

Issue 18
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newsline

A newsletter published by FUJIFILM Europe GmbH, Düsseldorf, for the print and media industry



Combining digital and offset production

Case studies

Datev: service for a service company

CtP system for klr's jumbo system



Dear Readers,

When we take a look into the future in printing industry, two things become more than obvious. First of all communication based on paper materials will continue playing an important role. And second the way in which we put information onto paper, will include various technologies and processes both in conventional offset printing and digital technologies, which will be combined by a common production workflow.

System of digital printing as well as of offset printing become more and more efficient; with the requirements of the customers with regard to the print suppliers growing at least as fast as the possibilities of the printing systems themselves.

That is why Fujifilm attributes special importance to workflow, administration and production integrated for conventional and digital printing. Above all since mixed production environments will continue to exist in the foreseeable future - and with regard to this matter a workflow, which processes static data as well as variable data, will be of decisive importance.

Therefore Fujifilm is not only active on the ancestral sector of imaging, but also concentrates on growing markets like digital printing.

This Newsline edition, which for the first time implements the new Fujifilm CI, describes the range of our products showing solutions tailor-made for our customers, which are successful. I hope you will enjoy your reading.

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HIGH-TECH AND THE FLAIR OF THE 50s

Open house day at GRAPHIA in Darmstadt. Nowadays, suppliers hosting an open house event have to pull out all the stops and offer their customers something pretty spectacular in return for their precious time. The extremely well-attended open house at the end of September 2006 showed the outstanding interest there is in topics such as workflows, processless CtP plate production, the multitude of different proofing options and digital printing.

At the open house event hosted by Germany's largest Fujifilm supplier, GRAPHIA in Darmstadt, visitors were treated to live demonstrations of the entire product spectrum, from prepress software, modern workflows, CtP solutions and Fujifilm's processless plates, right through to the various digital printing systems, customising and processing options. The in-house show underscored just how broad Fujifilm's product portfolio has become: it includes software, workflows, platesetters and plates for professional offset printing; additionally, since autumn 2005, Fujifilm Germany has also been supplying the complete range of systems offered by our partners, HP Indigo and Xerox, for the growing digital printing market.

Offset and digital printing combined

The subject of hybrid print production, which combines offset and digital printing, was one of the event's top topics. Offset

and digital are increasingly merging, and the combination of static offset printing and dynamic digital printing (variable text and image printing) is fast becoming an extremely attractive option. HP Indigo Solution Architect Nicholas Peterson's speech on "Hybrid Technology – Using Offset and Digital in a Single Job" provided valuable insight into how these applications can be successfully implemented.

New workflow

As the Fujifilm Celebrant 6.1 Workflow is poised for market launch, an exciting new development was outlined in one of the lectures: Fujifilm's Next Generation PDF Workflow is expected to hit the market in 2007 (for more details, see page 4).

The project is based on the Adobe PDF Print Engine; it processes PDF and JDF in native form and its features include 3D Proof, an attractive on-screen display of the finished printed product which simulates different grammages, different lighting

angles and gives the user an impression of the look and feel of the finished brochure.

High-tech on classic wheels

A further highlight was the demonstration of the new processless Fujifilm Brillia HD PRO-T plate. The plate, which was exposed on a Luxel T-9000 CTP at the GRAPHIA studio, was chauffeur-driven – along with a large group of experts – in a nostalgic Auwärter bus from the 1950s (with period surround glass windows and a sunroof) to GRAPHIA's client, Spengler Printing in Büttelborn. The visitors were amazed to see that the plate remained stable even in daylight, and were clearly impressed at how few sheets were needed for the plate to clear on press (for more details about the processless plate, please turn to page 6).



Fujifilm continues to hone and develop its products, adapting them to comply even better with customers' requirements. In Darmstadt, guests were treated to a sneak preview of revolutionary new product: Fujifilm's Next Generation PDF Workflow is scheduled to launch in 2007 (see page 4).

A classic set of wheels brought the processless plate to Spengler's pressroom where visitors were able to see the new plate in action.

Digital printing on a variety of systems and hybrid applications were key topics at the event.

NEXT GENERATION PDF WORKFLOW

At the fourth Celebrant User Convention Fujifilm presented the new version of the company's acclaimed Celebrant workflow. This new product is not merely a new version of the production workflow but a completely new dimension in collaborative workflows which integrates creative professionals, administrative staff, prepress and the printing company. And: this is not a vision, but a product poised on the brink of market rollout.

The delegates at the fourth Celebrant User Convention which was held in the Augsburg Technology Center and was hosted by Fujifilm and MAN Roland were treated to some very special and exciting news. Although the main focus of the fourth convention, attended by 40 delegates, was on the exchange of information and knowledge between colleagues and the Fujifilm experts, the true highlight was quite obviously the sneak preview of the new workflow which is so new that it lacks an official name and was presented under the slightly unwieldy moniker of "Next Generation PDF Workflow".



Thomas Kurz, Regional Sales Manager South at Fujifilm, greeted more than 40 Celebrant users in the Technology Center in Augsburg. All delegates welcomed the opportunity to meet with colleagues, exchange knowledge and get the latest first-hand news.

