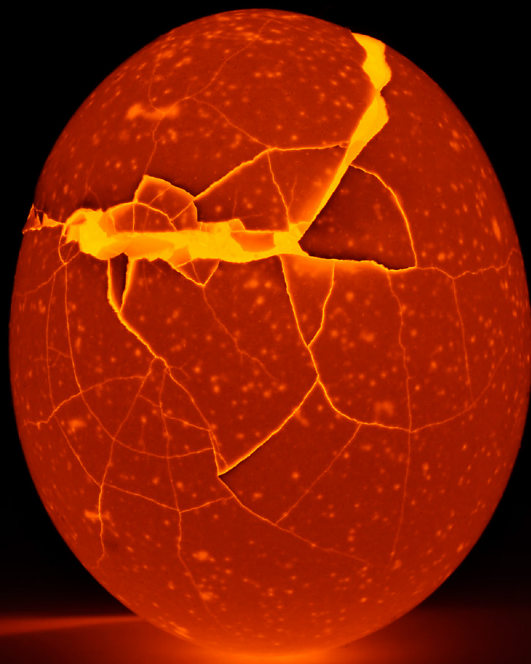PLATESENSE

Pre-press reborn

PLATESENSE

PLATESENSE - the smart way to manage your plate production

Offset printing has been under pressure for many years, with a constant drive to reduce costs and increase efficiencies to optimise competitiveness and maximise profits. Fujifilm has been a key player in this part of the industry for many years, and understands the pressures you face every day. As well as using its industry-leading inkjet technologies to introduce innovative new print solutions that help address the downward trend in run lengths in the market, Fujifilm has also been looking at innovations in other areas to help you address some of these issues.

Contents

PLATESENSE

Plate production is one of the areas that is a necessary consequence of the offset production process, where innovation within the industry has slowed down in recent years. Fujifilm, however, continues to innovate by bringing new plate products to market, particularly by expanding the company's leading processless range, but in addition is now introducing innovations in the way you can manage your plate production.

Our new PLATESENSE programme, piloted in the UK but now rolling out around Europe, is set to revolutionise the world of pre-press. It comprises a growing number of initiatives to help you manage your plate production more efficiently, and ultimately reduce costs. At its heart, it is a programme to minimise the burden of plate production in whatever way possible, so that the costs and time involved in producing plates can be minimised and resources focussed elsewhere.

But while the focus is to minimise costs and time, there are also opportunities to improve many areas of plate production and maximise efficiencies by upgrading to a new CTP device, introducing a higher performance plate, or even changing a workflow to streamline production. All these options are possible through a choice of simple, easy to understand financing solutions.

There are a number of parts to PLATESENSE that you can choose. Importantly, you can mix and match elements of the programme to suit your individual needs:

