

Clients, partners and organisations are all invited to co-create at Ricoh's new briefing centre

## Ricoh opens briefing center

Located in Ricoh's Telford, England, Customer Experience Centre, the welcoming 245sqm space is designed to facilitate interactive high level global meetings as well as private and focused collaborations. It incorporates a flexible, boardroom style meeting room equipped with Ricoh technology including a projector, interactive whiteboard and a Unified Communications System for interactive video and audio conferencing.

The briefing centre also features an informal seating area and coffee lounge offering a relaxed, professional, work environment. There is a fully-equipped kitchen and a smaller meeting room. The briefing centre is ideally suited to host a wide range of events, including those for clients, media, analysts and industry groups. As well as a focused space to explore technology, strategy and



Ricoh Briefing Center Telford

business development issues with individual clients from across EMEA. "The briefing centre is an important addition to the Customer Experience Centre, one of four around the globe that can be connected to each other for engaging real-time interaction," explains Eef de Ridder, Director, Commercial Printing, of the Commercial and Industrial Printing Group, Ricoh Europe. "It is also ideal for high level, intimate discussions. It was conceived to offer an inviting and inspiring professional space for productive discussions with players from across the entire commercial and industrial printing spectrum, including Additive Manufacturing." He continues: "The door is always open, whatever operations may require a meeting space for. We welcome clients, partners and individual organisations to use it as freely as they like."

### ppi media at Ifra

ppi Media will present their latest digital services at the DCX Digital Content Expo, which takes place from October 10-12 in Berlin together with the IFRA World Publish-

ing Expo; they will give first insights into a new self service portal for ads and provide information on all their highly efficient solutions for automatic newspaper production. One of the novelties that ppi Media will present at the fair in Berlin this year will be AdSelf, a new self service portal for ads that has been developed using the latest technology and that will be used by the first customer in just a few months. Numerous other media companies have already registered their interest and are eagerly awaiting the release of the portal. AdSelf will initially be developed for publishers using SAP IS-M/AM as their commercial ad system and ppi Media's ad production system AdMan, other systems can be connected if required. The browser-based solution is a comfortable way for end customers to design and place ads independently. The HTML5-based portal is designed in a responsive style meaning that it is also suitable to be used on mobile devices. Templates are easy to handle and the solution's GUI design by an experienced interface designer ensures that using the portal will be particularly simple for end us-

### INDEX

Ricoh opens briefing center	...1
ppi media at Ifra	...1
Esko makes hybrid printing a piece of cake	...2
Konica Minolta Business Solutions Europe integrates Konica Minolta Medical & Graphic Imaging Europe	...2
German-Based Wir Werbeideen purchases HP Indigo WS6800 Press	...3
Scodix Open House	...3

ers. AdSelf can be used both by private customers and by professional users who carry out their customers' orders via the portal. In another step, it will also be possible to place digital ads via AdSelf.

In addition to this, ppi Media will present new functions of the location-based online service thanks that generates new sources of revenue for publishers. These include the integration of events and push notifications. Media houses also support the local retail trade with thanks: A publisher or media company provides a new digital network to local retailers in their region; the latter can then use this platform independently and at any time to promote their business through special offers, services or discounts. End customers access this platform via a mobile app showing them which local businesses in their region take part and where to find the best offers. thanks is more than a shopping app - by integrating local news and events, it becomes an invaluable digital companion.

The whitelabel solution is already being used successfully in the form of the "Lokalfuchs" app, which is part of the Nordkurier Media Group's "Lokalfuchs" initiative. Representatives of the Nordkurier Media Group will also be present at ppi Media's booth at the fair to talk about the project. The successful editorial system Content-X by Digital Collections and ppi Media has also been used in India since this year. The scalable system with installations in Europe, Asia and the US is suited to the production of dailies as well as magazines and corporate publishing products, as will be shown in Berlin. ppi Media will also have information on their entire leading product portfolio of highly efficient solutions for automated newspaper production.

