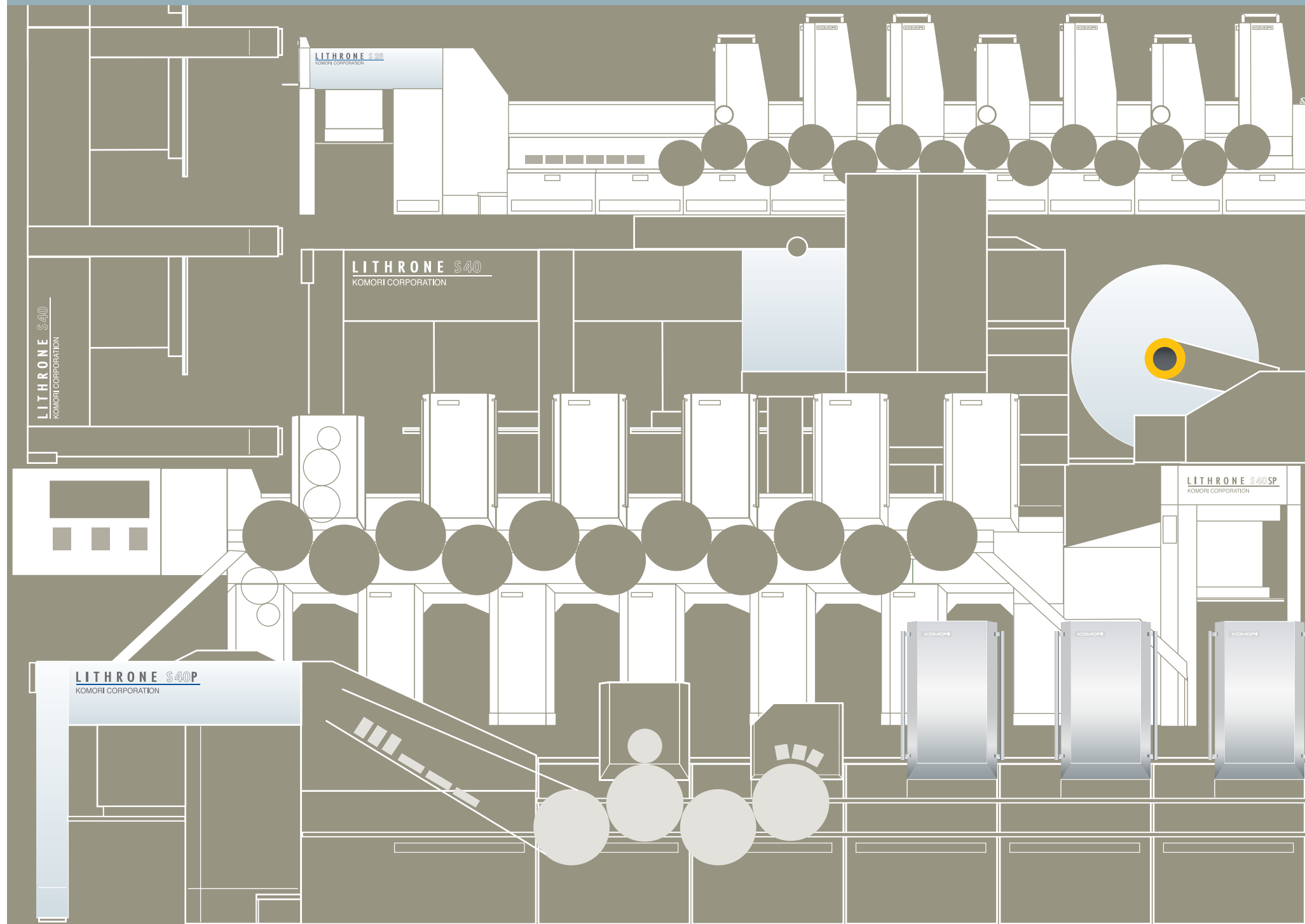
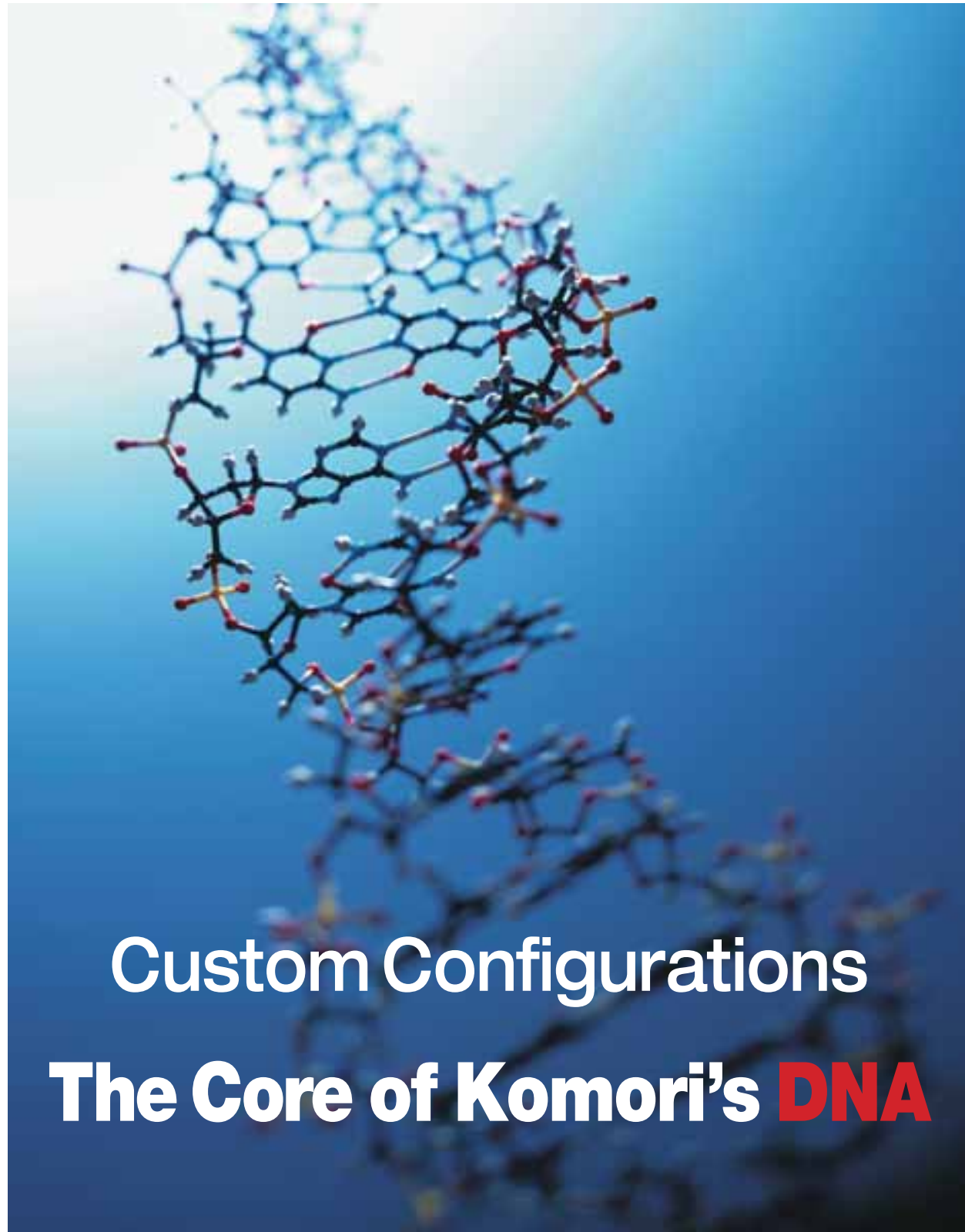


Custom Configurations Impress the World

KOMORI
KOMORI CORPORATION
<http://www.komori.com>





Custom Configurations
The Core of Komori's DNA

Feature

Lithrones Designed and Built for Very Specific Applications

4

Custom configured Lithrones — designed and manufactured to address specific user applications — highlight the range of Komori's technical competence as well as the character of the company. Six case studies illustrate the 'why's and how's' of some of Komori's most notable custom configurations.



User Profiles

Making an Impact: Lithrones with a Mission

12

Ten users with specific needs found solutions with distinctive Lithrones. The stories behind RH PRINTING of Romania, California's IMPRESS COMMUNICATIONS, RJ MULTI LITHO in Canada, DB PRINT of France, WOGRANDL in Austria, Italy's GRAFICHE PIOPPI, PURBROOKS, PROGRESSIVE PRINTERS and HOBBS THE PRINTERS in the UK, and ARTRON in China.



Shows

The Komori Show Takes Center Stage

33

Chicago, Tokyo and Kiev — the Komori Show ranges far and wide. Graph Expo in the US and IGAS in Tokyo both showed off a totally new Lithrone — the LSX-29 — while Polygraphy 2007 in Kiev engaged visitors with the latest in Komori printing technologies.

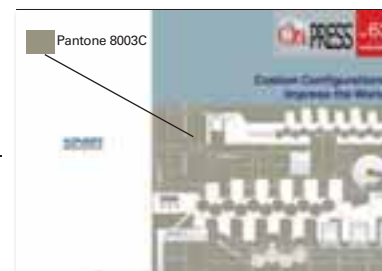


Gallery

Komori 2008 Calendar: Flora and Mystery

34

Six Seasonal Airs by Masayoshi Nakajo is Komori's 2008 calendar. Trees and flowers, mosaic fragments, and hieroglyphic characters evince the wit and imagination in his compositions.



Cover

Four-color process inks and Pantone 8003C, laminated with matte polypropylene film.