1. **PLATESENSE plate production**
2. **CTP equipment rental**
3. **CTP equipment swap-out**
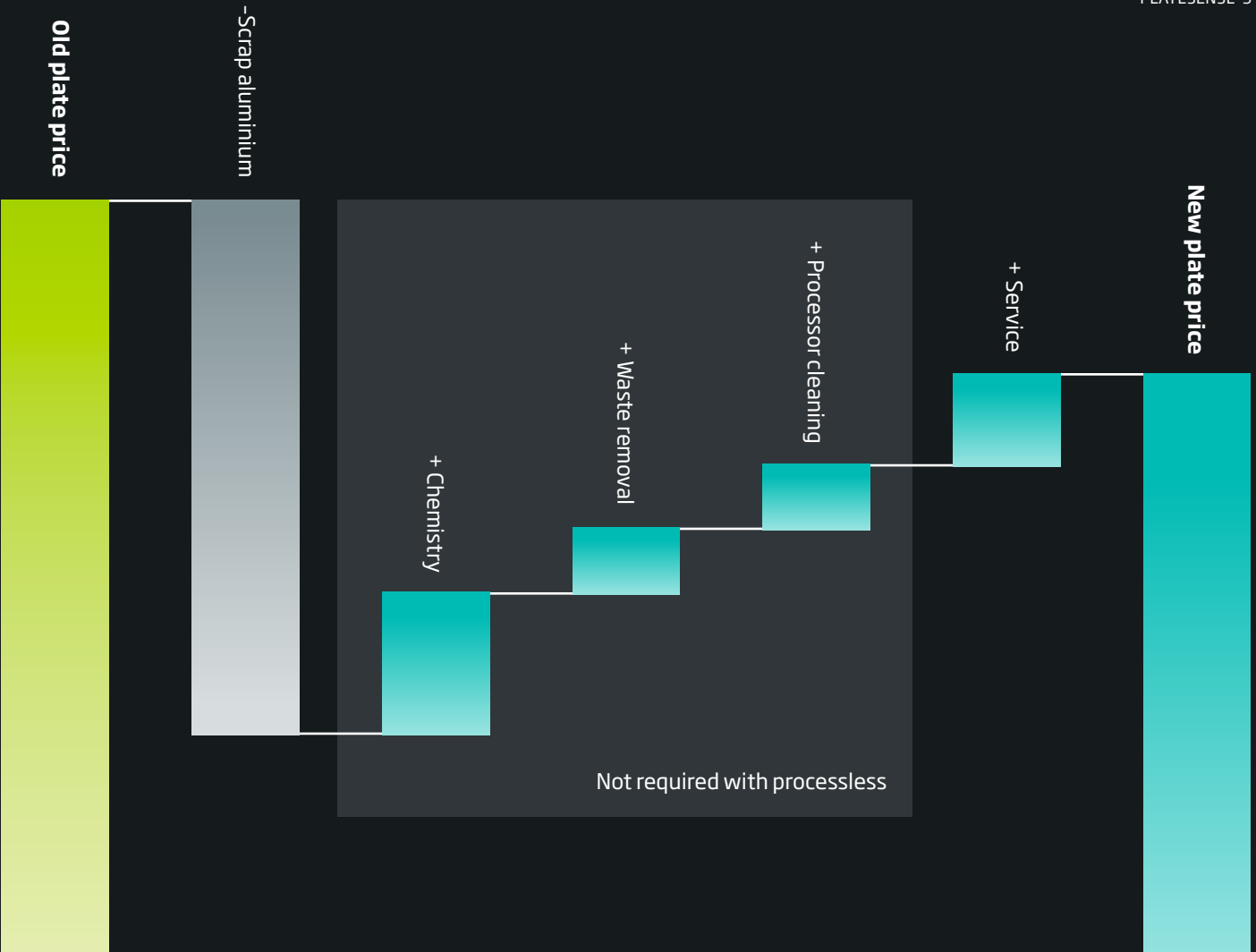4. **Workflow upgrade**
5. **Full managed plate production**

1
PLATESENSE plate production

"Let us do the dirty work, while you concentrate on running your business."

The main idea behind the PLATESENSE programme is for Fujifilm to take responsibility for managing a number of core elements of plate production. Fujifilm supplies the plates when you need them, but importantly, in this part of the programme, Fujifilm also takes care of your waste and aluminium collection, and services and maintains your processor.

In terms of financing, you can either pay for all parts of the programme through one simple plate price, or finance the CTP equipment through the rental or swap-out programmes, leaving the rest to be financed through the plate contract. Either way, Fujifilm takes care of the rest, meaning your operational costs go down, and the hassle of managing your pre-press department goes away.

This part of the programme also brings other benefits, as you can take advantage of Fujifilm's industry-leading Superia plate range. If you are transitioning from using a plate from another supplier, it is almost certain that you will benefit from the resource saving benefits provided by the Superia range (see page 20).

Old plate price

-Scrap aluminium

+ Chemistry

+ Waste removal

+ Processor cleaning

+ Service

New plate price

Not required with processless

2
CTP equipment rental

As part of the CTP equipment rental programme, Fujifilm will install and maintain the equipment, and remove the equipment at the end of the payment period, typically five years. Within this period, the CTP engine remains the property of Fujifilm. From a financial point of view, the process is quite simple. We will agree a deposit (normally only 3 months payment up front), and a monthly payment plan with a choice of low or high payments.

This part of the PLATESENSE programme eliminates the capital expenditure required to upgrade or invest in a new platesetter, and provides a consistent, predictable and manageable cost. At the end of the payment period, you also have the opportunity to invest in new, better equipment. It is even possible for you to upgrade the equipment during the five year programme, subject to the financial arrangement being reviewed and recalculated.