## **Esko makes hybrid printing a piece of cake**

With Esko Hybrid Press Support, leading Swiss manufacturer of high-end packaging Permapack has been able to achieve flexibility and standardisation at the highest level. The tool is a component of Esko Automation

Engine, designed to automate the prepress workflow of jobs using different printing processes. This means that now only one production file is required for hybrid print jobs, containing the parameters for the various printing processes. These are recognised within the workflow and take their own individual, predetermined path in order to automatically obtain the specific print settings.

"Process reliability in comparison to manual production is disproportionately higher with the Automation Engine and Hybrid Press Support," says Mark Lehmann, Chief Technical Officer at Permapack. "Since implementing the solution, our packaging production speed has increased by 25%. As there are fewer manual settings required, the amount of operator errors has also decreased. This is an absolute must in our industry today." Permapack took an important step towards process security and automation in its packaging production process a year ago, when it implemented Automation Engine and WebCenter for online approvals.

For Permapack the investment in automation solutions as a modern packaging manufacturer is essential, especially as the price situation is still critical at the Swiss production site due to the high exchange rate for the Franc. This means that solutions from Esko help to compensate for this disadvantage of location thanks to the benefits of automation. Permapack deploys Hybrid Press Support for flexo, screen, book and digital print jobs. This includes labels and sachets for food and cosmetics applications as well as laminate tubes for beauty care products. Simplifying its prepress workflow has led to significant standardisation and flexibility for hybrid print jobs at Permapack. Each printing process would otherwise require its own production file to be guided separately through the workflow. This has previously taken up precious time and been a source for errors, compromising the production flow, particularly for smaller runs and tight delivery deadlines.

Permapack has installed a solutions package with Esko to cope with the

rapid increase in print design work being carried out with the help of an automation software package. An important advantage for Permapack is that all internal and external parties involved in the project - customer, advertising agency, sales, work preparation, pre-press and production - are working with one and the same file. This means a high level of reliability in the correction and approval process. Via the Viewer, all parties involved have the opportunity to compare the versions optimally.

Labels, tubular laminates, sachets, bags, films as well as wrap-around labels and much more are produced in the in-house print shop (77 conventional printing units and two digital printing systems from HP Indigo). The special challenges include data preparation for the sophisticated designs from the large range of customers with multiple individual versions as well as the varied finishing types that are possible on the 10-colour hybrid machines. The database stores far in excess of 5000 cutting dies, as well as around one thousand format drawings for flexible packaging options. Once the SmartMarks have been created and approved, they can be retrieved over and over again without errors.

The core of the Esko prepress workflow is the Automation Engine, a modular workflow server that automates projects and processes in pre-press. It not only ensures a higher level of efficiency, greater throughput, but is designed in all aspects for the daily challenges that printing professionals are confronted with, by increasing quality, reducing the likelihood of errors and lowering process costs. The Automation Engine has a scalable and easy-to-operate client/server architecture. It can also be seamlessly integrated into any business system.

## **Konica Minolta Business Solutions Europe integrates Konica Minolta Medical & Graphic Imaging Europe**

Konica Minolta Business Solutions Europe GmbH integrated Konica Minolta

Medical & Graphic Imaging Europe B.V. into its organisation on 1 October 2017. With the company's newly formed Healthcare Division in Europe, Konica Minolta is now able to offer a more comprehensive portfolio, providing one-stop medical and business solutions, including IT services.

"With this integration, we are concentrating all our expertise, activities and capabilities in the EMEA region and Central Asia under one roof", Ikuo Nakagawa, President of Konica Minolta Business Solutions Europe, explains. "We want to put Konica Minolta's entire digital and networking competence as well as our decade-long IT experience and powerful IT solutions in the service of our healthcare customers in the best way possible. For them, this integration creates a single point of contact for both medical and business IT solutions, including IT services."

As an IT services provider, Konica Minolta Business Solutions Europe proposes business-consulting, implementation and managed services to a broad range of customers from various industries. Through the integration, the company is now able to offer their clients from the Healthcare sector, for instance, services such as Enterprise Content Management for Vendor Neutral Archives or HR departments and can execute all related IT infrastructure managed services and business processes.