CG image

Custom Configurations Komori Does It Your Way

Since 1923 Komori has manufactured printing presses by thinking from the viewpoint of the user. The Lithrone Series lineup of sheetfed machines addresses a wide range of needs, printing on both light and heavy stocks. Komori's flexible combinations of inline coaters and drying units enable a myriad of special printing methods. The chambered-type Komori Inline Coating System produces exceptional results with both aqueous and UV coating (including metallic and color varnishes), thus broadening the scope of added value printing. Nonstop operation is enabled by Komori's double- and triple-delivery systems. This article presents specific cases of Lithrones specially designed to exploit new areas of printing.



Custom configurations of Komori presses – machines designed to meet the specific needs of a particular printer – show not only the clearest possible picture of Komori's technological prowess but also what sort of manufacturer Komori is. These custom configured presses illustrate how 'thinking from the customer's viewpoint' takes concrete form at Komori. In a word, these machines manifest Komori's flexibility. From initial inquiry to development and on through installation and after-service, Komori is an exceptional maker of machinery.

This article presents a number of examples from the past few years where unique needs led Komori to produce a custom configured sheetfed press. In almost all of these cases, other press makers would have declined to take on such a mis-

sion. Komori, however, set to work on the solution.

'Custom configuration' here refers to a press that is significantly different in its arrangement of feeder, printing units, coaters, drying units, and delivery so as to require a unique design – one not encompassed by models in mass production. These custom configured presses are not, therefore, merely unique cases of models in the Lithrone lineup with unusual options. Custom configured presses now account for roughly 10 percent of the machines manufactured by Komori.

Eight-color Lithrone S40 plus coater with three drying units and extended delivery with dryers

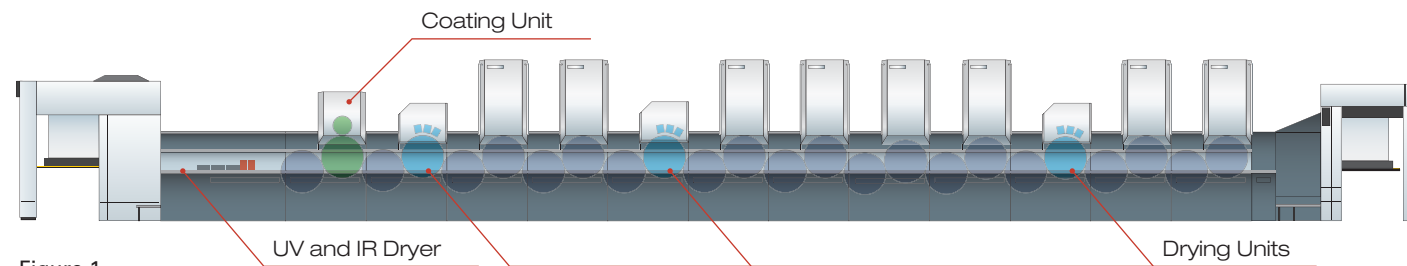


Figure 1

Metallized paper	UV DU	UV coating	UV DU	UV special color (metallic)	UV DU	UV process color	UV DU	UV white
Film	UV DU		UV DU	White	UV DU	UV process color		

LS-840+C+3DU+ED with Dryers

Figure 1 shows a Lithrone LS-840 with three drying units (DU), coater and extended delivery with dryers. This 12-unit UV press was originally developed for a packaging printer with a wide work mix and is now adopted by a number of printers in Japan, the US and Europe for its versatile all-round capabilities. Specifically, this press permits efficient printing on film, metallized paper and ordinary paper.

Printing on metallized paper

When printing on metallized paper, the first two printing units are typically used for laying down white as the primary base coat. The drying unit following the first two printing units cures this base, to prevent back trapping (where ink applied by the forward units is mixed with ink laid down by the following units by the blanket). Two applications of white are required to fully exploit the color potential of the subsequent inks. A film of ink is 1 to 1.8 microns thick, so two layers of white followed by curing is the optimal base for achieving the visual 'pop' available with UV inks. In most cases, after printing with four UV inks, curing is performed by the second UV drying unit and then the color is further enhanced by the application of UV special or metallic inks. This is followed by UV coating and then curing by the UV lamps in the extended delivery.

For metallized paper, the coating is often omitted so as to show off the texture and

feeling of this material. When the printed material will be cut and assembled in the finishing process, however, coating is sometimes applied to prevent cracks and other damage.

When printing on film, the LS-840 in Figure 1 prints on the back side to maximize the visual appeal of the smooth film surface. The sequence is also reversed, i.e., a number of colors are laid down and cured and then two layers of white are applied in the final printing units as the base coat.

Printing on film

In addition to offering excellent results for nearly all types of UV work, this press illustrates the advantages of 'dry on dry' printing. Conventional printing uses the 'wet on wet' technique – that is, a solid primary coat is not applied. When printing on film, the final layer of white or coating makes the colors more vivid.

Since ink shrinks when it dries, forming a somewhat rougher surface, the glossiness of any coating applied is also diminished over time. The LS-840 shown in Figure 1 is the most effective press available for minimizing this phenomenon, which is known as 'gloss down' or 'gloss back.'

In fact, 'dry on dry' printing techniques are the real point of UV printing today. Curing before coating results in more vivid color, so a drying unit is configured for use after the white base is laid down and also in front of the coater. Achieving these



Chambered-type doctor blade system with anilox roller

vivid colors is essentially a requisite with cosmetics packaging, for instance. And Komori is the only press manufacturer in the world that will produce a machine such as this, fully customized to meet specific user needs.

Indeed, to address specific needs in various markets, Komori has created numerous variations of this UV packaging printing press. One configuration used in certain applications employs interdeck UV dryers. Excellent results can be obtained with a lower investment cost.

Another case involved environmental concerns. Europe has steadily restricted the manufacturing of metallized paper that was the favored material for the production of packaging for Scotch whisky. Komori responded by designing a press that allows the economic production of a printed material that looks remarkably similar to metallized paper. In this case, a coater is configured immediately following the first printing unit. While a layer of ink is generally about 1 micron in thickness, coating is 3 to 8 microns thick. Applying

metallic coating using a forward-configured coater before printing provides a depth that makes the colors printed subsequently stand out – an essential for this high-value packaging. Thus the material looks like metallized paper, the environmental impact is reduced, and costs are lower because the need for a high-priced substrate has been eliminated.

Komori's advanced coaters employ the chambered-type doctor blade system with an anilox roller to achieve maximum consistency and the desired thick flexographic-type texture. This is useful not only for whisky packaging but also any printing on recycled paper, which typically has an irregular surface. One application of coating on recycled paper will produce a substrate that is superior to high-quality coated paper.

Another use for forward-configured coaters is the prevention of peeling or stripping of metallic ink or OP varnish that is applied in the first two units. When a metallic varnish is used as a sealant, this problem disappears.

Ten-color Lithrone S40P plus two coaters and three drying units

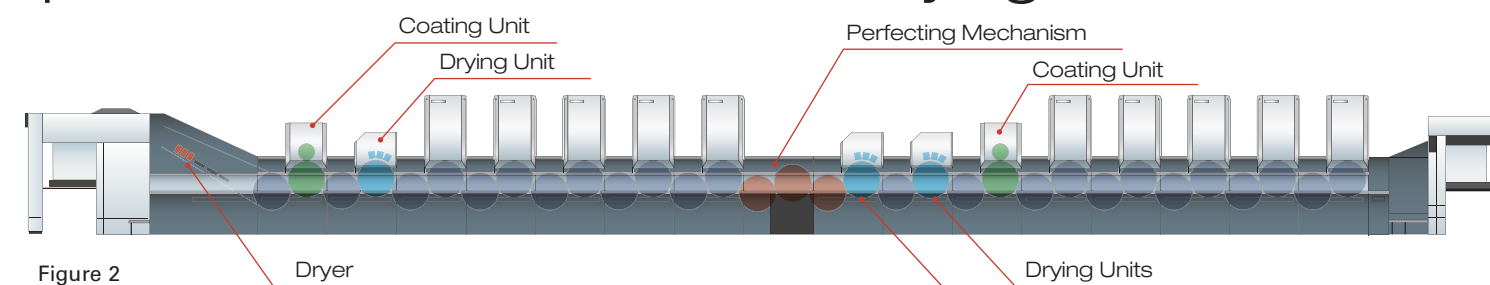


Figure 2



Skeleton transfer cylinder

LS-1040P+2C+3DU+Dryers in Delivery

The LS-1040P with three drying units, two coaters, and dryers in the delivery shown in Figure 2 is a custom configured press delivered to a major printer in Texas. At nearly 100 feet in length, the unique characteristic of this press is its ability to apply either UV or aqueous coating to both sides of the sheet in a single pass as well as perform five-over-five color printing. Being able to offer these options in coating (as well as spot coating) provides exceptional differentiation and high added value capabilities.

This configuration is singular both in its coater technology and the array of drying units, which employ IR, UV and hot air drying. The mechanical construction employs solid transfer cylinders in the forward and rear printing units and a skeleton transfer cylinder in front of the drying unit. Together with a combination of motor-operated mechanical sheet guides and air guides, this configuration virtually eliminates the problems of scratching and back-side setoff. Printed sheets come off the press ready for the bindery.