Examples

The examples below show typical monthly costs for a new high performance platesetter funded through the PLATESENSE programme

Payment period: 5 years		
CTP engine	Low monthly payment	High monthly payment
Luxel T-6500CTP	£1,000 +VAT	£2,200 +VAT
Luxel T-9500CTP NII	£1,650 +VAT	£2,500 +VAT
Luxel T-9800CTP HDN X	£2,500 + VAT	£3,500 + VAT

So you can gain all the quality and productivity benefits of a new platesetter for your business from only £1000 a month for a 4up device, or £1650 a month for an 8up device.

3
CTP equipment swap-out

If you already have a CTP device that you would like to swap out for a higher performance model, Fujifilm is able to offer an equipment swap-out programme as part of PLATESENSE. This is an extension of the rental option, with the addition of Fujifilm offering you a price for taking away your existing device.

Depending on the model that you have installed, Fujifilm will offer you a competitive buy-back deal to remove your existing engine. This value will then be offset against the monthly payment plan for a new CTP device on a rental programme (or you could take the money as cash). This can typically mean that Fujifilm will remove an existing platesetter, install a new, higher performance machine, and your initial monthly rental payments will be offset by the value of the second hand machine that is due to be removed.

Examples

Current platesetter value:	£25k
New platesetter monthly cost:	£3,500 + VAT
Payment period:	5 years
Number of 'free' months:	7 months

4
A new workflow

It is important your workflow keeps pace with the changes in your business, as otherwise it can have an effect on your efficiency and job turn-around times. Upgrading your workflow, therefore, can have a positive impact on your day-to-day operations. As part of the PLATESENSE programme, Fujifilm can make upgrading your workflow as easy as possible, allowing you to take advantage of our industry-leading XMF solution. Again, this can be financed by applying a simple uplift to the plate price, or alternatively via a subscription financing model, to avoid the need to make a capital investment up-front.

5
Full managed plate production

The final possibility for the PLATESENSE programme is for Fujifilm to take full responsibility for all parts of your plate production. In addition to all the elements described in part 1 of the PLATESENSE programme, this would mean Fujifilm would also take responsibility for your pre-press operators, with them effectively being outsourced to Fujifilm. This eliminates the hassle of plate production entirely, allowing you to concentrate on what matters the most, running your business.

Summary

The important thing to remember with the PLATESENSE programme is that it is designed to be flexible. You can combine different elements to suit your business needs.

Mix & match

You can, for example, just rent a new CTP device and agree a monthly payment plan. Or, if your plate production equipment is reaching the end of its life, you can invest in a completely new suite of high performance equipment, including a new workflow, financed to suit the needs of your business and cash flow.

Flexibility for the future

The PLATESENSE programme has also been built to be flexible over time. This means it is possible to change the programme as your business changes, subject to a new financing package.

Fujifilm as your partner

The other benefit of adopting PLATESENSE is the reassurance that Fujifilm will be your long term partner to offer support and guidance along the way. You will also be able to take advantage of Fujifilm's other industry-leading technologies as your business evolves.

Plates

A range of high performance plates designed to optimise profitability

Printing plates: the Fujifilm difference

Fujifilm has a long history of delivering market-leading offset printing plates. By utilising the very latest technologies and manufacturing processes, Fujifilm plates help deliver exceptional resource savings, and the industry's best performance figures. There are three key advantages to investing in Fujifilm plates:

1. Consistent quality

Your print business relies on the quality you produce. Why risk it with less-reputable offset plates? With Fujifilm, you'll never have to worry about the performance of our plates. They're engineered to an exceptional degree, with each plate laser checked to ensure that no imperfections comes close to reaching your printroom floor.

2. Impressive logistics and support

We have built an impressive logistics infrastructure to efficiently distribute our plates from our manufacturing site in The Netherlands across Europe and beyond. We've also invested heavily in our manufacturing operation so that it runs like clockwork, meaning you'll get the plates you need when you need them. Combined with superb technical support, Fujifilm has earnt its reputation as the number one supplier in the industry.

