

# FUJIFILM

Green Without Compromise

## Case Study - Federal Print, Christchurch

### EQUIPMENT

Plate:	Fuji Brillia HD PRO-T
Platesetter:	Screen PT-R4300 B2
Workflow:	Screen Trueflow Rite
Press:	1 colour GTO 46 2 colour GTO 52 5 colour Ryobi 680



Simon Jerard, Director, Federal Print

## Processless Digital Plate: Brillia HD PRO-T

Christchurch printer Federal Print find 'going green' with Fujifilm is cost effective, whilst still maintaining highest quality print standards.

[www.federalprint.co.nz](http://www.federalprint.co.nz)



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Federal Print Limited is a Christchurch based commercial offset printing operation established in 1997 by managing director Simon Jerard. He began the business with the vision of bringing prepress technology and traditional printing techniques together. Federal Print has a predominantly commercial client base and prints a huge range of work; from brochures and publications to high-end 4-colour agency and design work.

Prior to the changeover to CTP, Federal Print used Fujifilm for their prepress needs, working with imaging film, but from early 2006 realised that CTP systems were the way to go and began to look around the marketplace for the right solution. They wanted the same high quality, but faster productivity and a more efficient process providing a real return on investment, together with addressing environmental issues where possible.



Simon Jerard (left), and Jamie Richards (right)

**“With the pre-punched Pro-T plate, the registration is spot on, first sheet. The colour is perfect”**  
 Simon Jerard, Director, Federal Print

Fujifilm Brillia HD Pro-T was launched in 2006 and was hailed as a truly processless plate, whilst giving the same high quality image as conventional digital plate.

Fujifilm has developed the Brillia High Definition range of CTP products, the only plate range on the market giving 1-99% resolution and FM capability for all plates, whether they be processed, chemistry-free or processless. Since its launch

Fujifilm Brillia HD Pro-T has gained a reputation as the ultimate plate for quality and environmental performance.

The proven benefits and testimonials Simon Jerard saw from Fujifilm processless plates used at other sites, prompted him in late 2007 to choose Fujifilm’s Brillia HD Pro-T thermal plates together with a Screen PT-R4300 B2 platesetter solution supplied by Fujifilm NZ. The installation and changeover process went very smoothly, with a relatively short time required to install the equipment and train staff.

#### Worthwhile Investment

Jerard has found noticeably better efficiencies in the prepress department since using Fujifilm Pro-T plates. He says they have created more profitability to the business as there is less downtime. An example of the difference created by using Pro-T plates was shown by a recent print

job. “We printed a 72 page, 4 colour, A4 book” recalls Jerard “It used to take 1 ½ days to film, lay-up, strip and plate. This year it only took 3 hours to plate”. The differences in make-ready time are marked and make the choice of investing in Pro-T more than worthwhile. “The printers are making ready in record time” enthuses Jerard.

Furthermore, Jerard reports that the speed at which Pro-T plates clean up

#### Brillia HD PRO-T

- Processless thermal CTP plate
- No imaging performance loss
- 1-99% dot at 200 lpi
- FM & Hybrid screening-capable
- Up to 100,000 impressions
- HD emulsion for wider exposure latitude without quality loss

on press also means that “paper usage is down 7% against GP” since changing over. “We have saved on wastage which is noticeable on our bottom line”.

#### Environmental Benefits

The environmental benefits are also a real bonus, especially in the current climate with businesses being more accountable for their processes and by-products. Jerard can say with confidence to customers that “We use no chemicals at all regarding prepress”.

No chemistry also has the advantage of a smaller footprint in the prepress area, with no need for a processor. Jerard says that due to having more space, working in natural light and no longer handling chemicals, “Staff like the better working conditions. Not having to work with the chemistry, with the smell and constant washing, is a bonus for them”. It is safe to say that as a company, Federal Print is more than satisfied with the new Fujifilm processless Pro-T plates. Jerard gives “A big high five for Fujifilm!”

FUJIFILM believes those commercial printers with thermal CTP systems who demand the very highest in both print and environmental performance, Pro-T is the obvious choice as it requires no finishing unit, and the chemistry, water and waste by-products of traditional plate production are eliminated completely. With Pro-T, there is no compromise to either the quality or productivity achieved when compared to traditional thermal systems.

#### Ongoing Support

Federal Print have also found the after-sales support they receive from Fujifilm NZ invaluable. Fujifilm NZ has made an ongoing commitment to the South Island printing industry with a fully functional support centre including sales support as well as specialist engineering and applications staff on call. “We enjoy a great relationship with Fujifilm” says Jerard, “And long may it continue”.