Five-color Lithrone S40SP plus double coater and IR DU with extended delivery

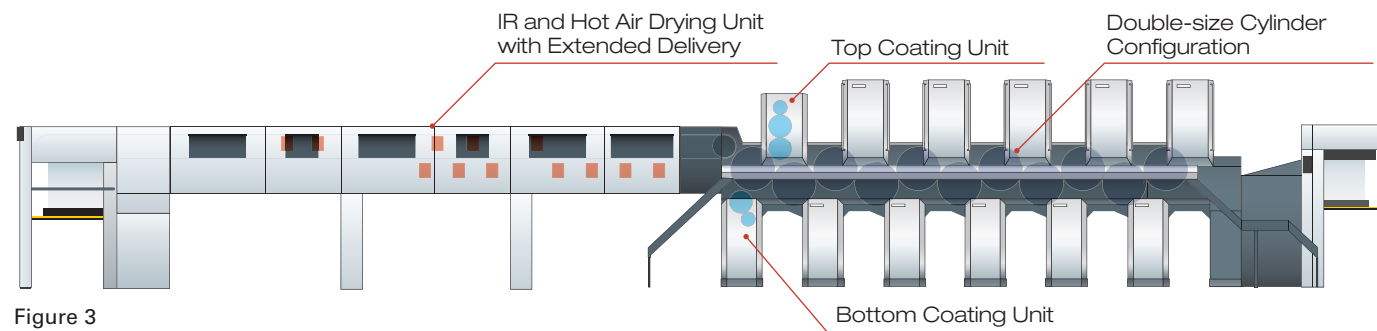
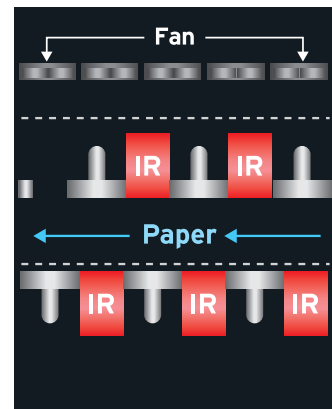


Figure 3



IR and hot air drying unit with extended delivery

LS-540SP+DC+ED with Dryers

Figure 3 shows a one-of-a-kind press that, again, can only be manufactured by Komori. This five-color Lithrone S40SP with double coater was recently delivered to a printing company in California. Komori perfected the double-deck SuperPerfector design and, of course, is the only press maker capable of taking this configuration to the next level.

The background to the printer's special specification is rather simple. When the ink laid down by the forward units of a perfector is dried, the sheets are necessarily turned and bent by the drying of the ink, and thus printing of the back side presents issues. The company knew that the LS-40SP was the solution to these problems. But the printer required a press that would print five colors in one pass and apply coating front and back. Komori designers responded with this machine and the printer has never looked back.

The press is exceptional in attaining print quality that is identical on both sides and coating quality that is also indistinguishable front and back. The double coater unit employs Komori's proven chambered-type doctor blade system with anilox roller in a unique over/under arrangement. The extended delivery houses IR and hot air drying units as well as the electrical panels and a blower cabinet. Printed sheets come off the press absolutely straight and ready for postpress.

To support round-the-clock operation, the coater unit incorporates an automatic blanket washing mechanism. The printer's custom configuration resulted from the astonishing productivity of the LS-40SP and the visual impact attainable with a double coater.

One-pass front/back coating and drying is a technological milestone for Komori. The critical hurdle Komori faced was the requirement for simultaneous noncontacting drying on both sides of the sheets. Unlike web offset presses, there was no precedent for this on a sheetfed press.

To succeed Komori also relied on its customer's enthusiasm. Komori's ability to communicate with the customer and collaborate closely in designing a machine that would meet the needs of the application were key to the realization of this 'ultimate sheetfed press.'

Komori knows that without this 'back and forth' with customers, new concepts and technologies would never see the light of day. Thus, Komori persists – even when there are formidable obstacles and prospects are discouraging. "It's in our DNA," says one staff member who has been involved in these projects for more than 20 years. "And it's what customers expect from Komori," he adds.

Four-color Lithrone S40SP with Mabeg reel sheeter

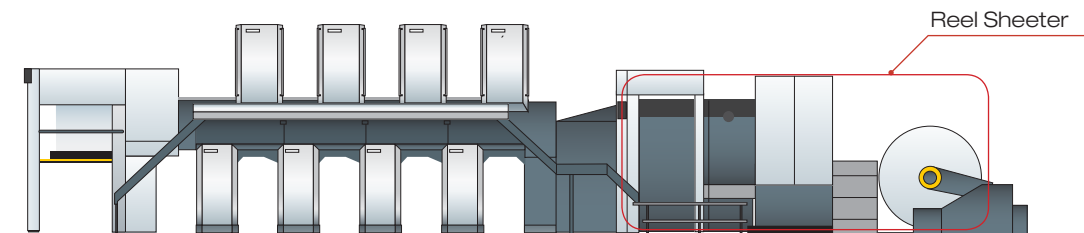


Figure 4



Mabeg reel sheeter

LS-440SP + Reel Sheeter

Figure 4 shows the four-color LS-40SP equipped with the Mabeg reel sheeter that was installed this May by a printer in Matsuyama, Japan. The printer was facing a not uncommon competitive environment – the need to print large volumes of four-color weekly and monthly magazines and the requirement to compete for flier and insert work that is usually the domain of commercial web printers.

Initially, the printer considered an eight-color perfector, but in-house research led to the conclusion that the one-pass, double-sided printing SP would be the press of choice for magazine work. The Komori proposal of an LS-40SP with reel sheeter sealed the deal.

The cost savings became apparent immediately. Not only are paper costs per kg lower, the ability to cut paper to fit the job accounts for major savings. The company's example is instructive: "By reducing the amount of paper used by 1cm per sheet, we can save 1,000m of paper on a 100,000-sheet run. This makes us much more competitive and benefits the environment, too." Moreover, the reel sheeter allows adjustment of cutting in 1mm increments.

In fact, the combination of one-pass, double-sided printing offered by the LS-40SP and the efficiency of the reel sheeter provides synergies in several ways. Setup is quicker because the paper can be positioned and ready for printing much faster than with flat sheets. Paper size

changeover is fast and simple, and printed sheets can be passed on to postpress much more quickly than with a straight-configured press. Manpower costs are lower because of the reduced overall task load. In fact, the results are so good in terms of both productivity and quality that the company is considering investment in another LS-440SP with reel sheeter as well as the addition of a UV printing capability to give the covers of magazines the visual punch needed to stand out on bookstore shelves. The company credits Komori for the technical know-how and backup that is increasing its profile and its order book.

Six-color Lithrone 44 with triple delivery

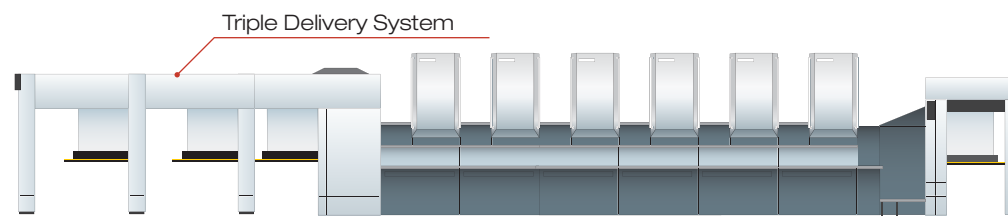


Figure 5

L-644+Triple Delivery

Komori's ability to design and manufacture custom configured presses is due in part to its engagement in nearly all fields of printing – sheetfed and web offset, currency printing (including intaglio), gravure printing, and inline processing such as die-cutting and embossing and cold foil stamping.

A leading Japanese printer invested in a six-color Lithrone 44 configured with triple delivery that ranks as one of the rarest machines produced by Komori and stands as a tribute to its range of expertise – in this case, currency printing.

As shown in Figure 5, the first of the

three delivery units specified for this press serves to divert waste sheets while the other two are used as a nonstop delivery system to support 24/7 printing. The technological expertise behind this development came from Komori's currency printing presses, where separation of acceptable and defective sheets is critically important to the integrity of the entire plant. With more than 60 years of experience in currency printing presses and installations in many countries, Komori perfected the technology for double and triple delivery designs that meet the most exacting standards in the industry.

One-color Lithrone 26 plus 3 coaters

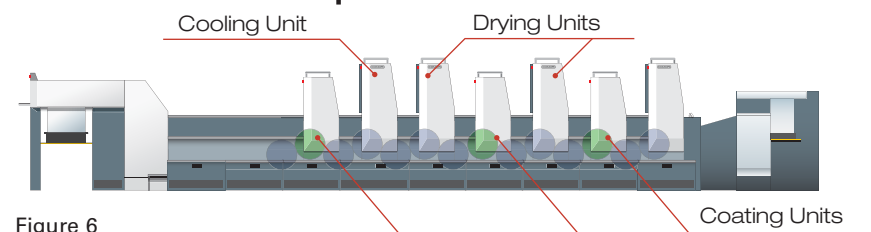


Figure 6

L-126+3C

Research and experimentation are integral to the character of a printer located in the suburbs of Tokyo. Specialists in added value printing, the company operates a fleet of 13 Lithrone 26/28 half-size presses for its unceasing pursuit of innovation in printing techniques. Substrates, inks and varnishes are constantly scrutinized for applicability to new techniques and printed products. The only unchanging factors are the Komori Lithrone and the half-size format, which the printer prefers for quality control.

The one-color Lithrone 26 specified with triple coater is the only press of its kind in the world. In fact, this press has served more as a test bed for researching coating techniques and varnish combinations than as a production platform. The press was originally configured to apply aqueous coating (dried by IR lamps) in the first coater and UV coating in the second and third coaters. The roller system coater was changed to a chambered-type doctor blade system coater. Thus, the press currently operates with three chambered doctor blade with anilox roller coaters.

The company's research was focused on tear-away postcards: specifically, more effective and efficient ways to achieve the necessary adhesive qualities for a consistent product. The company carried out cutting-edge research in the interactions of UV coatings, experimenting with different quantities and curing times.