On the other hand, with its new Healthcare Division, Konica Minolta Business Solutions Europe has a broad range of successful medical imaging system solutions and software components on offer that cover the entire medical IT needs for hospitals and medical practices. These solutions reach from conventional radiological imaging to modern, DICOM-conform image recording and network components.

### German-Based Wir Werbeideen Purchases HP Indigo WS6800 Press

German-based Wir Werbeideen, a specialised print service provider that focuses on high quality adhesive labels, has purchased an HP Indigo WS6800 press. With the new press

Wir Werbeideen will be able to produce a high number of small volume print runs each day for high-end labels. The new HP Indigo WS6800 press will replace the HP Indigo WS4500. Wir Werbeideen has been running for nearly nine years.

"We see a clear trend in the production of high-end labels in small volumes," said Jasmin Reissner, MD and marketing manager at Wir Werbeideen. "This increasing trend requires a reliable technology that can easily handle 30-40 print jobs per day, and one that is flexible enough in switching substrates quickly. The combination of HP Indigo and the finishing capabilities available, such as embossing and varnishing, is key for us to differentiate from other PSPs in the market."

Additionally, Reissner points to the ability to print more colours and special inks, as well as the reliability of HP Indigo technology as key reasons for the purchase. "The ILP (Inline Primer Unit) allows us to offer more materials for print production and helps us to bring out new product offerings to the market as the ILP creates a significant improvement of the color adhesion on primed materials," Reissner continued. "Customers rely on our flexibility and consultative service for new ideas and designs in label creation. With this press, we can deliver that and more." The HP Indigo WS6800 Digital Press is the leading high-performance narrow-web solution from HP for labels and packaging that has already convinced many world-class brands with high productivity, versatility and advanced color management in the implementation of innovative campaigns.

### Scodix Open House

Making 3D holographic effects more accessible to brands than ever before, the latest addition to Scodix' portfolio of applications provides yet another differentiator for printers looking for a competitive edge. Now available with the Scodix Ultra Pro Digital Enhancement Press with Foil Station, Scodix offers a record nine different enhancement effects, more than any other digital enhancement system. Customers will be able to see

the application demonstrated for the first time at an Open House event at beta customer Drukkerij VD's facility in Belgium, on 10th October 2017.

Employing a variety of standard off-the-shelf holographic patterns, as well as customized designs, this technique delivers unmatched style and security features to brochures, packaging, displays, book covers, greeting cards, and bags. Scodix Cast&Cure creates a high-impact 3D holographic effect, bringing a whole new dimension, and value proposition, to customers' print projects. Easy-to-operate with minimal setup, the effect is cost proficient for short to medium run lengths.

"This particular finish is causing a real buzz amongst brand owners and we expect it to be very popular in the greeting cards sector and in packaging. Specifically, we can see some scope in the authentication of products as counterfeiting becomes more and more of an issue for brands," states Amit Shvartz, Scodix Marketing VP. "The process works by ink jetting the clear polymer directly on to the sheet before passing through a foiling unit which leaves a micro-embossed pattern on the polymer, thus creating stunning holographic effects by refracting the light. Scodix unique PAS (Pin Activate Secure) technologies deliver superior enhancement with ultra-fine detail and flawless registration, achieving outstanding Cast&Cure quality. The results are amazing!" Shvartz continues, "We are in the unique position at Scodix of being able to offer customers an unmatched number of digital enhancement applications. This latest addition demonstrates our ongoing commitment to innovation."

## MASTHEAD

published by:

Blömer Medien GmbH  
Freiligrathring 18, 40878 Ratingen,  
Telephone 0 21 02/1 470 870  
Online: <http://www.worldofprint.com>  
Publisher: Dipl.-Kfm. Andreas Blömer

Editor: Daniela Blömer  
Advertising Manager: Oliver Göpfert  
Production: Blömer Medien GmbH

Copyright by Blömer Medien GmbH