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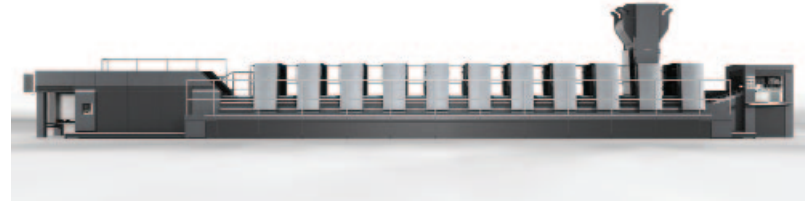
First FoilStar for Australia

HEIDELBERG

# Printlinx invests in cutting

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

**T**HE new Printlinx press is a Heidelberg XL105 six colour press with Foilstar, two coating towers and two drying towers (XL105-6-LYYL-X3). Printlinx managing director Frank Todisco says the new press will be the only one of its



*FoilStar depicted on a XL 105 ten colour plus coater press*

kind in the region and will enable the company to 'drive growth by capturing new markets.' Todisco says, "In order to be competitive and profitable you have to invest in technology. You also need to be inventive in your approach and find opportunities to service niche markets."

"We have optioned the XL105 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 Todisco 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 XL105-6-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 range of items it can produce.

*FoilStar: widening product range*

Heidelberg first introduced Foilstar at Ipex in 2006. The version Printlinx will operate is the second generation technology seen at drupa 2008, which delivers greater flexibility and more cost effective production.

Originally the inline cold foiling process involved mounting one foil roll the width of the machine on the top of 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.

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 XL105

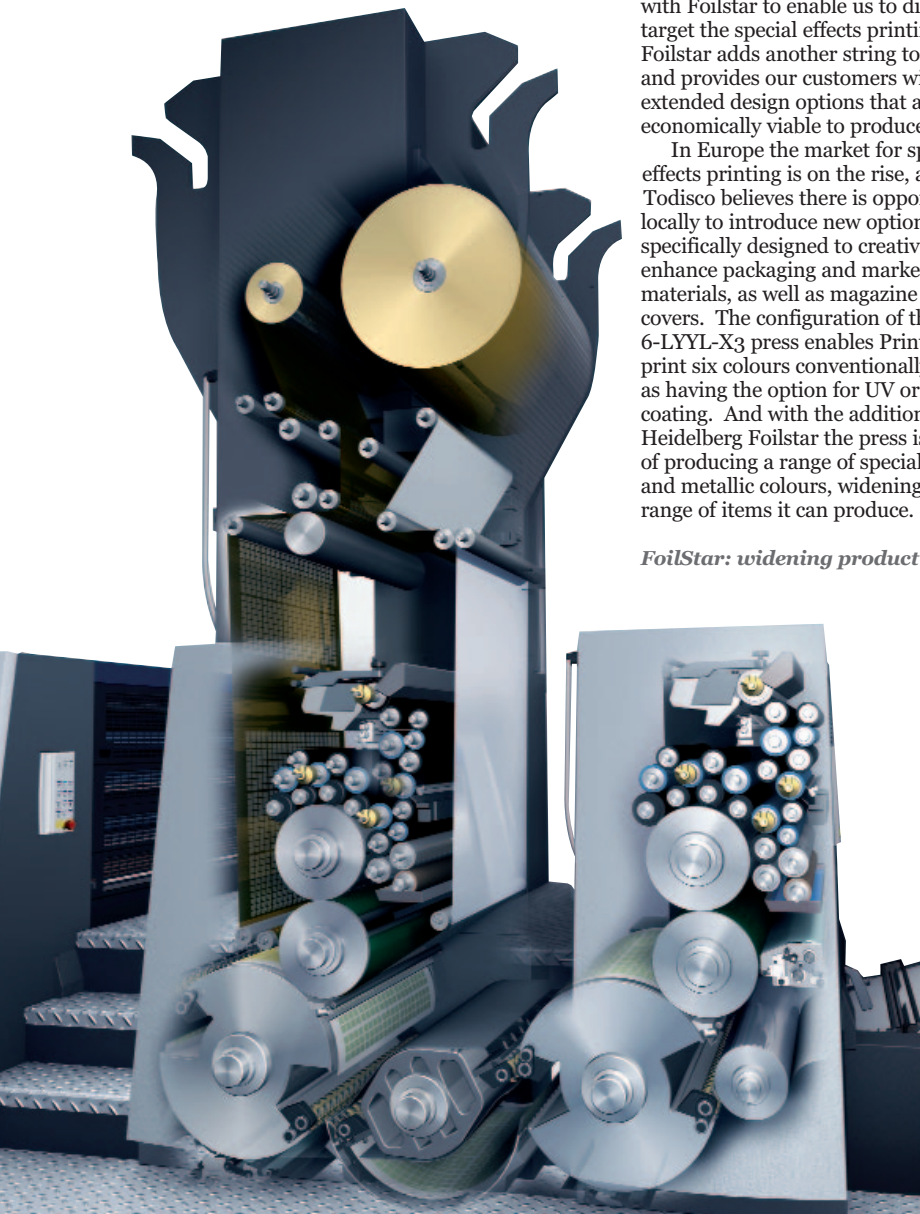
IN addition to the XL105-6-LYYL-X3, which will be installed in October, Printlinx is the first HAN (Heidelberg Australia and New Zealand) customer to order the new XL105 ten-colour long perfecter which made its debut at drupa this year. It will be commissioned at Printlinx in December.