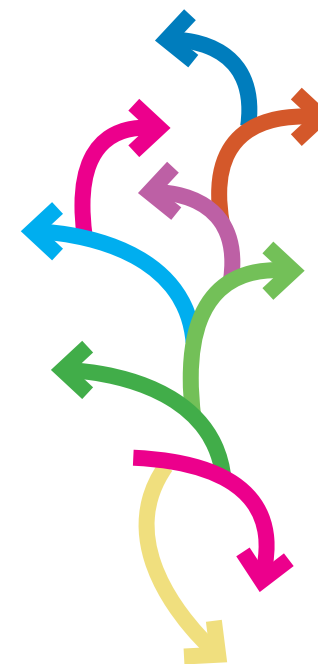
The printer also wanted improved techniques for drip-off coating, for which the printer explored the counteracting effects resulting from the application of UV coating over oil-based varnish.

This progressive research and the leading-edge test bed afforded by the Komori triple-coater machine attracted the attention of ink and coating manufacturers as well as the world's largest printers, who sought to consult with the company and run their own experiments on new

formulations and products. Their interest continues to this day.

This printer has lost none of its appetite for advanced research. The president confidently proclaims, "My long-term goal is to get out of paper as a substrate entirely. The economics of our business development model require this, and substrates such as PET, PVC, synthetics, and laminated films offer enormous opportunities for creativity. Also, our expertise with UV gives us greater latitude with plastic substrates because UV does not present the curing problems that are often an obstacle when printing on these materials. Our experience with the chemistry of these materials and static control is considerable. At the moment, however, oil prices are casting uncertainty on the future trends in these fields."

The 'Why' of Custom Configured Presses: Differentiation and Competitive Advantage



Komori understands that competitive pressures are driving change throughout the global industry. The most effective strategy to prevail in this environment is differentiation through specialization. Every printer, though, faces a distinctive competitive situation, and there is no single formula of capabilities and services that will fit every case. Nonetheless, as these six examples make clear, achieving competitive advantage through the differentiation made possible by a custom configured Komori press not only provides an unmistakable edge, it opens the door to new opportunities.

There are several reasons that Komori is well equipped to provide this solution – the first is communication. Komori knows that understanding the user's application and long-term objectives is the prerequisite for success. Whether the customer has in mind a particular type of machine or simply the special demands of his work mix, Komori is always willing to take the time to study the needs and the possibilities. The 'back and forth' with users planning on an investment in a custom

configuration is essential to getting it right. This is the way Komori has always done it and always will – whether the customer is a process printer seeking a trump card for four-color work or a central government looking for the best systems for producing its currency.

But there are other critical reasons for Komori's wide repertoire of expertise – sheetfed and web offset, gravure, UV, coaters, and special feeding and delivery options are just the beginning. A constantly evolving suite of color management and production control systems. Special divisions for package and currency printing. Unmatched experience in handling the challenges of very light and very heavy printing stocks. An intimate, real-world knowledge of global printing markets.

Finally, the Komori ethos of doing business – conceiving printing from the customer's standpoint – has not changed in 85 years. This is what drives Komori. And Komori innovation, technology and dedication are driving the printing industry.

RH Printing Triple Play Includes Lithrone S40SP with Mabeg

RH Printing, Romania



Mihai Nasta, Managing Director (right), with the operator

RH Printing — Romania

RH Printing in Bucharest has a goal — to completely transform the company into the most modern print facility in Romania today. The printer has invested over €10 million in a new greenfield site with new technology across all departments. Earlier this year the new print room took delivery of three new Komori printing presses: a B2 Sprint GS228; a five-color Lithrone 29 with UV coater and dryer; and a four-color Lithrone S40SP with Mabeg reel sheeter. These presses were supplied by local dis-

tributor Printman and have replaced a four-color Heidelberg GTO and a four-color BI KBA Planeta.

One pass: tremendous productivity

The very specific Komori press configurations were chosen to suit a wide range of products from stationery and marketing products to magazines and display material. “The market for print in Romania is growing and we wanted to be in the right position to serve it,” says Mihai Nasta,

managing director of RH Printing. The Lithrone S40SP with Mabeg reel sheeter RS104 is the first configuration of its type in the world. The Lithrone S40SP sheet-fed perfecting press is three times more productive than a straight-configured press and operates very efficiently, which in turn reduces costs of production. “We chose this press specifically for its tremendous productivity and the impact on our business was immediate. The ability to produce double-sided, high quality print at 15,000sph in one pass with fast makeready means we can handle a wide range of work and run lengths,” explains Nasta.

Same-day print and deliver

The addition of the Mabeg reel sheeter brings further efficiencies. “The Komori/Mabeg combination gives us flexibility and cost savings — we can change over from reel processing to sheet processing in a matter of minutes as the job requires,” he continues. “We print many of the publications on standard stock. But reel material is cheaper than sheets. We buy one hundred tons of paper a month and the savings are significant. Plus, we can select cut-off lengths that exactly match the size of the product to avoid trim waste and further reduce material costs.”

The Mabeg RS is mounted on a frame of rails in front of the feeder. In sheet production mode the RS is moved to a park position so that the feeder is fully accessible and can be loaded in the normal manner. When running reels, the RS is brought back into working position and sheet stacks remain in the feeder.

Equipped with the new presses, RH Printing is very competitive in the region on run lengths from 1,000 to 20,000. The B2 and B1 presses complement one another nicely to produce high quality catalogs, magazines and marketing materials. “We often print and varnish covers on the Lithrone 29 with UV curing and drying, while producing the contents on the Lithrone S40SP, and then merging them in the finishing department,” continues Nasta. “Everyone is in a big hurry these days. It’s the nature of the business and we often have to be able to print and deliver jobs on the same day. Komori’s famous automatic platechanging

and fast turnaround features are vital — both in getting the work and improving our margins.”

‘The results speak for themselves’

The company’s staff of 150 made a smooth transition to their new print environment. “It was quite a technological shock because we changed everything, but the results speak for themselves,” says Mr. Nasta. “We expanded production six-fold and have already reached 80 percent capacity handling anywhere from 15 to 40 jobs a day. We have gone from a €150,000 per month turnover to €400,000 and growing.”

The company’s expansion plans continue: a new print hall is on the drawing board for 2009/2010.

“

It was quite a technological shock because we changed everything, but the results speak for themselves.”

Mihai Nasta
Managing Director

Impress Shines with LS-840P+2C and UV LSX-629

Impress Communications, US



Paul Marino, President

Impress Communications — US

Everybody needs sizzle, according to Paul Marino, president of Impress Communications in Chatsworth, California, and he's spent the last two decades ensuring that his company has plenty of it. Marino is that rare combination of entrepreneur, visionary, risk-taker and creative thinker who sees the dream and goes after it. Marino started his career in publishing. As he explains: "I always enjoyed press checks, so when I decided to go into business for myself, I thought printing might be fun." Marino bought a small printing company with three employees. "I did everything wrong, so I learned the business the hard way," he says. Learn he did. Today he operates a highly successful communications company, with over 75 employees,

offering a unique range of services to its high-end clientele.

A different type of printer

Located in the San Fernando Valley, a fiercely competitive area, Marino knew that to differentiate Impress from the competition, he would need to build a different type of printing company. "I didn't want to have to always compete straight on with all the other printers in the area, so we went about building a variety of services that would draw all types of customers," says Marino. The first added value service Marino added to the Impress offering was a complete graphic design department. "Our first major design customer was Price Pfister, who remains a

major customer today. By offering design services, we were able to pull through a significant amount of printing as well," explains Marino. Today Impress offers a professional digital photography studio and a new-media department that specializes in audio and video presentations as well as website design for customers. The digital photography studio employs a full-time set designer, allowing Impress to build entire vignettes to feature customer products. "Each piece of the business draws customers, and we've been able to really grow our printing business through our other offerings," says Marino.

Searching for 'sizzle'

Impress started with duplicators and, as business demanded, grew into the larger offset market. In 2005 Marino started searching to add more "sizzle" to his business, and began looking for new and uniquely configured printing equipment. "When we started looking into new presses, specialty configurations intrigued me. It's all about differentiation and in southern California, the straight six-color 40" market is pretty saturated. I wanted something unique that would separate us from the competition and allow us to go after new markets," Marino continues. This quest for differentiation led to the recent installation of an eight-color Lithrone S40 perfecter with double aqueous coaters and a six-color Lithrone SX29 with UV capabilities — two first of their kind installations in the United States.

According to Komori's District Sales Manager Dan Quenzer, Marino approached him at Graph Expo 05 in Chicago. "Paul came into the booth and asked to meet his sales rep. I was a new Komori employee at the time, and just learning the product line. He tells me he knows exactly what he wants — a 4/4 perfecter with double coater, and asked if Komori could build this machine. We got started that day," says Quenzer.

Komori gets the message

One of the things that impressed Marino about Komori was the willingness to listen to his needs and work with him to design a machine that would fit his vision for

his business. Marino was interested in a double-coater press to speed job-cycle time and compete for jobs that were traditionally short-run web work. "Other press manufacturers tried to talk me out of the configuration, and tried to fit me into their box. Komori really worked with me, and listened to what I was trying to do and built the press to meet my needs. After our initial meetings, I had drawings in a short period of time and the press is now up and running," says Marino.

Handling the 'full gamut'

At the same time Marino was interested in a half-size UV press, and placed an order, sight unseen, for a new UV-equipped six-color LSX-29, Komori's largest mid-size press. "I wanted a UV press to print those pieces that really leave an impact. We've experimented with a variety of UV techniques that are impression pieces for our customers. The 840 with double aqueous coating and the LSX-629 with UV position us to handle the full gamut of printing, and when combined with our other services, offer our customers a one-stop shop for all their communication needs," explains Marino.

