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Screen celebrates outstanding success at Ipex 2010

As the UK printing industry let out a collective sigh of relief when it became apparent that Ipex 2010 was a massive success, no one was more jubilant than Screen as thousands of visitors flocked to see its market-leading digital print, CTP and workflow products, generating orders that are expected to lead to sales worth around €7.5m worldwide.

The star of Screen's show was the Truepress JetSX, the world's first B2 full-colour duplex sheetfed variable printing system, with its four-times-daily demonstrations drawing large crowds. Much of the interest was from commercial printers attracted by the familiar format and eager to see the machine in action, and also existing Screen customers who expressed a trust in the company to bring a reliable, graphic arts orientated solution to market.

Those who checked out the many thousands of samples that were snapped up during the show were thoroughly impressed by the print quality on the standard matt and gloss coated stocks, and were genuinely excited by how the machine might fit into their business. The first European shipment is expected towards the end of 2010.

"Ipex came at a great time for Screen," says Screen Europe marketing manager Tim Taylor. "We were able to demonstrate that we have the most successful inkjet web press of the last two years in the Truepress Jet520 and that we also have a new inkjet technology that will become a bestseller in the years ahead. At the same time, our CTP business remains strong all over the world."

Truepress Jet520

Screen also showed three different configurations, including a new black and white engine, of the Truepress Jet520, its high speed continuous inkjet device, which is proven to be the most reliable and stable production printer on the market. With more than 200 installations, the Truepress Jet520 has already established itself as the best-selling device in its field and the addition of the monochrome engine will extend its opportunities even further.

SCREEN

The quality of the black and white halftones being produced live on the stand drew a huge amount of interest, especially from book printers. The acknowledged reliability of the Truepress Jet520 was demonstrated by the fact that the machines were left to run throughout the entire show – with the printed rolls being turned into samples by both Horizon and Lasermax Rolls Systems.

CTP

“While the level of interest in inkjet technology was enormous and very encouraging for the future,” says Taylor, “We are equally pleased with the volume of sales achieved in our traditional computer-to-plate business.” Screen took orders for every size of platesetter right up to the giant 48-page devices. Sales of CTP were also spread right across the world with orders taken from more than 20 countries.

Workflow

One of the most popular areas of the Screen stand were the workflow pods, where both new and existing customers were given indepth demonstrations of the latest versions of the Trueflow workflow solution and the new Equios workflow, whose tools will become universal to all Screen output devices.

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Note to Editors: images are available from <http://tinyurl.com/2dw4ygw>; <http://tinyurl.com/3ahg769>; <http://tinyurl.com/yb9pcw4> or on request from melindaw@splashpr.co.uk

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

Press contacts

Tim Taylor, Screen Europe, +31 (20) 456 7871 tim.taylor@screeneurope.com
Ruth Clark, Splash!PR +44 (0)1580 241177 ruth@splashpr.co.uk