"Next Generation PDF Workflow"

However clunky it may sound, the name hits the nail on the head: this isn't merely a new version of a production workflow; it represents a completely new dimension in workflows. The new product will be highly collaborative and accessible at the click of a button by everyone involved in the creation process. The fact that Fujifilm is using the Adobe PDF Print Engine for the new workflow product is a sound indication that this product has very little left in common with conventional, PostScript-RIP oriented solutions.

In their joint presentation, Andy Bain, Product Manager FFEI, and René Hornung, Product Manager Electronic Imaging at Fujifilm Europe, made it clear that Fujifilm's decision to programme a completely new workflow represents an investment in the future. "Over the past ten years, not only have communication platforms, printing companies and their customers changed considerably, but new technological developments have shaped the entire industry," said René Hornung.

The term workflow can no longer be defined simply as a series of working steps or plain and simple data transfer; today's workflows synchronise design and printing; they have to interact with administration (Management Information Systems (MIS)) and, last but not least, enable a truly flexible production process.

Appropriately, Fujifilm defined four requirements that the new solution had to fulfil completely:

1. Designers need a preview of what the product will look like.
2. Printing companies will have to offer more than just CtP plate production.
3. Automation must press forward into new areas.
4. Workflows require true JDF communication.

Job Bag: all the relevant information in one place

Current workflows, even the most modern and advanced, are forced to permanently translate - i.e. recalculate - data in order to adapt one format to the other. Desktop applications, MIS, imposition, production workflow (database, job structure, job tickets), output and printing: the system has to act as an interpreter for each component. Of course, this has many drawbacks, the first of which is that it creates misunderstandings and is time-consuming.

In the purebred JDF/PDF workflow presented by Fujifilm all the components are based on standards and "common modules" thus eliminating the need for translations, conversions and additional computing time. Fujifilm's answer is the



Andy Bain, Product Manager FFEI, and René Hornung, Product Manager Electronic Imaging at Fujifilm Europe (right), emphasised in their joint presentation that Fujifilm's decision to programme a completely new workflow was a significant investment in the future. "Over the past ten years, not only have communication platforms, printing companies and their customers changed considerably, but new technological developments have shaped the entire industry," stated René Hornung and Andy Bain.

Job Bag, which contains all the information relevant to a specific job. This includes the job data, job preparation (which details what changes still need to be made to the PDF and how), the organisation of the job (primarily JDF data defining format, quantity etc.), the approval procedure (how is the job to be approved and by whom?) and the print variants (does an offset plate need to be made or is the job to be printed digitally?). This opens up an unprecedented level of job processing flexibility and also allows the design professionals to be fully included in the process.

The designers receive a job bag which contains all the information relevant to the production process as provided by the printing company; they add their PDFs to the job bag and send it back to the printing company. The job, complete with all necessary information, should not require any further queries, corrections, courier trips or other time-consuming procedures. The new workflow creates true synchronicity between design and printing; the creative team is fully integrated in the workflow, the printer receives ready-to-print documents, and a truly automated workflow finally becomes reality.

So what about the ability to implement a last-minute press assignment? Customers very often request a quick 250 or so

advance copies of their new brochure.

Fujifilm's developers even thought of this detail and have included it in the new workflow. On the basis of the output systems available in the pressroom (CtP systems in various formats, offset presses and digital printers) the user can define a variety of production scenarios which take the specific features and characteristics of each system (e.g. formats, imposition templates etc.) into consideration. If the production process has to shift suddenly from one output system to another then the templates saved in the job bag are activated, enabling the job to be routed to a specific press variant at the last minute.

Hybrid production

With experts and market researchers forecasting the increasing merger of offset and digital, this method of working is set to become more and more important in the future. Oliver Baar, Manager Digital Printing at Fujifilm, sketched a persuasive picture of this evolution in his speech, emphasising the fact that the new workflows were specially designed to enable hybrid offset and digital production. Fujifilm's new workflow was decisively shaped by the experience and insight gained in actual pressroom working conditions. For instance, data can be prepared in the Celebrant workflow and then processed in any digital printing system. Digital printing, with its specific dynamic personalisation and individualisation

features, requires a new set of control features and options which are as yet not included in static workflows, explained Oliver Baar.

From vision to ready-to-run reality

Now, this may all sound very futuristic, but in fact the Next Generation PDF Workflow is far from being an illusion or the pipe dream of a few Fujifilm geeks. The new solution has already passed through the beta phase and is poised for market launch, as René Hornung announced in his talk. In the first quarter of 2007, at the very latest, the new workflow will be available for use in the pressrooms of Fujifilm customers, giving them an all-important head start of several months on the competition.

Users of the current Celebrant workflow need not worry about lagging behind on account of the new workflow: Fujifilm's new product is a new option; Celebrant and the Next Generation PDF Workflow will be capable of operating in parallel, giving customers the flexibility of choosing which stream they want to use for a specific job.

IDEAS FOR THE FUTURE – SOLUTIONS FOR TODAY

At the 8th FDI Podium, Fujifilm presented a raft of prepress and print systems. A day and a half of concentrated information, hot topics – from prepress to print, processing and finishing – trends, forecasts, visions, proposals and hypotheses: the 200 plus visitors at the 8th FDI Podium, which took place at the beginning of October 2006 in the Düsseldorf Congress Centre were treated to a veritable cornucopia of expert topics. Despite the diverse range of topics covered at the convention, there was one issue which cropped up in every speech and in the accompanying exhibition: economy and cost-effectiveness.