Marino says the Komori technology has made a significant impact on his production: "Coming off our old equipment, the list is long as far as the new technology our operators are utilizing and enjoying. From the console-driven makeready functions to the fully automatic platechanging, production is definitely sizzling." Marino says they have been able to reduce waste and production costs in the early phases of operation and he expects these savings to increase as the press crews become more familiar with the equipment.

Marino says his relationship with Komori has played a huge role in his business. "Komori has always been extremely responsive to my needs. From the very beginning, they worked with me to understand my business and design a press that fit my specific needs. I know that anytime I have an issue I can pretty much call anyone at Komori and they'll get back to me quickly. Komori is an excellent partner," concludes Marino.

“Other press manufacturers tried to talk me out of the configuration, and tried to fit me into their box. Komori built the press to meet my needs.”

Paul Marino, President

RJ Multi Litho Invests in LS-840P+C for High-End Work

RJ Multi Litho, Canada



From left: Rajee Muthu and Frank Barbosa, Co-owners

RJ Multi Litho – Canada

All successful business owners understand the need for certain characteristics. Frank Barbosa, co-owner of RJ Multi Litho in Oakville, Ontario, Canada, is no exception. Having worked in the printing business all his life, he learned early the requirements for business success: a well-developed plan, well-chosen partners, exceptional service, a quality product, the right technology – and a great deal of determination.

Barbosa began his career – and his relationship with Komori – in 1980 working

as a print salesperson for Westport Press in Mississauga. Westport was a commercial printer with five Komori presses. He worked there until 1991 when the company was bought out by Aston Press. His career then took him out of commercial printing and into running a plant for Gary Young Enterprises in Etobicoke. It was here that his dream of owning his own business began to take shape. And it was also here where he met Rajee Muthu. Muthu was a pressman whose love for the business equaled Frank's. The two struck up

a friendship that was to eventually turn into a successful and profitable business partnership.

'Komori put us on the map'

"When I told Rajee that I was going to start my own business, he was very interested," recalls Barbosa. "When I showed him my business plan, he was in." With determination and a good plan in hand, Barbosa and Muthu applied for a small business loan in 1995 and purchased the company's first Komori, a used 40" Super 10. They also invested in a cutter, a plate burner and 5,000 square feet of space. In no time at all, RJ Multi Litho was open for business.

"We started doing work that Gary Young Enterprises wanted to outsource," says Barbosa. "I also reached out to other companies I had worked for previously as a broker. I had the promise of some steady sales and I had my Komori press. It was a good base to get started." With Muthu at the press, and Barbosa on the street, the business began to grow. In 1996 the company purchased a used five-color Lithrone 40 to handle the new volume of business.

"The second Komori really put us on the map and changed our business," says Barbosa. "This press gave us a console – so people were more confident when it came to giving us more demanding work."

LS-840P: 'Simply the best'

"In 2003 we bought land and began construction on a new 25,000 square foot building. When it was completed, we purchased a six-color Lithrone 40 with coater and had it installed in the new building. We took an entire month to move from our old facility to our new one because we did it one press at a time. We never stopped the business, so our customers were not inconvenienced even for a day. Having Komori presses at both locations made it possible for us to transfer work seamlessly between the two facilities," notes Barbosa.

The business continued to grow. The owners of RJ Multi Litho always kept a sharp eye on the marketplace and knew that a successful business also requires adapting to changes when needed.

"We began to see that we were losing some work to web shops. A web press has two advantages – it prints on both sides at one time and folds inline," says Barbosa. "We realized that if we installed a Lithrone S40 with a perfector, we could compete."

The company recently purchased an eight-color Lithrone S40 perfector with coater to stay competitive and handle the high quality color brochures, presentation pieces and 48-page magazines it prints for its Fortune 500 customers.

"Getting the LS-840P in here enabled us to really broaden our capabilities," explains Barbosa. "There is so much we like about it. The print density control takes the guesswork out of the color. It does whatever you want it to do and reacts immediately to any adjustments you make. All in all, it is a very easy machine for the operators to run. The key to being productive in the pressroom today is having a press that does the majority of the work. And this one does. You can control it from the front end with the touch of a button. And the perfecting capabilities of this press are amazing. It can flip a sheet without marking. It is simply the best press on the market – and a perfect fit for our needs."

A well-chosen partner

Today, RJ Multi Litho is an active operation with five busy Komori presses. It has fully survived any start-up issues and moved on to become a solid commercial printing company with all the characteristics a successful business possesses – including well-chosen partners and the right technology.

"I was raised in the industry with Komori presses," said Barbosa. "Once you are familiar with a good product, you stay with it. If we keep doing what we have been doing for the last 10 years, if things keep growing, I can see more Komori presses in our future. And that is just fine with us."

“It does whatever you want it to do and reacts immediately to any adjustments you make. All in all, it is a very easy machine for the operators to run.”

Frank Barbosa, Co-owner

LS-840P's 'Control Tower' Brings Vision to DB Print

DB Print, France



Stéphane Canonne, Manager

DB Print — France

"At DB Print, we are 'finders' of solutions. Our mission is to serve the client immediately by mobilizing our entire network," says Chairman Arnould Meplon. The company is the epitome of an international corporation — with two production sites in northern France, in Halluin and Amiens, a prepress department in Casablanca, Morocco, an agency in Brussels, Belgium, and another in Warsaw, Poland. The latter will be soon replaced by a printing house equipped with the latest facilities just 30 minutes from the capital. Who would have predicted such a development for this family printing business founded in 1955?

In 1997 the company faced a crossroad. "I made a proposal," recalls Meplon.

"The first turning point was in 2002. We managed to reflect strategically upon our market. At that time we were only working locally — just going to Pas-de-Calais was an adventure. All of a sudden, we were facing a crucial situation. I was convinced that our business was going to consolidate itself and modernize. The transition to the euro made us aware that a northern enterprise like ours could become an international one. It takes only 30 minutes by train to reach Brussels, an hour and a half to reach London — a huge market within a 300-kilometer radius."

Fourteen years of partnership

Since 1993 the printing house has chosen Komori. DB Print first purchased a four-color sheetfed press, which offered customers the option of moving to four-color printing with a shortened lead time. "Every means of automation represents a very wise investment," says Meplon. "And Komori was the first fully automated press." Modernization continued in 2002 with the purchase of an eight-color Lithrone 40P. DB Print now finds itself at the top of an entirely Komori operation, with two five-color Lithrone 40 presses, three four-color Lithrone 40 presses, as well as the eight-color press the company has just purchased.

Then, in November 2003, Arnould Meplon set out to discover Poland. He came back convinced that Poland offered big opportunities, and since he had not found a printing house to buy, he decided to develop a manufacturing facility.

"The fact that we all share the name DB Print is not insignificant," explains Stéphane Canonne, manager of the North DB Print site. "Whether we are in the suburbs of Warsaw, in Belgium or in Morocco, we are all faithful to the same creed. We do not compete with each other: we want to succeed together by relying on each other. And of course we are all networked together — with file sharing and file monitoring."

Next stage: managing the JDF network with the Komori K-Station

DB Print will switch to JDF in 2008 with its purchase of a Komori K-Station, the last item in its current investment campaign. Canonne describes the changes: "A genuine control tower, the K-Station will allow us to monitor work in progress as well as work scheduled — at all the sites in real time — thus allowing us to respond in the best possible way. For the time being, the installation of the new LS-840P 70 x 100cm eight-color perfecter has brought about real changes. In three months, it has run more than five million rotations. And we can be certain that future competitions will be won with the help of these 4 + 4 eight-color perfectors. They are twice as fast. As for the new four-color 53 x 75cm

LS-429 press, thanks to its extraordinarily fast makeready and its perfect printing qualities, we can deliver jobs in 24 to 48 hours."

The thinking of a visionary

The Chairman of DB Print is a visionary: "I am convinced that the future depends on long-distance networking, and that we can work together beyond cultures and beliefs. These are values I try to convey. To be a businessman is to act in order to change the world." Protecting the environment is part of this goal — a commitment shared with Komori whose presses exclusively use alcohol-free ink and greatly reduce paper waste. DB Print is one of the first companies in northern France to be awarded the Imprim'Vert label, in March 2006.

A new printing house in Poland

On October 2, 2006, Arnould Meplon and the Mayor of Grodzisk, Mazowiecki County, inaugurated the DB Polska printing company, which will join its French counterparts. The newcomers will be completely JDF-standardized, Komori-equipped and Imprim'Vert labeled. From its inception Komori was a partner in the development of the JDF project. "In fact, Komori is the only maker to have offered a global solution for developing our company. Just like us, they are solution 'finders' and they are responsive. We make a great team," concludes Chairman Meplon.

“

A genuine control tower, the K-Station will allow us to monitor work in progress as well as work scheduled — at all the sites in real time, thus allowing us to respond in the best possible way.”

Arnould Meplon
Chairman



LS-840P First Komori for Austrian Printer Wograndl

Wograndl, Austria



Jochen Wograndl, Owner and Managing Director

Wograndl – Austria

Young and dynamic – so runs the slogan that the Austrian printer Wograndl of Mattersburg in the Burgenland has made its own. Over the past few years, the company has consistently invested in the latest prepress and press equipment and is now one of Austria's leading printers. The latest additions include a just-installed Komori 8-color Lithrone S40P – marking not only a first for the region but also a break with tradition for the company.

When Josef Wograndl founded his company in 1956, a cylinder flatbed press and a platen press were its main means of production, and letterheads, forms, leaflets and other small-format printed material accounted for the bulk of its output.

By 1970 the small company was ready to invest in its first automatic press from Heidelberg and 1991 saw the arrival of the first four-color press, a B2 format machine. Since then, the company has continued to invest and is currently running four five-color Heidelberg sheetfed presses, plus the new Komori press, ranging in format from A3 to B1.