3. Better profitability

We've designed our Superia range of processless and low-chemistry plates to deliver significant savings in water, materials, labour and energy, and help you reduce your environmental footprint. By reducing or eliminating the need for these resources in your offset production process, you can save money and improve the productivity and profitability of your print business.
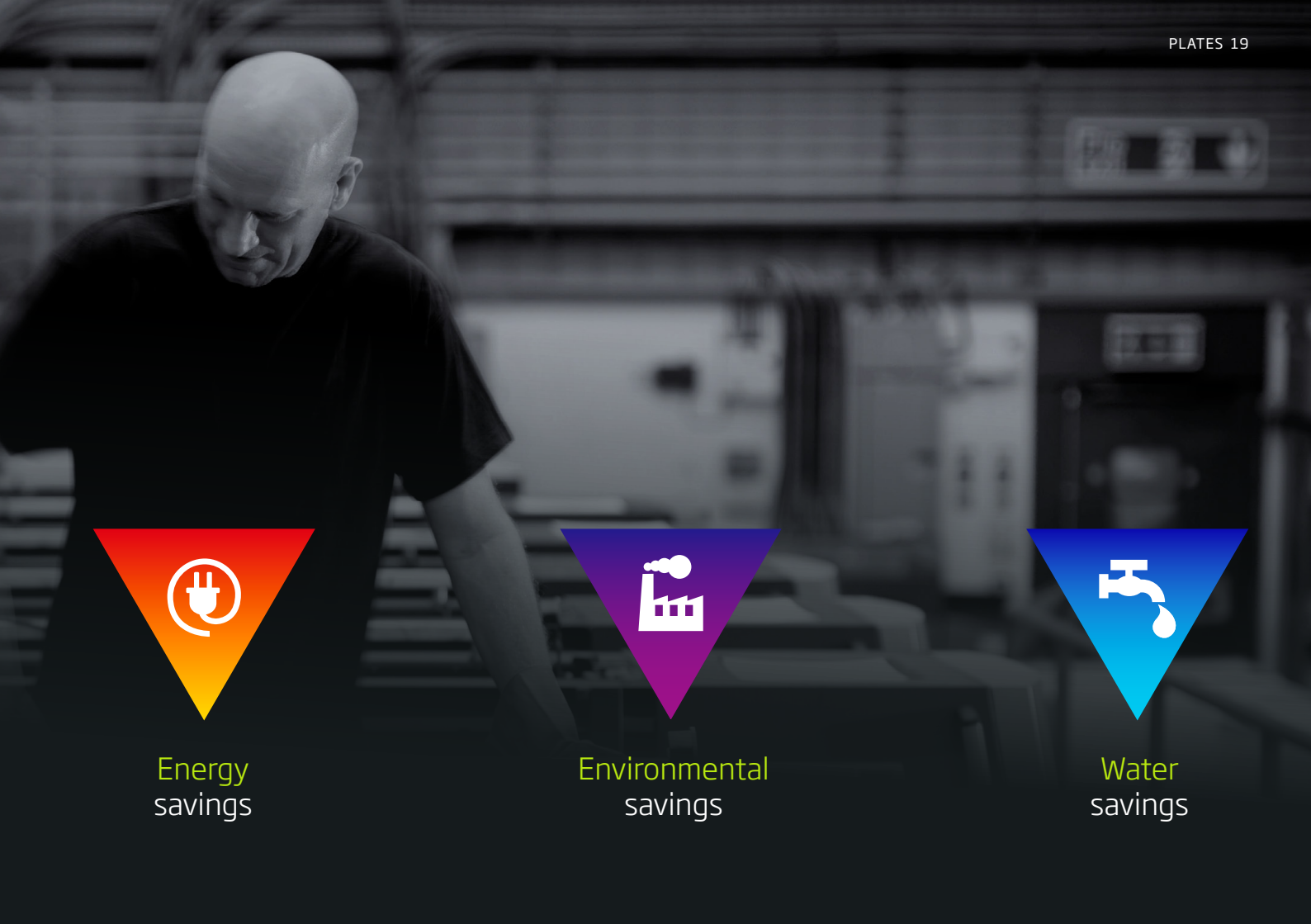
Resource savings

Material savings

Labour savings

Energy
savings

Environmental
savings

Water
savings

A plate technology for every application

Fujifilm is able to offer a number of plate technologies to cater for any print application. These range from the most advanced, multi-layer processless plates, to low chemistry plates utilising the latest processing technologies to minimise chemistry, water & waste.