One of the primary targets for most print and media companies is to streamline processes, achieve greater flexibility and apply stringent entrepreneurial thought and action. The FDI Podium was the perfect event at which to present Fujifilm's Brillia HD PRO-T processless plate, which was done by Thomas Beyer, Product Manager Printing Plates and CtP Systems at Fujifilm.

Processless plate production

Despite widespread standardisation, there are many factors in offset printing which, while they are controllable, are so broad and diverse that they remain difficult to manage effectively. All the more reason to turn one's back on conventional, analogue technology and switch instead to a fully digital production mode, thus eliminating in one fell swoop all potential sources of errors or problems.

Without a doubt the first step in this direction is plate production with CtP and the use of processless plates. By getting rid of wet plate processing you also eliminate the error sources inherent in this production mode. And this, says Thomas Beyer, also does away with a chief cause of fluctuations in the overall process which can impact negatively on quality. Apart from imaging, Fujifilm's processless plate requires no other form of processing.



Thomas Beyer presented Fujifilm's Brillia HD PRO-T processless plate at the 8th FDI Podium in Düsseldorf and discussed the advantages of the new plate with the moderator of the event, Kurt K. Wolf.

Processless can also be summed up as on-press processing, which means that the plate develops and cleans up directly on press. This on-press processing is surprisingly simple and straightforward: during the normal press start-up sequence the fount causes the non-imaged areas of the polymer coating to expand, the ink on the plate inking rollers pulls them off the plate and transports them via the ink-conducting areas to the blanket and from there to the start-up sheets. After only a few impressions the sheet cleans up. The number of imposition sheets required to produce perfect results is not greater than when using conventional CTP plates, explained Thomas Beyer. Fujifilm's processless Brillia HD PRO-T is based on tried and tested plate technology that has been taken to a higher level. The support medium is electrically roughened and anodised aluminium. Both the support and the fount conducting layer

are exactly the same as used in any modern offset printing plate. The new MultiGrain technology achieves the same easy-to-maintain ink/fount balance as the present Brillia plates. "The plate's drying behaviour and the type of founts it takes are exactly the same as those used in conventional printing," said Thomas Beyer.

Eliminating conventional developing

Fujifilm's processless Brillia HD PRO-T plate is a thermal plate sensitised for between 800nm and 850nm and a peak sensitivity of 830nm, allowing it to be imaged on all thermal CTP systems. The plate is processed just like any conventional thermal plate: the infrared diodes write the print image on to the plate and trigger thermal polymerisation. In terms of imaging speed the Fujifilm PRO-T does not represent a productivity compromise against conventional thermal plates. Quite the opposite: the new plates achieve, and in many cases exceed, the same level of productivity. The Brillia PRO-T requires less power to expose than Fujifilm's established thermal plates, meaning that users will not encounter productivity compromises on CTP platesetters.



The advantages of the Fujifilm Brillia HD PRO-T were impressively demonstrated at the event on a fully functional CTP system. The processless plate was imaged on a Fujifilm Luxel T-6300 CTP.

Ideal for high-quality commercial printing, Brillia PRO-T plates have 1% to 99% dot capability and are capable of printing 200lpi conventional, 300lpi hybrid and FM screening.

The most obvious advantage of the processless plate is the fact that it does not require conventional developing, thus eliminating the need for a processor, meaning that companies starting out with CTP can avoid the cost of purchasing one altogether. This translates into a considerable reduction in expenditure, and it also saves space, the need for additional feed-in and supply lines, time and effort for installation, additional costs for electricity and water, and it saves cleaning and maintenance time. Last, but certainly not least, it also saves the cost of purchasing developer chemistry, storing it and disposing of it.

No special inks or founts are needed for the Brillia HD PRO-T, making it supremely easy for printers to work with the plate. The Brillia HD PRO-T is suitable for run lengths of up to 100,000 impressions (subject to platesetter and press conditions), making it suitable for most common print runs.

Plug'n'play

At the event, Fujifilm impressively demonstrated all of these benefits on a full CTP system. The processless plate was imaged on a Fujifilm Luxel T-6300 CTP.

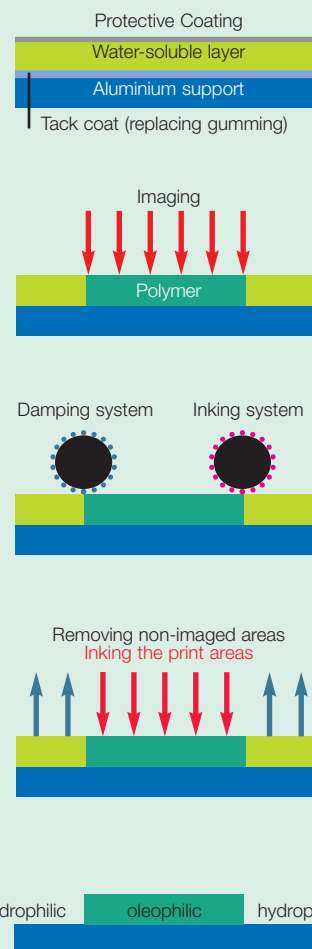
What impressed the audience most was seeing that the system required absolutely no chemistry, water lines or other extras. It really is a case of plug'n'play: plug the device in, link the imagesetter up to the network and you're ready to go. The Fujifilm specialists also showed that the system can be up, running and producing dependably within hours of unpacking.