Wograndl operates three shifts and produces a large number of high quality products for well-known customers. The range extends from demanding corporate identity material to commercial jobs, books and packaging. But in all cases the emphasis is on 'special.' Special colors, coatings and elaborate finishing pose no

problems. Customers have known this for many years and so the tremendous growth of recent years is no flash in the pan. When it came to the construction of a new production building this year, the question naturally arose: What new presses can we install to keep abreast of constantly increasing customer demands?

Break with tradition

Wograndl's latest investment, an eight-color Komori Lithrone S40 perfecter with double coater, is a real break with the company's tradition but Jochen Wograndl, owner and managing director of the company, has a convincing explanation: "Many of our jobs are four color on both sides and involve extensive coating. We therefore looked around for a suitable press and in the course of several discussions we chose the Komori 8-color Lithrone S40, since it is currently the only press on the market that fulfils our requirements."

The Komori LS-840P has already received extensive recognition and offers a range of added features. Fully automatic plate-changing, two coaters and a perfecting unit between the fourth and fifth printing units. An infrared dryer with hot air blade installed after each coater. And if required, the press can be equipped for UV printing and coating. The maximum sheet format is 720 x 1030mm, and the maximum printing format is 710 x 1020mm. It can handle substrate thicknesses of between 0.06 and 1mm and the plate format is 800 x 1030mm.

'Beyond amazing changeover speed'

Managing Director Wograndl is very pleased with the rapid makeready and changeover times on the new press. "The completely redesigned automatic platechanging means we need just two minutes for a complete plate change and the entire job change takes just six minutes. As a result we've been able to cut our changeover times in half – we're operating very efficiently and economically, with maximum printing speed of up to 16,000 sheets per hour further enhancing our economic viability." However, it is not just speed that is important to

Wograndl. The level of technology on the Komori press helps to satisfy the quality demands of customers. Three-cylinder sheet turning with double-circumference cylinders, the skeleton transfer system with air-guided sheets and the computer-aided pre-inking and de-inking system ensure perfect impressions.

Perfect fit for workflow

The Komori LS-840P can be interfaced to prepress via CIP4/JDF and it therefore integrates perfectly into the company's workflow. The Heidelberg Prinect workflow links all departments of the company, from job processing to finishing, with about 50 percent of all systems communicating via JDF.

Investment in the Komori LS-840P has posed no problem for Wograndl despite being predominantly a Heidelberg house. As Wograndl explains, "The new press has allowed us to cut changeover times and to reduce paper waste further. With the flexible double coater, we are now able to produce soft cover and commercial products considerably faster and with very high quality. After just the first few days of production with the new press, our experience has been outstanding. And the installation went perfectly, thanks to the hard work of our Komori dealer, Druma of Innsbruck."

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After just the first few days of production with the new press, our experience has been outstanding.”

Jochen Wograndl
Owner and Managing Director



Grafiche Pioppi Commissions LS-840P and LS-540+C

Grafiche Pioppi, Italy



From right: Claire Bruno Pioppi, owner, daughter Chiara, wife Ivana Miselli, and son Pier Paolo

Grafiche Pioppi – Italy

Fifty-six-years-old and a trueborn Emilian, Claire Bruno Pioppi has been at the helm of Grafiche Pioppi since 1985 when, together with his wife, Ivana Miselli, who is in charge of the administrative department, he decided to start up his own business at Scandiano, in the Reggio Emilia district. This was an entrepreneurial bet that in time has proven to be a winning one and also a crowning achievement for Pioppi, who entered the business when he was very young. During more than 20 years and through the many changes that have occurred in the printing world, Pioppi has made continuous

investments in his company in order to remain competitive and maintain the company's market share. Pioppi's success has been possible thanks to Grafiche Pioppi's professionalism – since its inception the company has pursued and ensured printed materials of the highest quality, in particular catalogues for the local ceramic industry, which consists of regular but very demanding customers.

"We are mainly dealing with direct clients who need all kinds of jobs, from brochures to catalogues in 5,000 to 7,000-copy runs. This is a truly demanding market niche, because their ability to sell ceramics largely

depends on how good the catalogue presents itself," explains Pioppi. With diligence and passion, Grafiche Pioppi developed this specialization by taking all the time necessary to satisfy the highest expectations. This means modifying the file whenever needed to improve color quality, thus giving priority to the added value rather than simply delivery. "This is what has always rewarded us, and indeed our business has expanded accordingly," continues Pioppi. Today the company is running a medium-large printing business and employs 30 people in the print and preprint departments.

A turning point leads to Komori

Through a series of investments Grafiche Pioppi differentiated itself from its competitors. Last spring the printer completed its most recent investment with the purchase of two full-spec, top-of-the-line Komori presses: an 8-color (4+4) convertible Lithrone S40P in the 72 x 103 format, equipped with a completely automatic perfecting system, installed last June, and a 5-color Lithrone S40 + Coater in the 72 x 103 format, configured with inline coater and extended delivery, installed in May.

"I was at a turning point: we had to invest to satisfy not only our productivity needs but also the ever increasing sophistication of our clients' requests, whose concept of printing excellence has also evolved," adds Pioppi. This was another entrepreneurial decision – his son Pier Paolo and daughter Chiara, the new generation, will soon be joining the family business.

Pioppi explains: "We evaluated this large investment very carefully. No question, we were not willing to overreach and we wanted to be certain that our children would join us in the business, which has happened. Only a few months after the initial installation, we were already appreciating the quality of these two Komori presses, the superb endowment of automatic functions and, most of all, the great jump in productivity. The decision to buy two presses serves two purposes: diversifying from competitors and optimizing the production process. The 8-color inline press will handle the longer-run jobs, while the 5-color press will address

the varnish printing jobs, which are now in great demand in the ceramics and tile fields. With these two Komori presses we now operate two shifts and can therefore guarantee much shorter turnaround times. But it goes without saying that the Komori presses are also helping us with superb print quality. After the initial post-commissioning phase, which was necessary to test the press performance, we immediately recognized that cycle times are significantly reduced and that printing has been very stable – even with difficult jobs."

The two new presses are equipped with all of Komori's automation technologies. They can also be connected to the prepress facilities, and through CIP4 the ink fountains are adjusted almost in real time.

They are capable of very short cycle times, thanks to the automatic ink roller, blanket and nip cylinder washing, the completely automatic platechanging system, and the robotized startup.

Finally, the PDC-SII spectrophotometer quality checks, which are available directly on the operating console, in conjunction with a printing stability that is unique to Komori, ensure that runs go smoothly at the highest quality while keeping execution times extremely short. "In short, we are thrilled – and so are our clients," concludes Pioppi.

“ This is a truly demanding market niche, because their ability to sell ceramics largely depends on how good the catalogue presents itself.”

Claire Bruno Pioppi
Owner



Energy Efficient LS-540 Wins Purbrooks Challenge

Purbrooks, UK



From left: Jan Prokop, Managing Director, and Martin Stern, Chairman

Purbrooks — UK

There are two things that Purbrooks in the UK takes very seriously: quality and customer care. Over one hundred years old, the independent company serves a professional blue-chip clientele featuring numerous law and accounting firms, banks and insurance companies. The company's ability to retain these demanding customers is due in large part to its philosophy: "No single point of failure." The philosophy is applied to its customer service, its production processes and its equipment.

First Komori for Heidelberg house

Based in Wimbledon Park, close to central London, Purbrooks is run by Chairman Martin Stern and Managing Director Jan Prokop. This year is a milestone year for Purbrooks. The company has used only Heidelberg presses until now. However, one of these will go when, in November 2007, a new five-color Komori Lithrone S40 with inline coater, IR dryer and extended delivery is commissioned, signaling the company's first step into B1 print production.

Stern and Prokop plan every aspect of the company with extreme care. "We are always looking 10 years ahead and prepare each step well in advance. We planned the move to B1 three years ago and have taken the necessary steps for a smooth transition," says Prokop. The move to its present 14,000 square foot modern site two years ago provided the space for more expansion this year, with a further £1.5 million investment in prepress, print and finishing equipment. To maximize prepress workflow and to take advantage of the Komori press capabilities from the start, two fully automatic Screen B1 and B2 platesetters and a new Trueflow workflow were implemented a few months before installation of the new Komori press.

"The move into B1 is a major strategic step for us. It will double our capacity and allows us to produce work much more cost effectively than before," says Prokop. "Our existing client base is a ready market, as they are major specifiers of high-quality, multipage marketing print. And of course we can now support a wider market with an added value, specialized service across both B2 and B1 formats. The investment has

been driven very much by the change in the work our clients want these days, and their emphasis on higher-pagination quality marketing products."

No-compromise approach

Choosing the right press was absolutely critical for Purbrooks. "We don't compromise on anything, which is why we chose Komori's B1 press," explains Prokop. "It had to be a press that we could rely on for the next 10 years and we couldn't afford to make a mistake. We planned the selection process in minute detail, comparing like for like, and ultimately, we determined that the Komori Lithrone S40 is the best B1 press on the market at this time."

The firm tested three presses from three leading manufacturers with seven demanding print jobs from plate imaging to print output. "The same project, which would take us 14 hours on our existing B2 presses, took seven hours on one press and only 2.5 hours on the Komori Lithrone S40!" recalls Prokop. "The press's color management features meant we reached the target quality within a few sheets on each job. After seven jobs, the Komori Lithrone produced only 12 inches of waste paper, compared to 2 pallets of waste produced by the other presses – and that has a significant impact in terms of time, cost, environmental impact and profitability of the business. It's important that we can sell as many impressions as we can. The Komori press stands apart in that it has been designed from scratch to provide what printers need today," says Prokop.