Processless

Processless plate production represents the simplest way to make plates. Once the plate has been imaged in a platesetter, it is mounted directly on the press where the removal of the plate coating has been cleverly integrated into the start-up of the press. There is complete elimination of the processor, associated chemistry, energy required to power the processor, water and

Platesetter　　　**Plate processor**　　　**Press**
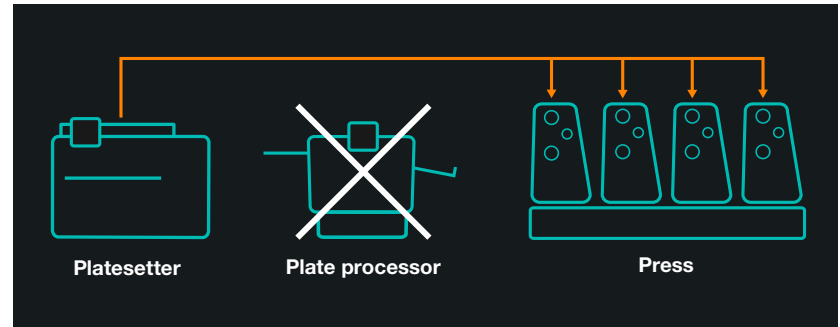
PROCESSLESS

waste from plate production. Processless plates also don't need a finishing unit or any kind of gum-based cleaning mechanism.

Fujifilm's processless plates are the company's most advanced printing plates ever and incorporate high performance, multi-layer technologies designed to optimise performance.

LOW CHEMISTRY

Low chemistry

Our low chemistry plates are ideal for longer run applications, and even though they require a processor they can dramatically reduce the resources needed for plate production in the form of water, chemistry, materials, labour and energy. Our low chemistry processors feature Fujifilm's unique 'ZAC' microprocessor control system, which helps achieve consistent high quality plate production with minimal chemistry usage and processor maintenance.

PLATESENSE plates at a glance

Fujifilm has a high performance plate for every application. The following table summarises the plate range in terms of run length and ink compatibility, and which plates they can replace.

Plates for short to medium run lengths

Run lengths	Ink	Processless		Low chemistry	
		Fujifilm	Alternative To	Fujifilm	Alternative to
<75,000	UV	Superia ZE	Kodak Sonora X		
<100,000	UV			Superia LH-PLE	Agfa Energy Elite Agfa Energy Elite Pro Kodak Electra Max
<200,000	Standard	Superia ZE	Kodak Sonora X Kodak Sonora XP Agfa Azura TE		

Plates for medium to long run lengths

Low chemistry			
Run lengths	Ink	Fujifilm	Alternative to
<300,000 (unbaked)	Standard	Superia LH-PLE	Agfa Energy Elite Agfa Energy Elite Pro Kodak Electra XD
<400,000 (baked)	Standard	Superia LH-PLE Superia LH-PXE	Kodak Electra XD
<500,000 (unbaked)	UV or Standard	Superia LH-PXE	Agfa Energy Elite Eco Kodak Electra XD Kodak Electra Max
<1,000,000 (baked)	UV or Standard	Superia LH-PXE	Kodak Electra XD

PROCESSLESS

Processless – the ultimate environmental solution

Environmental savings

The environmental performance of a printing plate can only really be judged by considering the carbon footprint impact across the product's full life cycle. This type of analysis is complex, but takes into account the impact on the environment of the product at all stages of its life, see table below.

	Plate	Processor	Chemistry	Water	Waste disposal
Design	✓	✗	✗	✗	✗
Manufacturer	✓	✗	✗	✗	✗
Transport	✓	✗	✗	✗	✗
Use	✓	✗	✗	✗	✗
Disposal	✓	✗	✗	✗	✗

For a plate, the product life cycle analysis applies to all component parts of production. With our processless plates, there is complete elimination of the processor, associated chemistry, energy required to power the processor, water and waste from plate production. By removing all these elements of production, the reduction in the overall carbon footprint, and therefore impact on the environment, is significant.