The interest in the new system was overwhelming, as was only to be expected with a system which really lacks any significant drawbacks. The only case where it could be more economical to use conventional wet processing, conceded Thomas Beyer, was in production environments where large quantities of plates were required.

Fujifilm has already launched the plate in Germany and several other European countries (see Newsline 17 for details). The printers have all praised the plate's high level of stability; the companies that have adopted the new plate all believe that it has significantly increased their quality and productivity.

Fujifilm believes that many companies will shift to the new plate and simplified plate production in the next few months.

How it works



During imaging the polymer coating is hardened; when the fount is applied on press the water-soluble monomer dissolves and is pulled off by the ink on the plate inking rollers. What remains is a standard printing plate with water and ink conducting areas.

The product is currently available as a mid-format plate; a new 3B version is due to be officially launched in the near future. Beyer explains that customers making new and replacement investments are particularly open to the new technology: "Very, very few businesses are not interested in the new processless plate."

SERVICE FOR A SERVICE COMPANY

Datev installed a small-format Fujifilm CtP system and implemented a front-to-back digital workflow. The company's main focus was not on plate throughput, but on the current plate and a standardised workflow.



DATEV eG is a software company and EDP service enterprise for tax accountants, lawyers, auditors and their predominantly medium-sized clients. Around 39,000 members of the cooperative utilise the services provided by DATEV, which reports turnover of 581 million and has nearly 5,400 employees. At the company's own computer centre in Nuremberg millions of payroll and salary statements are printed, enveloped and mailed. The digital printing centre produces up to 500 pages a minute. Using 40 sheet fed and continuous forms printers by Océ (and some older Siemens models), IBM and Xerox, as well as high performance folding and enveloping machines, the company works three shifts and processes vast quantities of paper.

And then, during the factory tour through DATEV's production building, you suddenly find yourself face to face with a CtP system and three printers. It ought not to come as a surprise, considering that a large business like DATEV needs not only digitally produced materials but also a wide range of conventionally produced envelopes, brochures, training documents and many other materials. The use of offset here is largely due to the fact that DATEV takes all matters associated with branding very seriously indeed, especially because the corporate logo consists of two custom colours. Additionally, they also produce multi-colour materials in small and medium print volumes. DATEV's in-house production team use a two-colour GTO and a Heidelberg Speedmaster SM 52, both fed with plates produced on a PlateRite Micra 3051 Violet CtP system. The four-colour Quickmaster DI Pro images the plates onboard, and does not rely on externally produced plates.

Focusing on quality, not quantity

"What counted for us was not plate throughput, but the current plate." Horst Mühlbauer, team leader of the In-house Production Group at DATEV, had a very precise idea of what he wanted before he decided to switch from conventional production to film-free plate production. "We decided to go for the CtP system for one main reason: we wanted to introduce the

digital workflow across the entire group in order to achieve a high level of standardisation and automation. Film developing and manual copies were an impediment to this. There was no way we could introduce a standard offset process with our manual workflow."

An interesting perspective. For most printing companies the investment in CtP is largely driven by the desire to rationalise, streamline and boost plate production; but for Horst Mühlbauer the decisive factors were standardised quality, time-optimised production and documentation.

"We have to be able to provide our external and internal customers and our partners, who include agencies and printing companies, with highly specific guidelines and workflows which they can work to securely." DATEV relies on external partners for some production tasks. "We pay particular attention to branding; the DATEV brand, which uses two custom colours, simply has to be produced to our exact specifications. Our aim is to produce cost-effective printed materials which is why we focus on the 52 format and do not intend to branch out into larger formats. Companies with mid-format and large-format presses have the advantage over us there which is why we chose them as preferred partners," says Mühlbauer.



By setting up a proof workflow certified according to PSO ISO 12647, by integrating the presses and linearising the CtP system, Horst Mühlhaus has created a standard that guarantees full production security, not only in-house but also for all print jobs that are sent out to external partners. DATEV's prepress produces primarily with Fujifilm products. In addition to a high-end Lanovia C-550 scanner, an HP 5500 and an Epson Stylus Pro 4000 controlled by Fujifilm's BlackMagic ROOM proofing system are used for proofing. Another crucial tool is Fujifilm's Proof Report, a combination of densitometer, software and printer, which documents and logs proofs. Proof systems, CtP systems and a Harlequin HQ RIP are all controlled by the same system which ensures complete data consistency through the production process.

Easier than an imagesetter

The device installed in Nuremberg can image plate formats between 250mm x 330mm and 516mm x 580mm maximum. At 23 plates an hour, the PlateRite Micra is a cost-effective CtP solution for the GTO format, particularly if the user requires frequent job changeovers with low production volumes. For businesses which work with small format offset Fujifilm offers the PlateRite 2055Vi plate recorder, which is both fast and easy to operate. The PlateRite 2055Vi capstan

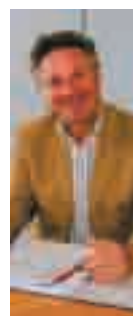
plate recorder has a flatbed layout and is designed for versatility and dependability; the system features a long-lasting 405nm violet laser light source. The system is operated under yellow light conditions, thus eliminating the need for a darkroom. Plates are imaged at resolutions of up to 3,000dpi, thus enabling the production of jobs with 80 screening; its 11µm spot allows frequency modulated screening to be used.

