

Enviro friendly prepress

Earlier this year, Coastline Printing at Unanderra on the south coast of NSW commissioned a complete environmentally friendly plate processing system

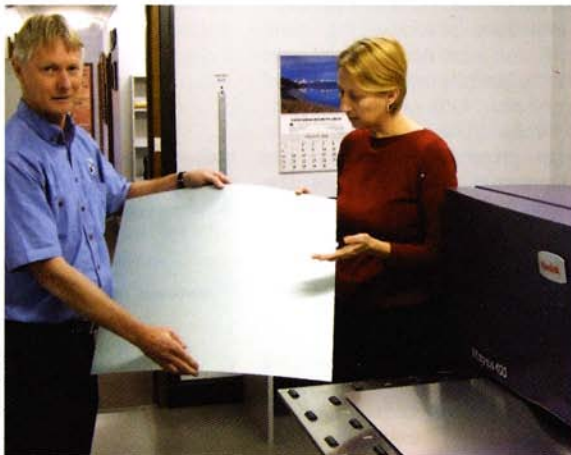
SUPPLIED by Kodak, the system comprised a Magnus 400 platesetter, thermal direct non process plates and Prinergy Evo workflow software.

The installation was seen to have such importance and positive environmental benefits that Federal Member for Cunningham, Sharon Bird, MP, officially 'switched-on' the system in a special ceremony at the end of August.

"Processors and chemicals are no longer required with this new machine, which eliminates one stage of the printing process," says Bird.

Commenting about the size and scope of the printing industry, which she said employed more than 115,000 people in Australia, Bird adds, "Printing businesses like Coastline dominate the industry as small and medium businesses employing less than 20 workers. I congratulate Coastline Printing for this major capital investment in their business and for sourcing technology that has clear environmental benefits," she concludes.

Coastline Printing's Ross Freestone, with Federal MP for Cunningham, Sharon Bird, at the 'switching on' of the environmentally-friendly Kodak processing system



"The Kodak Magnus 400 platesetter was chosen by Coastline as the ideal device to ensure that the first class quality our customers are accustomed to is maintained and improved upon," says director, Ross Freestone.

"We are finding more and more that customers demand a very rapid turnaround but still with the calibre of print finish they are used to.

"To maintain these high levels of service we are continuously upgrading our equipment, and the Kodak Magnus 400 platesetter is just the platesetter to use for high-quality and consistency.

"Kodak thermal direct non-process plates are not only better for the

environment because processors and chemicals are no longer needed, but they are also cost-effective to run, saving time and floor space, whilst still providing the resolution and imaging device to the press. Workflow efficiency is increased and production costs are reduced.

"There is a lot of competition out there in the printing business, but we feel we have the equipment and facilities to provide the very best results. With the investment we have made in high-end equipment, we can react quickly to customer demands. The Kodak Magnus 400 platesetter came online in July, but has already streamlined Coastline Printing's productivity," concludes Freestone. AP