

# Ways of Adding Value Shown in China, Turkey and Australia

Komori presses specified for high value-added printing were the common theme of the exhibitions this spring in China, Turkey and Australia. Coater-equipped Lithrone S40 presses printing on exotic substrates characterized the diverse range of demonstrations that drew excellent crowds. Komori reported strong orders from all three shows.

## Dateline China

China Print May 11~15

‘Create your value through differentiation’

### First UV-spec Lithrone shown in China

Komori chose ‘Create your value through differentiation’ as its slogan during this year’s China Print. Under the ‘Freedom of Impression’ banner, Komori showed not only the latest technologies but also value-added solutions for an increasingly demanding print industry that is facing harder competition. For the first time, Komori showed the LS-640 with coater and UV option in a Chinese exhibition. The LS-440 and a fully automated L-428 were shown with actual job changeovers and makereadies, running printing jobs on 128gsm coated paper to 300gsm board featuring 15µ FM screening.

The LS-40 series was first launched in China in November 2003, and around 1,000 printing units have been installed to date. The LS-40 for China has been upgraded with optional Semi-APC to ensure higher productivity and consistent ink density. All three presses were connected to K-Station (one component of DoNet, Komori’s Digital Open Architecture Network) for receiving job tickets

and sending the job report.

### One-pass UV printing solution

The LS-640 featured the new patented suction tape-feeder for accurately feeding paper, carton, plastic, and metallic materials. The specification also included an interchangeable deck system and an oscillating inking roller cooling system for better UV printing and curing, as well as the chamber coater system and UV curing system in the Extended Delivery. Komori also showed a variety of UV/OP varnish and UV coating technologies by printing on both aluminum foil and PP transparency substrates.

Visitors were mesmerized to see the press print four different materials, from carton to 3-D lenticular, using different inks and varnishes in just 20 minutes.



## Dateline Turkey

Tuyap May 17~22

Komori Gains More Ground at Istanbul Show

Turkey’s 10th Printing and Paper Industry Fair, held in Istanbul during May, attracted 40,000 visitors, including almost 2,000 from outside Turkey. Komori’s distributors in Turkey, the Aras Grup, exhibited the five-color Lithrone 28, Spica 429P and six-color Lithrone S40 with coater and UV specifications.

The star of the show was the LS-640, with demonstrations featuring a range of special finishes and value-added jobs, such as Metal FX metallic applications and high-gloss UV coat-

ing on paper as well as heavyweight carton board.

Says Aras Grup Chairman Turan Araz, “The market in Turkey is growing quickly, and we are continuing to increase our market share, despite the best efforts of the competition. Printers here are now looking for even higher quality and new value-added opportunities, which are precisely the strengths of the Lithrone S40. Even before the show, we had received orders generated by the value-added features of the LS-640 range.”



(Front row, l-r) Mr. Korhan Emen, Komori sales manager, Mr. Sedat Oztel, the new owner of the LS-640 + C exhibit machine, President Komori, and Aras Group Chairman Turan Araz.

## Dateline Australia

PacPrint May 24~28

Komori Australia Distributor CPI Sets Helicopter Record

In what is being acclaimed as the largest helicopter airlift ever undertaken in Australia, Komori’s Australian distributor, CPI, flew nearly 300 flights and over 900 passengers during the first four days of PacPrint.

A squadron of three luxury helicopters from Microflite, a local company, provided door-to-door service between the Melbourne Exhibition Centre and the CPI complex at Braeside, 25 kilometres away.

The 10-minute flight each way provided visitors with a thrilling and memorable experience that included spectacular views of the city and suburbs.

The response from customers, says CPI, was very positive, with many stating that it was an important attraction at PacPrint, and in some cases was what made their mind up to attend the show.

According to CPI managing director,

Bernard Cassell, the whole operation ran like clockwork, with virtually every helicopter flight departing on time. “This has been a marvelous experience both for our customers and our staff, based around the theme ‘Make Your Business Fly With CPI,’ says Cassell.

### Showroom features Komori

Upon arrival at Braeside, customers were guided into a showroom that was specially fitted out with the latest Komori Lithrone presses — the L-628 + Coater and the L-528P — in demonstrations of value-added printing. In addition, a range of automated finishing equipment, including the new Wohlenberg pro-tec guillotine, was shown. Visitors appreciated the opportunity for a close-up look at the equipment, personalized demonstrations, and the time to discuss their future plans with CPI staff.