With run lengths decreasing but pagination increasing, Purbrooks needed a press that was competitive in producing 100- to 200-page brochures. The Lithrone S40 is a superfast makeready solution that is ideal for ultrashort runs and quick turnaround work. Purbrooks opted for an inline coater and extended dryer for the flexibility to add special finishes at speed to ensure fast delivery to the company's time-critical clients. The speed/quality combination is paramount.

The in-line spectrodensitometer allows automated makeready, and color standards are achieved quickly and maintained during the run. "Not only is the quality

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We planned the selection process in minute detail, comparing like for like, and ultimately, we determined that the Komori Lithrone S40 is the best B1 press on the market at this time.”

Jan Prokop
Managing Director

consistent within the run but also from one job to another and this is very important," points out Stern. "Standard features include skeleton transfer cylinders that avoid marking and allow printing on a wide range of stock weights. Plus, an electronic maintenance program that automatically analyzes press data and alerts Komori to any remedial action that might be necessary."

Environmental credentials

Purbrooks has made great strides in enhancing its environmental credentials. The company has achieved FSC accreditation, with ISO 14001 targeted for the end of 2007. Fuji Pro-T Processless plates are used, as are vegetable oil-based inks. And the new Komori press will run alcohol-free from the start. Purbrooks places a great deal of importance on environmental impact. "There are cost benefits from minimizing consumption of raw materials and energy – and these are passed onto our clients," explains Stern. "The Komori press consumes 30 percent less energy than other comparable presses – which has quite an impact on our £40,000 annual electricity bill!"

"It's not just the superb characteristics of the hardware engineering. It's the integra-

tion with Komori's DoNet network, which links the press with MIS, prepress and finishing according to CIP4 specifications. The system optimizes the full production process and encompasses high-precision color management, short makeready, operator support, and high-speed print stability," adds Prokop.

'Komori has been right with us'

By providing design, prepress, offset/digital printing and finishing under one roof, Purbrooks ensures that it produces only the best quality products 24 hours a day, 6 days a week. Ongoing investment in plant, personnel and processes is central to the company's success. "We work very closely with our customers to help them make the best print buying decisions. Print buying seminars, reference guides and close consultation all form part of our very successful, long-term client relationships," explains Stern. "We develop our business through long-term partnerships. Although we are very competitive, we don't sell purely on price. We sell a full package producing excellent results, so we all benefit. And Komori has been right with us – providing a lot of support and making the transition to B1 as smooth as possible."



Progressive Printers Installs Two Lithrone S29s

Progressive Printers, UK



Paul Shotton, Managing Director

Progressive Printers – UK

Nottingham-based Progressive Printers has taken delivery of a second 29-inch Komori just six months after ordering a five-color Lithrone S29 plus Coater. Managing Director Paul Shotton signed the order after seeing such excellent results and increased profitability. Progressive is not only competing for and winning more work from existing customers but has also been able to take on new clients by offering shorter turnaround and exceptional quality.

On track to £2 million sales

The company has been able to take on so much new work that a second press with the automation of Komori's LS technology was needed to replace an older Lithrone. When installation is complete later this month, Progressive expects an increase in capacity of up to 50 percent. Turnover is up 25 percent on last year's figures in the first three months of the year, primarily due to the significant cost savings in time and waste and a growing order book.

Progressive is well on track to reach the £2 million sales mark this year.

Narrowing the gap

As Paul Shotton comments: "The print industry is operating over capacity with more supply than demand; therefore margins are tighter and you have to invest in new kit to remain competitive. You can win or lose a job based on turnaround time alone, and now we are able to drastically reduce this because our makeready is so much faster. We can also do shorter runs more effectively – we can be halfway through a long run job, lift it off and do the short run in between. We have narrowed the gap between litho and digital."

'Performance is brilliant'

Shotton concludes: "The service from Komori is excellent and the performance of the press is brilliant. Customers no longer ask questions about print quality – they know it is going to be excellent."

Hobbs Chooses 'Ahead of Market' Komori LS-529+C

Hobbs the Printers, UK



From left: David Hobbs, MD, and Tara Nikovskis, Publications Manager from the Royal College of Surgeons of England

Hobbs the Printers — UK

Hobbs the Printers has installed a Komori, the first non-Heidelberg press to be selected in 20 years. The Southampton-based print house has replaced its four-color Heidelberg 74 with the five-color Komori Lithrone S29 with inline coating and IR drying. With this format, Hobbs can now print, coat and dry in one pass. The automation, flexibility and makeready speeds of the Lithrone will significantly increase Hobbs' litho color printing capacity.

New plant for historic printer

Founded in 1884, Hobbs the Printers is today in its fifth generation of manage-

ment and direction by the same family, headed up by Managing Director David Hobbs, Deputy Managing Director Graham Bromley and Commercial Director Terry Ozanne. The company turned over £10 million in sales last year, offering a broad spectrum of operations, ranging from typesetting to print on demand and mailing, with an average run length of 1,000 copies. Customers generally fall into three publishing categories: legal and financial, academic journals, and general publishers. Hobbs has also seen an increase in demand for commercial print. Its modern purpose-built factory covers 80,000 square feet and uses the latest

and most efficient plant and print technology available.

Graham Bromley, deputy managing director, says: "The speed and flexibility of the Komori is what sold us. We looked at other manufacturers' machines, but the level of automation, the quality and the sheer production capacity of the Lithrone put it ahead of the rest of the market. We spoke to a number of Komori users — all were extremely positive — and from the outset Komori's commitment to us was made crystal clear."

Consistent investment program

To cope with the increased competitiveness of the market, the company has annually updated its plant and equipment — last year investing £1 million in the latest modern technology. Hobbs has recently been awarded ISO 14001 and 18001 accreditation and the LS-29 will boost the company's green credentials by running alcohol-free.

Bromley continues: "We are always looking at increasing automation in order to reduce handling. We also strive to improve the movement of information with the most up-to-date technology. We've invested heavily in prepress and workflow and expect to see a significant improvement in efficiency with our new Komori. The automated controls, high production speed and custom configuration will increase productivity and reduce finishing bottlenecks as sheets come off the press dry. We aim to increase our market share in the short-run magazine market and take on more marketing material work. This press also enables us to attack longer runs."

Komori's General Sales Manager (south) Phil Holland added: "Hobbs is a well-respected company producing high quality print for its customers, and the Komori Lithrone S29 offers the fastest makeready and most superb print quality of all presses in its class. We are delighted with Hobbs' decision and look forward to a long and successful partnership between our two companies."

Very special launch event

Hobbs recently hosted a launch event where Tara Nikovskis, Publications Man-



Graham Bromley, Deputy Managing Director, Matt Smith, Operator, and Tara Nikovskis, Publications Manager from the Royal College of Surgeons of England

“

The speed and flexibility of the Komori is what sold us. We looked at other manufacturers' machines, but the level of automation, the quality and the sheer production capacity of the Lithrone put it ahead of the rest of the market.”

Graham Bromley
Deputy Managing Director

ager from the Royal College of Surgeons of England, pressed the start button on the brand new press. As an organization that requires sharp, clear, high quality images, the Royal College will benefit immediately from the new Komori press. With its fully automated Print Density Control-Spectrodensitometer and PDC-SII software, the new press will produce high quality color publications with excellent consistency through each run.

Hobbs has also recently invested in its IT department by adding a new Indigo 5000 digital color press, short-run specialist binding equipment, and auto drilling equipment.

Artron Triumphs Thanks to Komori's DoNet

Artron, China



Wan Jie, Chairman

Artron — China

During IGAS 2007, Artron Enterprises Group Limited invested in three Komori printing presses — two LS-440s and one LS-540+C. Artron will also fully implement Komori's DoNet (Digital Open Architecture Network) in its operations. Like the other Artron facilities in Beijing and Shenzhen, Artron Shanghai is dedicated to building a high-level intelligent printing factory that fully utilizes digital technology. With the introduction of the new printing presses — scheduled to start production in early 2008 at the Shanghai factory — Artron will have built production centers in southern, northern and eastern China over the course of 15 years.

In 1992 Mr. Wan Jie established Artron Ltd., originally a prepress printing company. What is the secret behind Artron's growth into one of China's top-class printing companies in only 15 years?

Artron is art

In the Chinese printing industry, Artron Printing is synonymous with exemplary artwork printing. Artron has become the premier art printer by following an innovative operating model. First, Artron boldly blended traditional printing business and modern IT technology with the graphic arts community. Second, Artron established artron.net, the largest portal site for professional artwork.

The marketing strategy of Artron is well defined. The company has consistently produced something new in its market specialty, establishing an advantage that competitors cannot imitate. Thanks to its efforts over the past 10 years, Artron today has captured 70 percent of the share of the market for art, culture, design and catalogs in China. Artron has also developed new business, such as the reproduction of Chinese and western artwork and the management of digital assets.

Fleet of Lithrones and a raft of printing awards

During 14 years of close partnership, Komori has provided Artron with superior printing equipment — a total of 15 Komori sheetfed printing presses — to meet its high-quality printing needs. Komori's printing presses have guaranteed powerful

production capabilities and award-winning printed products. When you step into Artron, numerous awards and medals catch your eye, including the gold trophy from the Benny Awards, the Oscar of the printing industry, as well as the grand prize of the Hong Kong Printing Awards. Artron's client list includes the world's most famous auction houses, museums, exhibition companies and other well-known corporations. Artron also worked on the printing campaign to host the Olympics in Beijing.

Creating a true digital printing factory

In today's increasingly competitive environment, printing companies are faced with two difficulties: rising costs and falling prices. The unavoidable challenge for printers is to find out how to provide high added value for customers and create more profit.