In good hands with Fujifilm Consulting

DATEV's in-house production team are more than satisfied with the fully automatic CtP plate recorder: they have encountered absolutely no problems since the device was first installed in April 2006 and it has been up and running smoothly ever since.

The satisfaction also extends to the level of service and customer care provided by Fujifilm: "All our staff feel very well looked after by Fujifilm. We feel that we've been given the best advice, that there's someone there to listen to our concerns and consult us on things that might become relevant for us sometime in the future, for instance the integration of digital printing presses in a common workflow," says Horst Mühlbauer.

"The entire mutual planning process, with us - the customer - and Fujifilm's consultants and technicians was an ideal combination. When you're investing it's never solely about the current installation, but frequently also about future projects. This is of enormous help to us, because even if we keep up to date by attending conventions and reading the press, there's simply no way we can be aware of all the latest developments. So for me, receiving this kind of information is important." Key considerations are, for example, whether to go for processless and chemistry-free plates, "which could be an ideal, future-safe platform for our production environment," explains Mühlbauer. All of these developments by Fujifilm are products which could provide valuable benefits for customers' production processes.



Horst Mühlbauer, Team Leader of the In-house Production Group at DATEV, had a very precise idea of what he wanted before he decided to switch from conventional production to film-free plate production. "What counted for us was not the plate throughput, but the current plate. We wanted to introduce the digital workflow across the entire group in order to achieve a high level of automation."

FUJIFILM CTP-SYSTEM FOR JUMBO FORMATS

Sheet-fed offset and cross-media under a single roof: klr mediapartner in Lengerich installed a PlateRite Ultra 32000, Fujifilm's large-format plate recorder, to “feed” their hungry offset jumbos in the pressroom.

“We don't really view ourselves as a printing company, but primarily as a communication partner for our customers.” This is how klr mediapartner Druck und Medien GmbH describes the services they offer. For the media services company, which was set up in 1999, communication consultancy services are becoming more and more important from year to year. However, the true roots of this long-established company reach way back into the last century. Throughout the course of its more than 100-year history the company has tested several corporate structures. Since 2004, klr has been operated on the basis of an employee participation scheme and this has had a very positive impact on the corporate structure.

Extensive know-how in non-print areas

The employee participation scheme means that the highly motivated 60-strong team (plus ten apprentices) has a clear focus on boosting the success of their customers. The company's slogan is “Creative concepts for advertising, printing and new media”. Services include the production of high-quality printed materials and a wide range of prepress and creative services. A raft of niche and specialised products rounds off klr's full service product portfolio.

“Although printing is our core business, specialised services and non-print services now also play an important role,” says Andreas Middendorf, head of Marketing at klr. “We are no longer simply a regional printing company; we have evolved by implementing new concepts ourselves. We publish the town guides for Rheine and Ibbenbüren instead of just printing them. This means that our company provides editorial services and acquires advertising customers, thus extending our value chain.” Additionally, klr also publishes the stadium magazine for the football club VfL Osnabrück. klr's activities are loosely based on the kind of services a creative agency would provide, including design work, copywriting, photos and layout as well as web design and cross-media - all supported by a prepress department with digital workflows. The range of technology and equipment at the company's fingertips is no less impressive, and includes the com-

klr not only prints these town guides and stadium magazine, it also provides a full range of editorial services.



plete bandwidth of data transfer options, high-end scanners, workstations and advanced CtP plate production by Fujifilm with a high performance production workflow.

Mid and large-format printing

Although the company reports significant growth in non-print, printing remains its main pillar. Working from a pressroom equipped with 17 presses, the production programme is wide and varied, including complex colour products, brochures, catalogues, annual reports, leaflets, calendars, displays, posters, books and magazines.

Their 3b format equipment includes an 8-colour MAN Roland 708 for 4/4 colour work and a 5-colour KBA Rapida 105 with inline varnishing. Additionally, a 4-colour version of the Rapida 162 is in use. The 112cm x 162cm format is still needed to produce large-format displays and posters, as well as school books, where 64 pages can be printed on one sheet with face and back printing.

PlateRite Ultima 32000 for all requirements

Creativity and the courage to rethink conventional approaches are permanent mindsets at klr. For instance, the company's employees sat down to discuss how best to accommodate the rapidly increasing demand for plates (and particularly for the Rapida Jumbo) in a prepress



department which was already well-equipped and included CtP. The existing 3b system was due for replacement so it made sense not to do things by halves and go straight for a large-format plate recorder.

The company chose a PlateRite Ultima 32000 from Fujifilm. The new device is the single-head variant of the VLF CtP system which can produce up to 12 plates an hour at maximum format (32 pages) with a resolution of 2,400dpi. In Germany, there are several other Ultima 32000 systems with different configurations in operation (e.g. the Kohlhammer printing company in Stuttgart has fully automatic systems with twin heads which can output up to 44 3b plates an hour).

