

Product Portfolio

PRODUCT OF THE MONTH

MGI Meteor DP8700 XL

This versatile digital press is becoming the solution of choice for graphics professionals in a wide range of print industry segments, including commercial printers, plastic card manufacturers and photo printers, says Sachin Shardul

The Meteor DP8700 XL is the latest member of the Meteor family of four-colour multi-substrate digital presses. The manufacturer says it has proved popular with customers worldwide including commercial printers, plastic card manufacturers, book printers and photo production facilities.

MGI launched the Meteor DP8700 XL in June 2011 and debuted the machine at that month's Grafitec show in Paris. Since then, the French manufacturer has showcased the press at shows such as Graph Expo in the US and at an open-house event at UK distributor, MGI Technology in Hemel Hempstead.

Launched in October 2011 in India, MGI has installed four DP8700XL presses in the country. This includes installations at Venus Photo Albums in Surat and Print World in Rajkot.

V Natarajan, managing director at Aura Print Solutions, the Indian representative of MGI, says, "A large number of digital printers have suffered from a 'me too' mentality where a saturation of companies offering the same range of print products has helped erode margins. Meteor DP8700 XL customers can capitalise on utilising a digital press for day-to-day applications but also produce a large number of other products."

"We see the Meteor DP8700 XL as a way for companies to offer their customers something different," says Natarajan.

The Meteor's USP

Natarajan says MGI decided to develop the Meteor DP8700 XL press, which he considers 'conceptually different' from other digital presses, so it could inject margin back into print jobs by competing on applications where they could charge more than for just ink-on-A3-paper.

One area that the manufacturer has been particularly happy with is that customers can use the press to operate in four different market segments: XL-format printing, with the press able to print up to 1,011mm long for applications

such as banners and landscape; A4 brochures; plastics printing, with the ability to print onto PVC, PET, polycarbonates and vinyl for applications such as hotel keys, gift and loyalty cards; the ability to print envelopes in a variety of formats; and offset personalisation.

Not simply a "niche" press

The DP8700XL can print the standard jobs a digital production press can output and Natarajan is keen to stress that the machine is not simply a 'niche' press.

Also important is that printers will still be able to print the normal bread and butter jobs, as the Meteor DP8700XL is a production digital press that is designed to compete on everyday applications.

According to Natarajan, the machine is not a push-button press, but operators will quickly understand how it works.

Whether an operator comes from an offset press or a pre-press background, MGI's team of engineers will teach the operator everything he or she needs to know about how to manipulate colours, substrates and formats," he says.

The digital press is capable of printing on widest range of substrates available. The more substrates it can print on = the more applications it can offer. The more applications it can offer, more profits it can generate.

Natarajan says: "This is especially true when looking at high margin markets and Meteor digital press can open up businesses, such as personalised plastic card production, point of sales materials, advertising/direct mail, static cling, vinyl sticker production, identification bracelets, photobooks, envelopes, signage and much more."

The format, which was once reserved solely for the offset world can be printed on the DP8700XL. The digital press can print sheets up to 1020mm (40 inch) in length and this capability makes it the only sheetfed production digital press with this capability.

Natarajan says, "So, if the print buyer wants a short-run job of gate-folded brochures with 8 4/4 A4/letter pages on



The Meteor series has gained in popularity in India

one sheet, they no longer need to print a minimum quantity or pay setup costs for a 72x105 offset press. The press can be used for print personalised banners, calendars, panoramic photographs, brochures and signages, all on-demand and in quantities as little as one."

He adds: "Envelope print production can be an instant game changer for the business. Whether the printer is printing high quality 4C logos on stationery (supplementing an offset run), or printing variable data for direct mail applications, the Meteor series can bring in serious profits for the business. Go from the typical DL envelope all the way to the C4 envelope, with or without windows, all on demand. MGI does not follow the click charge model, the cost of production is directly related to the toner coverage, which means the cost to produce envelopes will be incredibly low."

SPECIFICATIONS

Speed Up to 4,260 A4/letter pages/hour or 2,280 A3 pages/hour

Max print area 318x,011mm

Formats Min: 100x148mm, max: 330x650mm

Resolution 3,600dpi and 270dpi

Substrates Paper, plastic, polycarbonate, vinyl and PET substrates, envelopes

Footprint 5m.5m (LxW)

Contact Aura Print Solutions

V Natarajan

+91 22 43551800

+91 9820089277

nat@auraprintsolutions.com

www.auraprintsolutions.com

www.printweek.in

Precise registration

MGI integrated an automated offset feeder table onto the press which provided precise registration up to +/-0.2mm page-to-page. The digital press manufacturer integrated a light table onto the Meteor series for crop mark registration verification, thus taking what was once perceived as the difficult part of digital printing and turning it into one of our strengths.

Laser-safe prints

MGI's toners are oil-free and silicone-free, which means that they are also laser-safe. The manufacturer claims that it is the only production digital press with this capability.

Natarajan says, "Laser-safe prints won't smudge or ghost when run through any standard desktop laser printer - so the print buyers can enjoy full colour letterhead and envelopes, even in the shortest runs."

Technical support

MGI's remote diagnostic tools in conjunction with a webcam which is standard with all Meteor models allow

Product of the Month PAGE 52
MGI Meteor DP8700 XL

Me & My... PAGE 55
Kolbus perfect binding

Tried & Tested PAGE 58
InkZone

Buyers' Guide PAGE 61
Colour digital presses

THE ALTERNATIVES

XEROX 1000

Launched at IpeX 2010, the press can print up to 100 A4 pages per minute.

Resolution 2,400x24,000dpi

Stock thickness 55-350gsm

Colours Up to five colours

Speed Up to 100ppm

Contact Xerox India +91 124 39400400 /

Pankaj.Kalra@xerox.com / www.xerox.com/india

KODAK NEXPRESS 3300

The Kodak Nexpress 3300 digital production colour press can output up to 100 pages per minute.

Resolution 600dpi

Stock thickness 60-350gsm

Colours Up to five colour

Speed Up to 100ppm

Contact Kodak India +91 22 6646300 /

murad.kalal@kodak.com / www.kodak.com

HP INDIGO 5500

The Indigo 5500 can print up to seven colours enhanced and features optional capabilities.

Resolution 800x1200dpi

Stock thickness Up to 350gsm

Colours Up to seven colours

Speed 68ppm colour, 272ppm in mono

Contact HP India +91 124 256611 / appadurai.a@hp.com /

www.hp.com

MGI certified technicians to remotely support the press and walk the operator through most maintenance procedures. In addition, every Meteor digital press comes with an interactive video that shows, step by step, how to perform from the easiest to the most difficult of procedures.

Natarajan says: "Our engineers who are trained at MGI plant, train the operators on-site. MGI's remote diagnostic tools in conjunction with a webcam also allow certified technicians to walk the operator through most maintenance procedures."

Photo Fair 2012

Aura unveiled MGI DP 8700XL and UV varnish for the first time at Photo Fair 2012, which was held in Mumbai in January. The first day of the show saw two Gujarat print firms, Venus Photo Albums in Surat and Print World in Rajkot place an order for the MGI DP 8700XL press.

Natarajan, says, "Photo Fair began on a highly positive note for us. We booked two orders for MGI DP 8700XL and have ten serious enquiries. The print firms found that the feeder size offered advantage and edge over other digital presses."

Natarajan concludes, "The machine has the capability of printing 3,600dpi on all type of substrates it supports. The machine's size provides an opportunity for the lab owners to not only print the photographs but also do the commercial jobs like cover for the books, banner and posters. Further, multiple screen rulings and FM screen dots gives a smooth tones with highest possible image quality." ■