

# Not the usual digital press

Implementing an MGI DP60 Pro will open up a print business to a new world of opportunities

**T**HE MGI DP60Pro is not the usual digital press, it's a toner based press capable of running specialty substrates, plastics both PVC coated and uncoated, polycarbonate, self adhesive vinyl, teslin, polypropylene, and polyethylene. It also prints on a plethora of paper stocks, including Kromekote, Bristol, Textured Art, and envelopes, as well as standard offset stocks.

In addition its versatility is not limited to substrate type, it will print jobs on varying stock sizes up to 330mm width and in lengths up to 1020mm.

Australian distributor is GBC Australia, with Grant Churchill heading the sales, support and service team. Churchill says, "For print business owners who want to get away from cut throat pricing in copy reproduction on digital papers and expand their business into specialty products where margins are greater the MGI DP60 is the ideal solution."

According to Churchill the MGI DP60Pro is the most versatile digital press in the world today, thanks to that ability to print on myriad stocks and in unusual sizes.

The Meteor DP60Pro has colour management control (certified ISO 12647-7) to match offset press colours on the same stocks. Churchill says, "It is also excellent proof sheets of long run jobs, and quick delivery of booklet jobs. Card stocks up to 350gsm with gloss surfaces can be successfully printed with good adhesion."

Printers in Australia and around the world are discovering the benefits of MGI Meteor DP60Pro, which is manufactured to exacting standards in France. Colour 101 in Atlanta, Georgia USA opted to install a DP60Pro because it fitted within its strategy of offering clients high quality printing with unparalleled service. Nancy and Michael Lepera, the owners of Colour 101 are committed to bringing in the latest innovative technologies on order to improve business processes, enhance client satisfaction and boost revenue.

To address the evolving needs of their clients, Colour 101 decided to add digital print capabilities to its workflow. Topping the list of requirements was the need for an on demand print solution that could match the quality of the Heidelberg Speedmaster 74, but on shorter runs, plus offer full variable data capabilities. After a thorough evaluation, Colour 101 chose the MGI Meteor DP60Pro. Not only could the Meteor DP60Pro meet the criteria, it also provided the ability to print on a multitude of paper and synthetic substrates, including envelopes, and on

sheet sizes up to 330mm x 1020mm, all with the same exceptional print quality.

MGI launched its new DF360 multi-function paper finishing unit and JETcard digital inkjet card printing system at Ipex. MGI says its new DF360 five-in-one multi-function paper finishing system laminates, cuts, slits, creases and perms in one pass. Its in-line and automated standard functions include: duplex lamination with options for matte, satin or glossy finish, no lamination, or multiple finishes, for instance matte on one side satin on other; cutting horizontal and vertical; slitting; creasing; and perforation. It takes sheet widths up to 360 mm and lengths up to 740 mm and has application for book covers, brochures, tickets, business cards, photo books, invitations (with tear-off response card) and menus.

## Spot varnishing MGI JETvarnish

SPOT varnishing has been available to printers for a long time, initially using screen technology and more recently using flexographic technology. However Churchill says that to cater for the short-run and quick turnaround jobs there needed to be a solution to match the customer demands of the digital printing business. That is where MGI identified the need for innovation of digital technology for spot varnishing. The process needed to enable quick and easy adjustment of the image to compensate for image drift down the sheets and image shrinkage across the sheet. This is an advance on screen and plate methods where matching shrinkage and drift is not practicable.

The improvement in fixed head inkjet technology has enabled MGI's JETvarnish to lay down a range of gloss to matt clear varnish with a brilliant smooth finish just where the digital artwork specifies. Offline spot varnishing of digital printing is difficult to justify for less than 1,000 sheets and more difficult to wait for when using traditional methods. Companies such as Treballs Graphics, a well known commercial printer in Barcelona, Spain, confirmed the order of a JETvarnish and Meteor DP60Pro on MGI's Ipex stand in May. Already equipped with new Komori offset presses, the two MGI digital solutions will be an ideal complement to their workflow. David Martin, general manager at Treballs Graphics says, "For several years we carefully reviewed the different possibilities of the digital technology. Finally, we decided to purchase MGI's JETvarnish and thus we will become the first Spanish company using it. The JETvarnish will allow us to provide the innovation and the quality required to bring unsurpassed added value to our customers. We are even planning to do variable data printing with the JETvarnish, which was difficult prior to the introduction of digital spot UV technology."