The device in use at klr produces plates with a maximum size of 1,276mm x 2,382mm, but it can, of course, produce all smaller formats (if you can call the 7 format small). klr chose a semi-automatic configuration, where the plates are manu-

ally inserted - everything else is automatic. Up to six 3B plates can be processed simultaneously: two each in the system, two in the inline punch and two in the imaging drum. The system images conventional AM screening and FM screening with 20µm on Fujifilm's LH-PCE (bakeable) and LH-PIE thermal plates.

A complete switchover to a Fujifilm workflow

At the same that the CtP system was installed, the company also switched to the Celebrant Workflow 6.0 which includes a SignaStation for imposition. Celebrant generates CIP3 data for colour presets in the KBA Rapida 162. Norbert Plogmeier, responsible for plate production at klr, is delighted with the results: "The system was stable from day one. And now that we have extended our RIP configuration we can transmit, receive and calculate all at the same time. Delays have been eliminated and everything runs

parallel." This is particularly important because data volumes of between 500MB and 1GB are not uncommon when processing the large format plates used to produce school books. The installation of the PlateRite 32000 has also brought about a change for the better for the printers: "The plates we used to receive from service companies were archived and occasionally reused when we did an additional run. Today, we're much faster if we simply run a new set of plates. And the printers get to work with new plates - which, as every printer knows, is definitely a good thing!", explains Norbert Plogmeier.

Making print attractive

Even after their product has been printed and finished, the company's customers have the assurance of knowing that they have access to a wide range of additional services. klr will handle shipping and postal deliveries, coordinate mailings and affix stamps. "Additionally, we can provide warehousing and stock administration of advertising products, even for products that our company has not produced," says Andreas Middendorf. All of this goes to show just how much the basic structures have changed: while printing remains the core business, in the end it is the upstream and downstream services that contribute to making it so attractive for customers.



Andreas Middendorf, Head of Marketing at klr (left), and Lutz Niederhoff (Regional Sales Manager West for Fujifilm) holding a sheet used to produce school books in the pressroom: 64 face and back pages fit onto one sheet to give 32 finished pages per plate.

FROM ALUMINIUM TO DARK CHOCOLATE

There are new paths opening up in newspaper production. Fujifilm's information trip to Tilburg and Gent, which was attended by 50 seasoned experts from a number of highly respected newspaper publishing companies, focused on the three main issues of quality assurance in CtP plate production, production to set standards and the use of new production technologies.

Imagine, if you will, that you are responsible for prepress in a newspaper publishing company; you produce around 880,000 printing plates and 112,000 dummy plates a year on a slightly antiquated CtP system to supply two web presses of different ages and varying levels of automation and, in addition, you also switch plate suppliers from time to time. There are no prizes for guessing that this setup might cause the odd problem or two. A constellation such as this demands exceptional sensitivity. Getting to grips with the different parameters is truly a Sisyphean task, because every plate changeover requires hardware components to be modified. Rainer Homann is the man in charge of this task at DuMont Schauberg in Cologne and the sophisticated quality assurance programme he has installed enables him to comply with the company's high quality standards.

During an information trip organised by Fujifilm, which took place in September 2006 and was attended by 50 seasoned printing experts from a number of renowned newspaper publishing companies, Homann spoke in detail about quality assurance, touching on the problems of producing CtP plates and explaining the impact these have on the printing process. He spoke strongly in favour of establishing standards, "even though this may sometimes appear to be an impossible undertaking". In addition to the specific characteristics of each press, there are countless material parameters which play an important role in plate production and during printing.

Leaner processes

The most effective way to counter such potential problems is to introduce leaner, streamlined plate production and printing processes. It was precisely this line of

thinking which dominated in the subsequent discussions.

Günther Herges, Sales Manager for Graphic Arts Systems at Fujifilm, added some expert insight: "In 99% of all complaints the problem is not the plate, but the complicated processes at the printing companies."

An effective way of shortening working and production processes would, for example, be the introduction of processless plates. In the medium term, this is the path that most newspaper companies will follow, as long as they can be sure that their productivity and quality will not be compromised in any way.

Thomas Beyer, Product Manager for Plates and CtP Systems at Fujifilm, delved deeper into this issue and described the advantages of the recently launched Fujifilm Brillia HD PRO-T plate (see page 6 for more details) and discussed with the participants what specific benefits they

