/min). Both configurations combine multi-grey level technology with Screen's unique colour handling skills to ensure the best quality reproduction of photographs, illustrations and text.

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The Truepress Jet520 is the world's most successful continuous-feed colour inkjet printer including the black and white Truepress Jet520EX, the colour Truepress Jet520CP which has a higher resolution than any other single-pass inkjet system, and the ultra high-throughput colour Truepress Jet520ZZ printing system.

End

Image: An image is available to download direct from <http://tinyurl.com/37nhsyg> or on request from melindaw@splashpr.co.uk

Caption: Tim Taylor, Marketing Manager, Screen Europe, Luciano Cozza, Chairman, Leaderform and Luigi Rescaldani, General Manager, Atlantic Zeiser Italy.

About Screen

As a precision manufacturer with a long history of building innovative imaging technologies, Screen develops and manufactures expert digital printing technologies for high-end professional print on demand applications. The company provides a 360 degree service delivering total solutions spanning workflow automation, digital printing devices, finishing partnerships, ink and substrate expertise and support. **www.screeneurope.com**

About Leaderform

Leaderform is a cutting-edge company with a strong presence throughout Italy and Europe. It has operated professionally from its headquarters near Verona since 1980, building thirty years' experience in the Direct Marketing and Business Communication sector. From its offices in Verona, Rome, Milan and Perugia, the company can assure the level of response offered by large structures, guaranteeing flexibility and efficiency. The company, which boasts 130 employees, strives to help customers create efficient communications strategies by continually diversifying its own range of commercial proposals. It achieves this by drawing on its competent and highly dynamic organisation which enables it to interpret every market request with care and professionalism.

www.leaderform.com

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