

Cutting edge special effects technology

Innovative Melbourne printer Printlinx is the first company in the Australia New Zealand region to take advantage of Heidelberg's cutting edge special effects technology – Foilstar.

Managing Director Frank Todisco says its new Heidelberg Speedmaster XL 105 six colour press with Foilstar, two coating towers and two drying towers (XL 105-6-LYYL-X3) will be the only press of its kind in the region and will enable the company to “drive growth by capturing new markets.”

“In order to be competitive and profitable you have to invest in technology,” states Frank. “You also need to be inventive in your approach and find opportunities to service niche markets”.

“We have optioned our Speedmaster XL 105 press with Foilstar to enable us to directly target the special effects printing market. Foilstar adds another string to our bow and provides our customers with extended design options that are economically viable to produce.” In Europe the market for special effects printing is on the rise and Frank believes there is opportunity locally to introduce new options specifically designed to creatively enhance packaging and marketing materials as well as magazine and book covers.

The configuration of the Speedmaster XL 105-6-LYYL-X3 press enables Printlinx to print six colours conventionally as well as having the option for UV or aqueous coating. And with the addition of Heidelberg Foilstar the press is capable of producing a range of special effects and metallic colours widening the gamut of items it can produce.

Heidelberg first introduced Foilstar at IPEX in 2006. The version Printlinx will operate is second generation technology seen at drupa 2008 delivering greater flexibility and more cost effective production.

Originally, the inline cold foiling process involved mounting one foil roll the width of the machine atop one of the printing units. Since then, it has advanced greatly, with the latest version enabling up to six individual foil devices to be mounted, expanding options in terms of the size and placement of the foil, lowering the cost of production and reducing waste.



Heidelberg's FoilStar module can process up to six foil webs.

Unlike hot foiling, Heidelberg Foilstar enables the foil to be over-printed, opening up a world of opportunity for the creation of special effects and expanding the print spectrum to include a variety of metallic colours.

First ten-colour XL 105 long perfector in Australia

In addition to the XL105-6-LYYL-X3 which will be installed in October, Printlinx is the first Heidelberg Australia customer to order the new Speedmaster XL 105 ten colour long perfector press which made its debut at drupa this year and will be commissioned in December.

“Before investing, we thoroughly researched the presses available in the market and we were very impressed with the technology and engineering. We've worked with Heidelberg for a long time and the service, support and

quality of their equipment were what we based our decision on, not price.”

Acquisitions expand Printlinx market reach

Printlinx is currently one of the largest



privately owned print companies in the region with an annual turnover of AUS\$100 million.

To complement its acquisition programme Printlinx has undertaken to upgrade and rationalise its printing presses to ensure its capacity can support its growth strategy and deliver on market demands for quick turnarounds, quality and competitive pricing.

Five older presses have been replaced with Heidelberg's new drupa 2008 generation Speedmaster XL 105 presses, which will stand alongside a Heidelberg Speedmaster CD 74 six colour perfecter with extended delivery that was installed 18 months ago. These presses will be housed at Printlinx' custom built premises in Port Melbourne.

Printlinx will move their Speedmaster SM 102 eight colour perfecter press to their Tasmania printing plant, "to give the business there greater opportunity to expand the range of options it can offer the local market," explains Frank.

"I've been in business for forty five years and really love the printing industry. I want to prove to myself that

it can be profitable in the future and believe there are more opportunities out there particularly in packaging and speciality markets.

"Our new Heidelberg presses are driven by the latest technology which means we can work smarter, target new markets and produce more with less."

Heidelberg Australia & New Zealand Managing Director Andy Vels Jensen says that Printlinx' new production model reflects trends overseas.

"We are proud to partner with Printlinx, with whom we've had a close relationship for 25 years. I believe the



Heidelberg's Foilstar cold foil module is now also available for the Speedmaster XL 105

company's forward thinking approach positions it for substantial growth well into the future. The configuration of the Speedmaster XL 105 six colour press will certainly give the company a unique proposition. And combined with the press power of their Speedmaster XL 105 ten colour perfecter and the Speedmaster CD 74, Printlinx will be able to competitively service niche, commercial and industrial print markets."

"In a highly competitive environment like print you have to employ technology that will drive your bottom line, but also deliver on customer expectations. The model Printlinx is adopting is designed to do just that," he concludes.

Frank agrees the production efficiencies delivered by the Speedmaster XL 105 presses will make a significant impact on his company's ability to print profitably. "Less production time, less equipment on the floor, together with reductions in labour and waste are the key benefits to adopting this technology".

"The print speed and the fast make readys deliver phenomenal time savings," continues Frank. "With these presses we are able to bring what were separate stages of production into one seamless workflow. So for example if we have a job that requires a spot UV

(Left to Right) Front Row: Bent Mortensen, President, Heidelberg Asia Pacific; Frank Todisco, Group Managing Director, Printlinx; Bernhard Schreier, CEO, Heidelberger Druckmaschinen AG; Back Row: John Kirkham, General Manager Business Development and Andy Vels Jensen, Managing Director of Heidelberg Australia/ New Zealand.

and foiling we will be able to do it all in one process without having to interrupt the production flow.”

Highly specified

The Speedmaster XL 105 presses are optioned with Heidelberg’s new Wallscreen which provides a complete schematic of the press and allows the operator to see the job in full size on the control screen with all relevant job data. This feature also allows customers who need to do press checks to view the job at the full size rather than on a small screen and to check specific colours for accuracy.

Both presses are water cooled and feature Cleanstar which removes dust and spray powder from the production process. These environmental features leads to additional cost savings benefits.

All these options are controlled and monitored by Heidelberg’s new Press Centre which supersedes the previous CP 2000 consol. Press Centre

Foilstar applies cold foil in offset technology, thus enabling stunning high-quality metallic coatings on a wide range of printing stock. Previously, the Foilstar module has only been able to process single rolls, but Heidelberg’s latest technological development now offers the option of processing cold foil with a number of webs.

Up to six webs with various foils in a range of web widths can be used, thereby enabling cost savings of up to 50 percent on jobs that require only a small amount of foil. This development further enhances the finishing options available for label, packaging and commercial printers.

The process used to apply the cold foil offers a range of outstanding benefits: Short makeready times due to the use of a conventional offset printing plate, high printing speeds of up to 15,000 sheets an hour and excellent register accuracy.

Cold foil finishing is ideal for fine structures and elements such as text, lines and screens. And the Foilstar really comes into its own with short print runs and frequent job changes.

features the new Intellistart system which reduces set up time by around 50 per cent compared with CP 2000 and facilitates a host of functions. Intellistart minimises the number of

operator actions required to make a job change by comparing the new job parameters to the previous job settings and assisting the operator to only make the adjustments required.



Heidelberg’s FoilStar module can process up to six foil webs.

Winning Formula

In closing, Frank says that printing is about much more than price and product. “At the end of the day you have to deliver a level of service that ensures you are competitive but also demonstrates you are focused on the customer and able to contribute to their success”.

“With our new presses and business model we are looking forward to further enhancing our reputation for the highest quality, delivered on time and at the right price.

“This is probably the most difficult time we have faced in the print market, but with our growth strategies, this new technology and our approach to financing, I think we have a winning formula that will see us come out on top in the long run.” ■