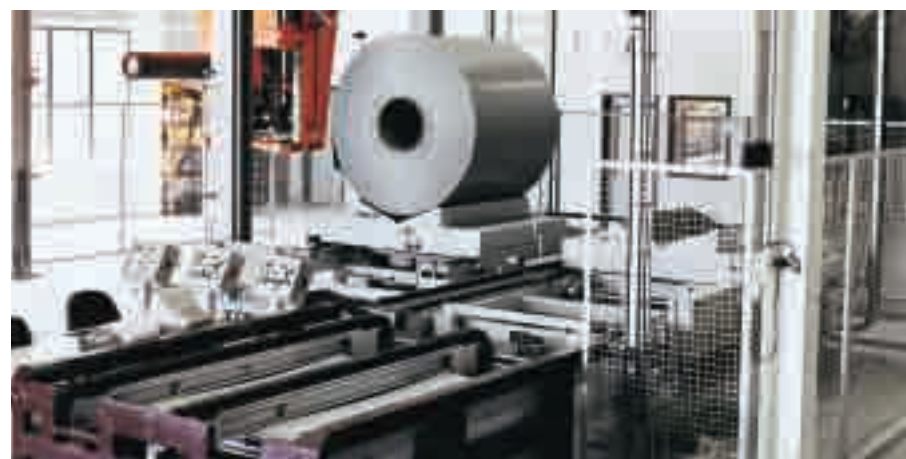




On their way to the convention centre in Gent, Belgium, the group of newspaper experts (pictured on the left) stopped off at Fujifilm's plate production plant in Tilburg in the Netherlands. The plant opened in 1982 and was then Fujifilm's very first production site outside of Japan. Today, 1,000 people work at the plant, making it the largest employer in Central Brabant; in addition to the European market, the factory also supplies consumables to Africa and the Middle East. In August 1991, the very first analogue offset plate for the graphics industry was produced in Tilburg, a product which has since been almost entirely replaced by digital plates. Only about 20% of the plates made here are conventional analogue printing plates, while 80% are for CtP applications.

On 27 September 2006, a few days after the group's visit, the second plate production line was officially inaugurated. Work on the new 40 million Euro line had started in July 2005. The aim of this substantial investment was to secure the availability of plates for Europe. The plate line produces digital offset plates for the Computer-to-Plate growth market. Last year, CtP plates accounted for 70% of the all the printing plates used in Europe and the demand remains undiminished.

The new line in Tilburg is capable of producing up to 45 million square metres of printing plate almost fully automatically, from the heavy rolls of aluminium right through to the finished, coated plate. Despite the high level of automation the Tilburg plant still employs a large workforce who produce up to 6,000 different types of plates, plate thicknesses and formats.



expected simplified plate production process to bring. It became clear that newspaper publishers are very interested in low-process or processless plates because every process step that can be eliminated, every parameter that does not need to be double-checked, is welcomed with open arms by anyone working on the front line of production.

Accordingly, there was an outstanding level of interest in the presentation of a new component in the Fujifilm workflow, a Softproof solution specially developed for newspaper companies. Olaf Bläsing, Product Manager Process, explained the workflow specifications and shone a spotlight on the solution's efficiency. Time is the main variable that the new solution can help to shorten, as there is no longer a need for time-consuming press proofs, proofs and courier trips. A well calibrated system (monitors) and carefully coordinated communication makes Softproof a real alternative for colour approvals for adverts, particularly if long distances are involved.

KBA Cortina - the concept of a giant copier

That fact that you have to keep a close eye on all parameters during printing – including prepress – in order to get high



From aluminium to dark chocolate: in addition to visiting the plant in Tilburg, Fujifilm's guests attended a highly informative seminar in Gent and were treated to a delectable cultural programme which, because this was Belgium, included a trip to a master chocolatier.

quality results may seem like stating the obvious, but it is something that many companies are not sticking to. There are a lot of improvements which could be made to standard newspaper printing processes, for instance, production processes, production times and costs, the use of manpower, quality and timeliness, to name but a few. Peter Benz, a project manager involved in the development of the KBA Cortina, sketched the six-year history of the innovative press. With his idiosyncratic Swiss charm, he outlined his attempts to convince newspaper printers of new approaches and production methods, for example waterless offset. The core concept of Cortina is to reduce the number of parameters which impact the printed product and to standardise the production process. Print quality is defined in prepress right at the start of the process chain as part of an integrated workflow (which includes CtP and AV systems). Eliminating inking keys and damping units, a source of potential errors, has enabled Cortina to achieve consistent, high quality print results.

Economy, standardisation, quality and the environment

Any inclination to dismiss Peter Benz's ideas as wishful thinking can be firmly rebutted by citing the successful installations of this innovative web press. Patrik

Zürcher, Head of Operations at Freiburger Druck GmbH, revealed just how what productivity and quality gains can be made in newspaper printing with the aid of the Cortina. Since the Badische Zeitung in Freiburg installed the Cortina the company has been able to expand their product spectrum, which has always been broad, to include several external jobs. "A conservative estimate is that we are set for 15% growth this year," said Patrick Zürcher. These are truly impressive figures, particularly against the backdrop of the widespread downturn many sections of the newspaper industry is experiencing. Fujifilm's information event showed conclusively that it is precisely present less-than-ideal situation in the media and newspaper industry that has served to shift the focus so robustly to implementing economy, standardisation, quality and environmental considerations as key components in newspaper companies' strategic plans. Everyone who attended Fujifilm's informative get-together was unanimous that the trip had contributed decisively to germinating fresh ideas, new ideas which would perhaps even be put into practice back home. ◀

Fujifilm CEO Komori receives the Federal Cross of Merit

Shigetaka Komori, President and CEO of FUJIFILM Holdings Corporation, has received the Grand Cross of Merit of the Federal Republic of Germany, which is awarded by the German President, Horst Köhler. The ceremony took place on 20 November 2006 in the German Embassy in Tokyo. Komori received the award from the German Ambassador to Japan, Dr. Hans-Joachim Daerr, who conferred it on behalf of President Köhler. Komori received the award in recog-



nition of his outstanding contribution and personal dedication to promoting friendship and understanding between Germany and Japan. President Komori has been chairman of the German-Japanese Association since June 2003 and he supports many intercultural events, including "Japan in Germany" in 1999 and 2000, and "Germany in Japan" from April 2005 to March 2006 and numerous cultural, academic and economic events sponsored by the federal government, German state governments, cultural institutions and private enterprises, which were held across the country in an effort to further strengthen respect, understanding and friendship between both countries. Fujifilm is also the sponsor of the exhibition »Mirror of the World: The Dresden State Arts Collection« in Tokyo, the nationwide photo competition »I Love Germany« and the »Japan-Germany Soccer Event«, which was held in connection with the »Germany in Japan« series of events. The Cross of Merit was established in 1951 and is awarded by the government of the Federal Republic of Germany to people who have made a significant contribution to Germany in various fields.