Todisco says, "Before investing, we thoroughly researched the presses available in the market, and while Heidelberg presses were more expensive 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 reach

OVER the past year Printlinx has acquired Printing Applied Technologies in Tasmania and Cleveland Printing in the outer Melbourne suburb of Dandenong. And another two companies are expected to come under the Printlinx banner in the not too distant future.

These acquisitions will effectively treble the company's turnover positioning Printlinx as one of the largest privately owned print companies in the region, with an annual turnover of \$100m. To complement its acquisition programme Printlinx has undertaken to



# edge technology

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 by the new XL105 presses which will stand alongside a B2 six-colour Heidelberg CD74-6P+LX that was installed 18 months ago.

These presses will be housed at the Printlinx custom built premises in Port Melbourne.

The company will ship its existing Speedmaster 102 eight-colour perfecter to Tasmania, "to give the business there greater opportunity to expand the range of options it can offer the local market," explains Todisco.

Printlinx moved to its current location in 2005. The 12 acre site in Port Melbourne delivers easy access to the CBD as well as the Port of Melbourne. It is also home to sister company M&M Binders, which is the largest trade binder in Australia.

This spread of land has a high tech heritage, as it is that on which fighter planes for the second world war were assembled, and where the steel tubing that adorns the roof of Melbourne's Southern Cross Railway Station was pre-fabricated.

It was until recently owned by Printlinx, however the company has sold the land, Tadisco says, "We decided to put the money from the sale of the land into the company and to lease back the site from the new owners on a long term basis." Funds have also been invested to upgrade equipment at M&M Binders.

Todisco's enthusiasm is infectious, he says, "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 specialty 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 the Printlinx new production



*Form left to right: Bent Mortensen, Heidelberg Head of Region Asia-Pacific; John Kirkham, General Manager Business Development, Heidelberg Australia/New Zealand; Frank Todisco, Group Managing Director Printlinx; Andy Vels Jensen, Managing Director Heidelberg Australia/New Zealand; Bernhard Schreier, CEO Heidelberger Druckmaschinen*

model reflects trends overseas. He says, "We are proud to partner with Printlinx, with whom we've had a close relationship for 25 years. I believe the company's forward thinking approach positions it for substantial growth well into the future. The configuration of the XL105 six colour press will certainly give the company an advanced proposition.

"And combined with the press power of the XL105 ten-colour perfecter, and the CD74, 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," concludes Vels Jensen.

Todisco agrees the production efficiencies delivered by the XL105 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. 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 and foiling we will be able to do it all in one process without having to interrupt the production flow." In closing Todisco says that printing is about much more than price and product.

He says, "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."

## Highly specified

THE XL105 presses at Todisco's Printlinx 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 also deliver OH&S benefits and cost savings. All these options are controlled and monitored by Heidelberg's new Press Centre which supersedes the previous CP 2000 console. Press Centre

features the new Intellistart system which reduces set up time by around 50 per cent compared with CP2000 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.