

MEDIA

FLEXIBILITY

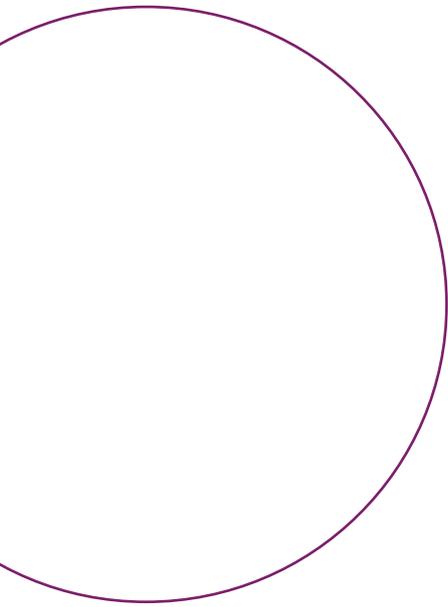
Mixing the message for added impact

Today's digital production presses are fast, reliable, and produce consistent quality output. They are cost-effective across a wide range of print runs, both short and long. They are flexible and versatile, thanks to an expanding choice of sophisticated inline finishing options.

As important as these features are, if you buy a press that can only print on a limited range of substrates a lot of high-value work — and the clients willing to pay for it — will be beyond you.

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The fact is, having mixed media flexibility is a must-have. It's an essential key to open the door to the world where online and offline are combining in an exciting melting pot of ideas. It's a world where digital print — smarter, more effective and more inspiring than ever before — works hand in hand with other digital media to create endless possibilities.

The evidence is everywhere. Printed packaging that communicates with the shopper's smartphone. Blue-chip brands such as BMW finding that the most common request from potential buyers is for the catalogue. AirBNB, one of the poster children of the online "sharing economy", publishing a high-quality customer magazine.

Time and again, the message from marketers is that in integrated campaigns print is consistently the most effective mechanism for generating leads and adding resonance to the online customer experience. After all, only print can engage with consumers in a multi-sensory way. They can not only see it but touch it, feel it, even smell it.

Hence the increased focus on mixed media handling and the reason for its greater importance as a factor in press selection. But in deciding which press to buy, understanding some of the fundamentals about printing different media will help you make the right choice.

What exactly do we mean by "mixed media"? It's a broad category that covers the weight and size of the media, its texture, whether it's coated or uncoated and its sensitivity to heat. As designers seek to add impact, it's perfectly possible you'll be asked to print complex jobs incorporating media with some or all of these characteristics.

While it's relatively easy to check if a press's specification ticks these boxes, things get more difficult when it comes to the potential trade-off between media flexibility and productivity. You can start by asking the manufacturer a simple question: How much slower will the press run when it's printing light, heavy, textured or heat-sensitive media?

The answer is important. Take heavier media as an example. In general, stocks above 150 gsm need a higher fusing temperature and different pressures, so if you have to stop the press to make these adjustments every time you change to a heavier material your productivity will suffer. At the other end of the scale, lighter stocks can challenge the press's paper-feeding system, but you don't want to have to print slower to avoid paper jams.

Quality can be an issue too, especially on textured media, simply because getting the toner to transfer and adhere to the surface is more difficult.

The lesson in all of this is that you shouldn't take any press's claims of media flexibility at face value, but instead probe deeper to discover how it's engineered so that flexibility doesn't come at the price of productivity or quality. If possible, speak to other PSPs about their experiences with the press in the real world, concentrating on its performance across different media — the wider the variety, the better.



MEDIA STARS

The Canon imagePRESS C10000VP and C8000VP are engineered to give PSPs — commercial and in-house — no-compromise printing on a full range of media. Rated at 100ppm and 80ppm respectively, the presses incorporate a number of technological innovations that set new standards for digital colour production presses.

Dual fusing units: Instead of a single fuser, the imagePRESS C10000VP and C8000VP have two. Lighter media pass through one and heavier through both, so there's no need to halt production when the stock changes. Changing the paper path is simple and fast, for maximum throughput even on jobs with a mix of media.

External heat belt: To apply heat to the primary fixing assembly, the imagePRESS C10000VP and C8000VP feature an external heat belt instead of a roller system. This maintains the temperature and ensures stable fixing performance, even during continuous printing of heavy media.

Jam-free feeding: For thin, coated media as light as 70gsm there is a new air compressor featuring an air separation function that almost totally eliminates paper jams to increase efficiency and productivity.

New toner technology: For greater media flexibility, the presses feature major enhancements in toner quality and management. The para-shell structure of Canon's new CV (for Consistently Vivid) Toner gives extra particle durability, excellent colour consistency and superb image quality.

For excellent toner transfer, even on the most demanding embossed and textured media, the new-design intermediate transfer belt has four layers, including an additional elastic layer on top of the base material. This increases toner transfer efficiency by minimising the distance between the surface of the belt and the media. Other features of the imagePRESS C10000VP and C8000VP include:

New laser technology: The R-VCSEL laser unit achieves exceptional 2400 x 2400 dpi resolution for outstanding quality, high-resolution text and images, even at high speeds.

Enhanced registration and calibration: Simple active registration technology ensures every sheet is correctly positioned. The presses also feature Multi-DAT (Multiple Density Adjustment Technology), a real-time calibration system that detects and registers colour patches printed on the surface of the image transfer belt. The multi-patch pattern, from low to high density, is applied and checked 26 times for every 28 sheets, on 20 different gradations (five for each colour). Any variations in density are corrected in real time, reducing sheet-to-sheet variations and rendering consistent halftone images. Canon Multi-DAT gives real-time colour calibration for consistent quality day after day and stable output over long runs.

Minimal maintenance: To speed up servicing and maintenance for maximum uptime, the operator can easily maintain parts such as the fixing assembly, external secondary transfer unit and feeding roller.

Innovative workflow solutions: Choose the right solution for your business from four productive, innovative and intuitive workflows from EFI, PRISMAsync and CREO.

In-line finishing options: Increase productivity thanks to a comprehensive choice of automated in-line finishing capabilities and compatibility with third-party in-line finishing devices. Booklet-making, perfect binding, high-capacity stacking, multiple folding are all available. A new professional puncher supports several additional formats and offers a lot of extra options.



Pictured: Canon imagePRESS C10000VP

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The next step : To discover more about the Canon imagePRESS family of digital toner production presses, please visit www.canon-europe.com/C10000VP

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