Fujifilm continues acquisitions

In July, Fujifilm acquired the American inkjet printhead manufacturer Dimatix. Dimatix is a world leader in the research, development, production and marketing of printheads for inkjet printers in a wide variety of industrial applications. Large-scale inkjet printers are increasingly being used for outdoor advertising and packaging materials. The acquisition sees Fujifilm further expanding its inkjet business: in 2005, Fujifilm bought up Sericol Group Limited, UK, a leading manufacturer of UV inks; and in February 2006 Fujifilm acquired the British ink manufacturer Avecia Inkjet Limited. Fujifilm intends to build up the Group's R&D activities in inkjet products and applications and has been merging industry-wide know-how to achieve this goal.

CtP systems for newspaper production

Since summer 2006, three new Fujifilm CtP systems for newspaper applications have been launched. The Fujifilm Luxel News 80, 100 and 120 offer high productivity levels of up to 128 plates an hour together with the fully automated plate handling and robust build quality demanded by the newspaper market. The devices enable users to output plates at productivity levels demanded by newspaper production environments, as well as at high resolutions from 1,016lpi to 2,400lpi screening, allowing them also to be used for commercial jobs. The design of the three newspaper models is based on the proven technology, reliability and accuracy of Fujifilm's existing range of Luxel Violet CTP products for the commercial print market. Each device can be supplied with a choice of 5 high capacity cassettes (150 plates per cassette, maximum plate



size 1,030 mm x 900 mm) or 5 large format cassettes (60 plates per cassette, maximum plate size 1,162 mm x 960 mm).

Fujifilm launches Celebrant Suite R6.1

Fujifilm has just released the latest version of the Celebrant Suite. The new Celebrant Suite R6.1 contains a number of new features and enhancements focusing on Web Approval,



extended JDF capabilities and improving integrated proofing quality. Celebrant Web Approval is a new addition to the Celebrant Suite workflow product. It provides a collaborative online approval system that will replace traditional approval techniques such as couriered proofs or emailing PDF files and will ultimately reduce the costs and bottlenecks associated with these. Fujifilm anticipates that the new version will enable customers and service companies to reduce production time by between 60% and 80%. Other JDF capabilities offered with Release 6.1 include support for a number of MIS systems (including Hiflex), which allows customers to initiate and control jobs directly from an MIS system. Customers then receive up to date JMF status messages allowing them to track job progress and material usage, which helps manage production efficiency and costs. Also included is JDF Print Distribution, which enables complete JDF jobs to be sent to designated print sites from a central prepress location.

Inkjet Paper Proofing IPP Gravure 240

Fujifilm has developed an innovative new proofing paper for professional proofing, and for rotogravure print simulation in particular.

Fujifilm's IPP GRAVURE 240 is an opaque white proofing paper with a microporous surface, a PE layer on both sides and brilliant white for a wide colour gamut and excellent colour and tone reproduction. The homogeneous paper structure provides high opacity, is fast-drying when used with most common inks (meaning that it can be processed immediately), is odourless and, like IPP



SG, is pleasant to the touch. Other features of this new paper include outstanding edge sharpness and soft colour transitions at high resolutions. The paper contains no optical brighteners and is FOGRA certified. IPP GRAVURE 240 is suitable for large-format proofs with water-soluble dye and pigment inks, and particularly for EPSON K3 pigment inks; it has a weight of 235g/m² (thickness: 224 µm) and is available in A3 sheet form and in roll widths of 17, 24 and 44 inches (special orders of up to 60 inches are also available). Profiles for proof applications are available on the Fujifilm website and are continuously updated.

Luxel V-6 Multi Cassette Autoloader

With customers demanding faster production and lower costs, choosing the right CtP hardware has become more important than ever.



The Luxel V-6 MAL platesetter has the perfect pedigree to deliver unquestionable quality, performance, flexibility and low cost of ownership and will work seamlessly in most production workflows. The CtP system can output up to 24 B2 plates (465mm x 686mm) per hour at 2,400dpi, offers integrated inline punching and can take up to seven cassettes with 150 plates each for fully automatic continuous operation.

New version of Blackmagic 3.3 available

A new version of Blackmagic, Fujifilm's proof-server solution, has just become available. The new version supports the new Apple MacPro (Intel) Quad Core, it can process multiple jobs simultaneously and supports multi-colour ICC profiles. The softproof functions have been enhanced and now include a magnifier function (zoom, size), tabs to allow multiple documents to be viewed at once and users can also switch easily between several softproofs. Customers still within the warranty period (purchase of the full version, update or slave licence within the last 12 months) will receive a free update; other customers can purchase a warranty extension for a further 12 months.