

APPLICATION : BOOK PRINTING

Factfile

Company:

Producciones Digitales Pulmen S.L.L.
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Screen Product:

Truepress Jet520HD+

Fast Facts:

- Truepress Jet520HD+ enables Pulmen to vary print runs based on customer demand while maintaining print quality
- Machine provides a stable quality with all resolutions
- Truepress Jet520HD+ enables Pulmen to offer customers a virtual stock solution

“The 520HD+ provides what our customers need: print quality that matches that of offset printing, combined with the ease of switching between long and short runs.”

Fernando García, CEO Producciones Digitales Pulmen S.L.L

Pulmen meets quality-conscious Spanish customers’ needs, continues business expansion with Screen Truepress Jet520HD+



Pulmen is a fast-growing Spanish digital printer specialised in the printing and binding of books, academic theses, brochures and similar publications. Founded in 2012 and located at a business park near Madrid, Pulmen quickly grew to service clients across Spain – and recently began expanding internationally.

“Being at the forefront of the latest digital printing technologies has been an important strategic factor in our success all along,” says CEO Fernando García. “Our installing of the Screen Truepress Jet520HD+ printer is a case in point and is crucial to meeting the needs of our quality-conscious customers.”

Any type of paper

Pulmen is a young company, but its partners Fernando García, Ma Angeles García (CFO) and Angeles Soria (head of HR) represent more than 30 years of experience in the sector. They combine their expertise in digital printing with professional experience in pre-press. “We offer our customers the entire process of making a book, magazine or other publication. That underpins our strong position in this sector of the market,” Fernando explains.

For Pulmen, an important quality of the Truepress Jet520HD+ is that it can print on any type of paper without requiring primer. “It gives us quality similar to offset printing, yet with the flexibility and

productivity of high-speed digital inkjet. This machine saves us time while offering a maximum resolution of 1,200 dpi and a minimum drop size of 2 picolitres. We wanted to be sure that print quality would not be lower than that of our current toner machines. With the high-resolution and variable drop size technology of the Truepress Jet520HD+, you really can't see any difference. And that's exactly one of the reasons why we highly value this machine. Its print quality matches that of traditional offset printing, while offering flexibility in run length and paper use."

Virtual stock solution

The Truepress Jet520HD+ printer enables Pulmen to offer its customers a virtual stock solution. "It allows us to adapt print runs exactly to our customers' needs, while providing the quality they demand from us. They would not accept a difference in quality between long and short print runs," notes Fernando. "Publishers no longer need to maintain big and expensive stocks. They can just order with us when they need something. Our lead times are short."

Combining digital printing with a native resolution of 1,200 x 1,200 dpi, and the ability to print on untreated papers, are crucial differentiators of the Truepress Jet520HD+, according to Borja Henche, Screen's regional manager for Spain. The 520HD+ is also fast, allowing production of up to 150m/minute. "For Pulmen, the opportunity to combine the 520HD+ with an inline finishing solution means their production is almost fully automated: from the reel to printed book blocks, ready to bind in one pass and without requiring the additional intervention of personnel."

Proven reliability

Screen's development of the most technologically advanced inkjet printing equipment and its proven reliability resonate in the Spanish market, Borja says. "We installed more than 10 pieces of equipment in Spain in a very short period of time and the customers are extremely satisfied."

For Pulmen, Screen's Truepress Jet520HD+ supports the company's further expansion, says Fernando. "We now work with most major national as well as several international publishers and we see ample room for further growth."

