

## APPLICATION : BOOK PRINTING

### Fact file

#### Company:

Silhouet Digital Print,  
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#### Screen Product:

Screen Truepress Jet520HD

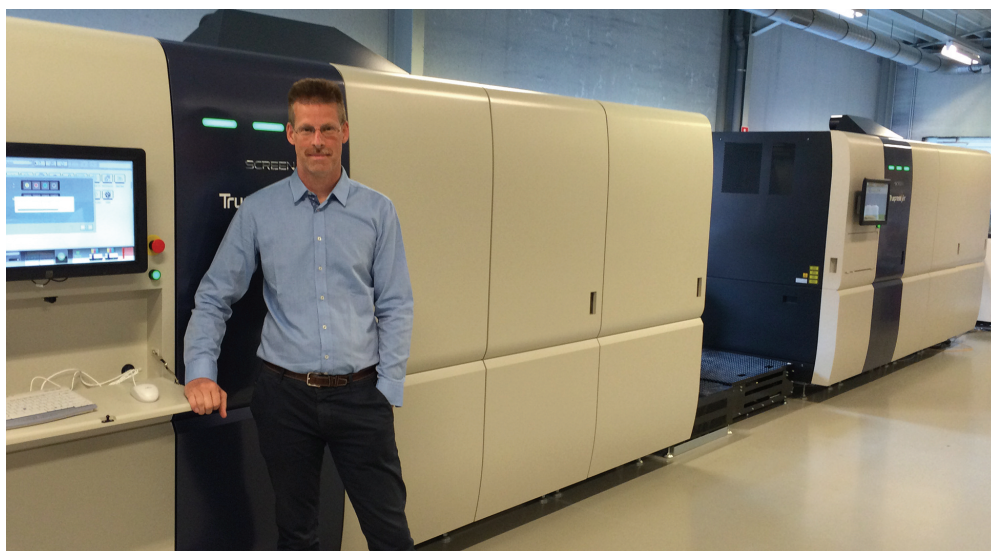
#### Fast Facts:

- Increasing demand for colour books drove Silhouet's Truepress investment
- Absence of colour click charges means lower cost per page and better control of business costs
- The Screen Truepress Jet520HD offers great flexibility of light-weight papers and longer-run covers, at ten times the speed

**"My first Truepress Jet520 completely changed and expanded my business"**

Peter Debaere, Owner, Silhouet Digital Print

## Increased demand for colour books drives Silhouet's Screen Truepress Jet520HD investment



Book print specialist, Silhouet Digital Print, invested in a Screen Truepress Jet520HD continuous-feed inkjet press to handle an increasing demand for colour books. The HD press replaced a standard Truepress Jet520 installed three years prior.

Silhouet, headed up by Peter Debaere, specialises in printing short-run legal, financial, scientific and text books. "My first Truepress Jet520 was a very productive and reliable press and ideal for the production of both mono and low-coverage colour books," says Debaere. "But I had seen a growing requirement for short-run books incorporating high quality colour for which the Truepress Jet520HD is perfectly suited. The fact that there are no click charges involved means that I can print as much or as little colour content as required by the publisher without having to worry about whether I have incurred a 'colour click'. This gives me much better control over the cost structure of my business. My first Truepress

Peter Debaere, owner of Silhouet Digital Print with his Truepress Jet520HD inkjet press.

Jet520 completely changed and expanded my business and I fully expect the HD model to do the same!"

#### Workflow is key to automation

Like all Screen inkjet presses, the Screen Truepress Jet520HD is driven by Equios. The powerful prepress tools and advanced RIP technology ensures that no matter how complex the project, the printer is never waiting for data. Through Equios, Screen also exploits its unique colour screening technology to get the most out of each head and ink technology. "Screen has great colour management tools within Equios and what is particularly effective is the ability to control the amount of ink that I use for different jobs – this has a big impact on my cost per page" adds Debaere.

**"The uptime is incredible. Job set up is simple and fast and then I can just leave the printer to run"** Peter Debaere, Owner, Silhouet Digital Print

While Silhouet generally prints covers on cut-sheet toner devices, the Truepress Jet520HD's ability to print on to board up to 250gsm creates an interesting possibility to produce covers using inkjet. "With a paper range of 40gsm to 250gsm, the Jet520HD offers me great flexibility from light-weight text papers for journals and high-extend books through to giving me the option of printing longer run covers at ten times the speed," concludes Debaere.

Silhouet's Truepress is complemented by a Hunkeler cut-sheet line to prepare book blocks which are then bound with a Horizon binding system.

The easy-to-use Truepress Jet520HD delivers superb consistency and reliability to maximise uptime and production capacity. "The uptime is incredible," says Debaere. "Job set up is simple and fast and then I can just leave the printer to run." ■