

Synergie Increase Creative Capacity

with Sixth KODAK NEXPRESS

IPIA Member, Synergie Group plc has invested in the latest KODAK NEXPRESS SX Digital Production Colour Press with Fifth Imaging Unit to maximize its creative options and increase capacity. The installation, which includes the KODAK Dimensional Printing System, will mark the company's sixth investment in KODAK NEXPRESS Presses. It will complete a group of three NEXPRESS machines installed at Synergie's Solihull plant.

Synergie has six sites in the UK—Basingstoke, Solihull, Plymouth, Lymington, Portsmouth and Newbury, and the Group's portfolio covers commercial print, packaging and labels, calendar production, branded clothing and gifts, promotional merchandise and direct mail. The installation of the latest press represents part of the company's million-pound investment in digital and finishing equipment in 2010.

Digital print and data management is Synergie's core expertise, but the company is also renowned for quality B1 and B2 litho printing. Each of the company's six sites runs a mixture of offset and digital printing. Synergie can produce more than 20m A4 mono and 5m A4 color images per month. The company also holds many accreditations, including FSC, PEFC, ISO 14001, ISO 9001 and ISO 12647-2 for colour management.

Terry Hannam, Managing Director says, "The latest SX Press with larger sheet size will increase capacity at our Solihull site, enabling us to provide more creative products for our customers nationally."

Synergie is one of the first in the UK to offer both Dimensional Printing and the 'Easy Mailer' product finishing device. The Easy Mailer one-piece envelope solution from Kern is printed digitally with Variable Data Technology from Kodak. It creates a high-value product for marketing and communications agencies—a customized, variable colour envelope and content. "The aim is to create high-impact, personalized products that resonate with the recipient," explains Hannam. "We're committed to designing unique products that set brand owners apart from their competitors."

Terry Hannam - Managing Director



To view a video of the KODAK NEXPRESS SX in action at the Synergie facility go to:

http://www.youtube.com/watch?v=EY_GZ0uIWcc

Pennline – Thank You

The IPIA wishes to thank Victoria Britton for her help and assistance in sourcing and sponsoring promotional pens for the IPIA.

Andrew Pearce IPIA Chief executive said, "Victoria took the hassle out of sourcing our new pens, she followed my brief for the type of writing instrument I had in mind and quickly produced a selection of appropriate pens." The pens will be used by delegates at training seminars and handed out with IPIA Information packs at the numerous industry exhibitions and events that the Association is represented at during the year.



TWO SIDES REPORTS ANTI-GREENWASH SUCCESS!



www.twosides.info

27 major UK Corporates amend their e-billing messages

The IPIA is proud to support Two Sides, which has now achieved measurable success from its national campaign to educate major UK corporate companies such as Banks & Building Societies, Utilities and Telecoms about using misleading or factually incorrect environmental claims in their marketing message to promote lower cost electronic billing and services. Two Sides targeted companies who claimed that switching to online communication was better for the environment without verifiable supporting evidence. Greenwash of this nature is creating a false impression about the sustainability of print and paper and has a detrimental effect on the print and paper industry.

Out of a total of 33 major corporate companies contacted, including well known names such as EON Energy; Barclaycard and Vodafone, Two Sides has so far had a positive dialogue with 27 CEOs and staff from their legal departments. As a result those companies have changed their online environmental claims or are engaging with Two Sides to use different wording that doesn't include possibly misleading or factually incorrect environmental claims in online marketing information. Regarding the six companies that have not replied to any correspondence so far, Two Sides will continue to actively challenge them and if concerns are not addressed complaints will be lodged with the Advertising Standards Authority.

Two Sides Director Martyn Eustace commented, "Although we have still some way to go in achieving full recognition of the sustainability of paper with major companies the success of our national campaign proves that it is possible to engage positively to achieve successful results for the future good of the paper and print industries. If a company wants to encourage customers to switch to e-billing because it is more efficient and offers lower cost for the sender then we have no quarrel with that. But we will continue to fight all way in the future to stop corporates from making a link between reducing the use of paper and helping the environment unless they have proof that this is so."

For information about how you can support Two Sides

Tel: 07834 761072 Email: mie@twosides.info

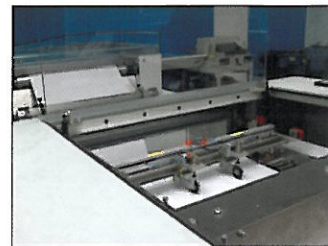
Web: www.twosides.info

GI Direct installs Dynamic perforator

IPIA Member GI Direct has added the latest version of the Tecna dynamic perforator to its full colour continuous printing equipment. The dynamic perforator gives them the ability to offer variable data printing with the additional capability of adding perforations on demand dynamically in any position and any pattern across the whole width of the page.

The ability to vary the application of running or pattern perforations is an exciting new development for this leading direct mail printer.

The perforator gives GI Direct the ability to apply on-demand perforations for giro perforations, tear off sections, vouchers and coupons. By using a 2D barcode and the inbuilt 'on the fly' positional software, they can offer fully dynamic perforations, across the web and in the web direction down to less than two inches on every page. The unit is so advanced that it is able to change the pattern and position of the perforations from left and right across the page, but also every single following page can be different. An amazing 99 different jobs can be programmed on every A4 page that is printed on the digital printing line.



GI Direct Tel: 0116 232 1711

Web: www.gi-solutionsgroup.com