Artron has triumphed over this challenge — thanks to Komori's DoNet. In 2005 Artron Beijing took the lead in implementing DoNet. Each printing press is now equipped with KHS — makeready time is shorter, startup time for final printing is faster, production efficiency has dramatically increased, and paper waste has been reduced. PDC-S (Print Density Control-Spectrodensitometer) controls color quickly and objectively, standardizes print color, improves print quality and decreases operator error. The K-Station print management system digitally controls printing work, color tone data, and ink data. Production management is digitally and centrally controlled, and the paperless management of digital documents is realized in the truest sense. After introducing DoNet, the efficiency of Artron Beijing increased by 20 percent, the amount of waste paper was reduced by 15 percent, and print quality was unsurpassed.

'We now have a powerful weapon'

Artron's Technology Manager Mr. Genong gives Komori's DoNet an enthusiastic thumbs up: "With DoNet we have shortened the time for delivering products and have drastically cut costs — we now have a powerful weapon for facing

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As Artron's strategic partner, Komori not only provides the most advanced software and hardware but also offers tremendous help by standardizing the production process.”

Wan Jie, Chairman

increasingly fierce market competition.”

Komori: A trusted partner

In 2005, Artron, Komori, and Komori’s agent, InfoTech, conducted joint research to determine the best equipment for Artron. Based on product analysis, customer needs and prepress flow, it was decided to use Komori equipment exclusively. Today, water-cooled ink fountains, KHS, PDC-SII, and DoNet have all become standard equipment for Artron. This digital workflow has stabilized print quality, improved production efficiency, and cut costs.

Mr. Wan Jie, chairman of Artron, explains why he trusts Komori. “Komori has devoted itself to constantly creating new technologies. As Artron’s strategic partner, Komori not only provides the most advanced software and hardware but also offers tremendous help by standardizing the production process, researching and developing new technologies, and training the press operators. Komori listens to



the opinions of its customers, continues to improve, and provides added value service, which is so vital to printers today. That is exactly why we have been confidently building a partnership with Komori for over 10 years.”



Beijing Readies for 2008 Olympics

China’s preparations for next year’s Beijing Olympiad are already at a fever pitch, as construction of infrastructure and greenification are pushed forward to be in time for next year’s opening ceremony on August 8. ‘Eight’ is a lucky number in China, hence the 8/8/08 starting date. Taxi drivers are studying English and local residents are being inundated with advice on manners to welcome the expected flood of foreign visitors. The event is being planned as a green Olympics and the first to be held in a developing country.

Komori Goes On the Road

Graphic arts exhibitions are where the industry comes together, and Komori has a powerful message to deliver wherever the show takes place. Chicago, Tokyo, Delhi and Kiev are just some of the locales of recent exhibitions. The business and the buzz have been great, but these are all just a prelude to the Big One next year: Drupa 2008.

Graph Expo 2007

From September 9-12, 2007, Chicago was home to Graph Expo, the largest graphic arts exhibition in North America. Crowds flocked to the Komori stand to see the newest member of the Lithrone S family, the LSX-29, in action. To highlight the lightning-speed job cycle time of the LSX-29, Komori wowed the crowd with 90-minute demonstrations that produced 21 jobs during the run — Komori *kando* in action.



IGAS 2007

At IGAS 2007 in Tokyo in September, Komori set records for just about everything – nine presses exhibited, demos in four languages, new technologies such as the Komori Cold Foil Stamping System (configured on the entirely new Lithrone SX29), and a record number of visitors. Dynamic performances, exciting new products, and a very crowded booth — *kando* all around!



Open House in Delhi

On October 19th, Komori’s North India distributor Insight Communications partnered with Citicorp India and Kodak to host user visits and a seminar in Delhi that drew more than 150 visitors. Participants first saw a four-color Lithrone S40 in operation at Cirrus Graphics and then got up close with an LS-429 at Aarvee Printer/Radiant Graphics. Insight Communications is predicting very strong growth for Komori in the North India territory.



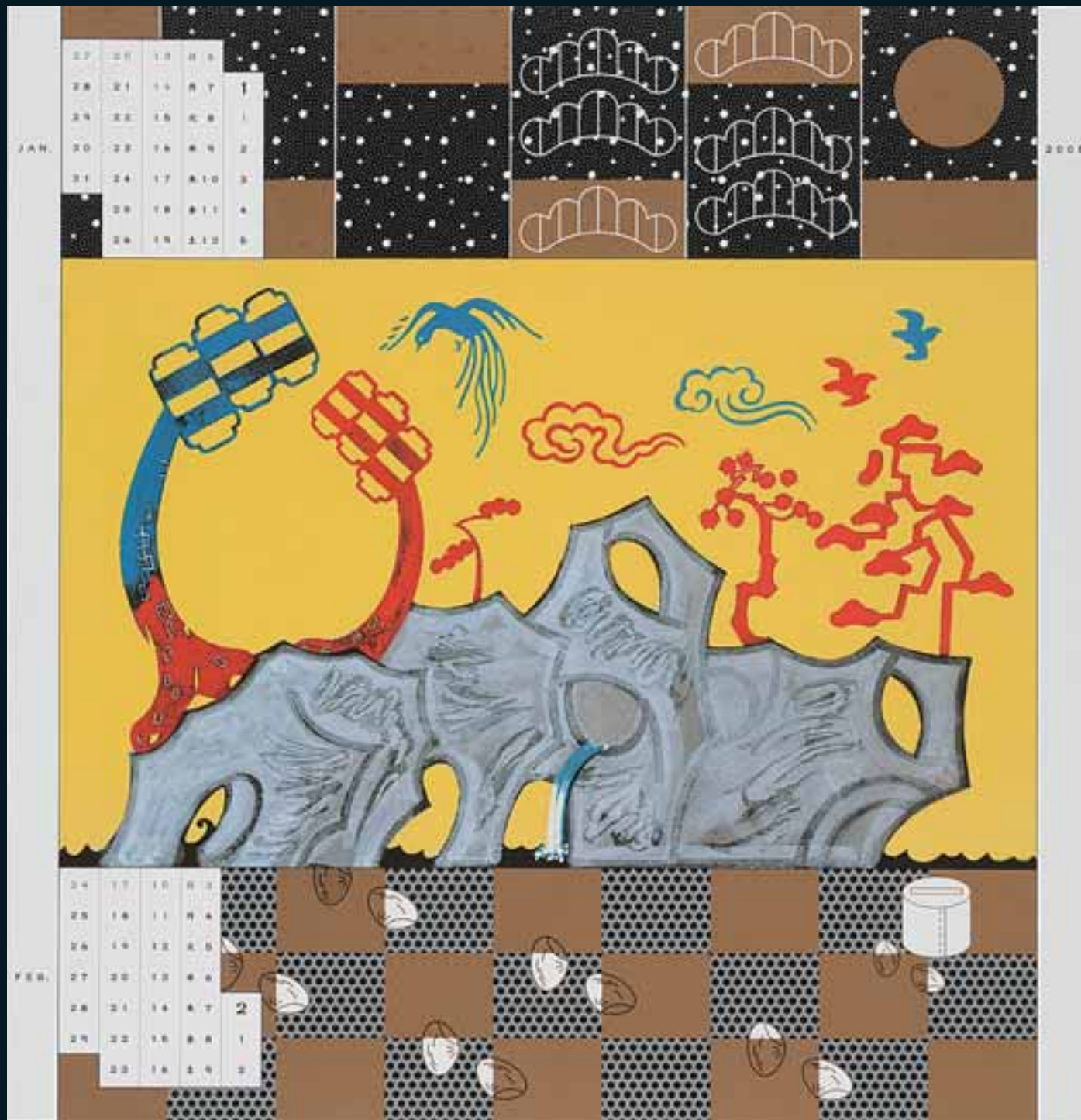
Polygraphy 2007 in Kiev

At Polygraphy 2007, held in Kiev, Ukraine this September, a four-color Spica 29P and a five-color Lithrone S29 with coater were exhibited. Visitors were impressed by both machines as well as the print samples produced during the daily demonstrations. Kiev printing house Oranta commissioned the Spica in October, while Kiev publishing house Avanpost-Prim installed the LS-529+C shortly thereafter.



See you at drupa 08!

May 29 - June 11, Dusseldorf



Komori Calendar 2008

Six Seasonal Airs

Masayoshi Nakajo

The Komori 2008 calendar is *Six Seasonal Airs* by Masayoshi Nakajo, one of Japan's most noted graphic designers and art directors. This is the fourth calendar in Komori's 10-part 'Graphic Arts of Japan' series. These calendars have won several coveted awards for design and printing.



Profile of the Artist

After completing studies at the Tokyo National University of Fine Arts and Music in 1956, Masayoshi Nakajo launched a career in art direction for global brands such as Shiseido that has spanned publication design, logo projects and corporate identity work. The recipient of numerous awards as an art director, typographer, and illustrator, Nakajo has held many well-received exhibitions, has authored several books on graphic design, and also serves as a juror for major awards in the field of design and art direction.

Six Seasonal Airs by Masayoshi Nakajo uses natural motifs consisting of Japanese flora changing with the seasons: pines on craggy rocks for January-February, *sakura* in March-April, Japanese wisteria for May-June, morning glories in July-August, chrysanthemums for September-October, and Japanese roses in November-December.

Nakajo's illustrations are embellished with an array of geometric patterns and mosaic fragments — some resembling family crests while others echo the fine patterns that adorn kimono. These are further ornamented with characters that bear a resemblance to hieroglyphics.

The designs comprise strange forms whose mystery draws the eye. Gazing at them steadily, one experiences mysterious sensations pregnant with meaning. The compositions erase the boundary between reality and fiction and employ devices such as plays on Japanese characters and superstitions, allowing the viewer's imagination to make sense out of these many elements.