Tackling environmental issues also has business benefits. By introducing our processless plates, you can significantly improve your environmental performance and then promote these benefits to your own print buyers, along with using the investment as part of a continuous improvement programme required for ISO 14001, for example.

PROCESSLESS

Superia ZE

Processless plate for short to medium run applications

Material Savings

Water Savings

Environmental Savings

Energy Savings

Labour Savings

Print run	Ink
< 75,000	UV
< 200,000	Standard

Special features

- Industry-leading on-press performance
- Multi-layer coatings produce better scratch resistance
- Runs longer than any other processless plate
- UV ink compatible

Business benefits

- The ideal everyday processless plate
- Completely eliminates processor, chemistry, gum and water
- Consistent high quality, 200 lpi (1 – 99%), 20 µm FM screening
- Fastest and most efficient way to produce plates
- Excellent latent image visibility
- Lowest environmental impact

LOW CHEMISTRY

Superia LH-PLE

Low chemistry plate for long run applications

Material Savings

Water Savings

Environmental Savings

Energy Savings

Labour Savings

Print run	Ink	Baking
< 150,000	UV	Unbaked
< 300,000	Standard	Unbaked
< 400,000	Standard	Baked

Special features

• New, strong alloy for enhanced scratch resistance

• Compatible with UV inks with or without baking

Business benefits

• Ultra-low chemistry consumption

• Wide developing latitude

• Consistent high quality, 200 lpi (1 – 99%)

• Clean working

• Ultra-long bath life with ZAC processing (20,000 m²)

• Minimal processor maintenance

LOW CHEMISTRY

Superia LH-PXE

Low chemistry plate for ultra-long run sheet-fed and web applications

Material Savings

Water Savings

Environmental Savings

Energy Savings

Labour Savings

Print run	Ink	Baking
< 500,000	Standard	Unbaked
< 1,000,000	Standard	Baked

Special features
- Double layer emulsion for increased durability

Business benefits
- Low chemistry consumption
- Wide developing latitude
- Consistent high quality, 200 lpi (1 – 99%), 20 µm FM screening
- Clean working
- Ultra-long bath life with ZAC processing (10,000 m²)
- Minimal processor maintenance

Sustainable plate manufacturing

Fujifilm prides itself on its investment in sustainability, and the Tilburg manufacturing site is a prime example. It achieved ISO 14001 certification in 1997, and has been implementing sustainability improvements every year. The ultimate aim of the site is to be 100% CO_2 neutral in everything it does.

Partially powered by wind since 2011, Fujifilm, in partnership with Dutch energy supplier Eneco, has succeeded in powering its entire Tilburg operation by wind power. The wind turbines that supply the plant's power are located on-site and in nearby Zeeland, and the 100 gigawatt hours of energy they generate for the facility is enough to power 30,000 homes.

The site also features a co-generative thermal oxidiser which uses gases and waste solvents produced as a by-product of the plate manufacturing process. With these and other sustainability measures in place, the Fujifilm Tilburg facility estimates that it reuses, recycles or regenerates 99% of its waste.
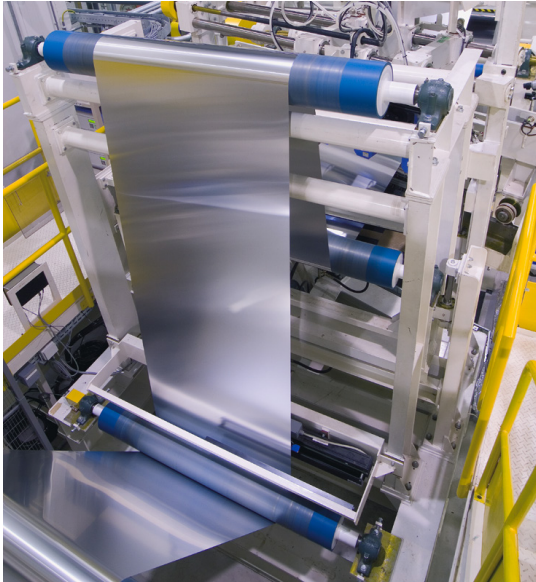
"The transition was seamless and cost us nothing, as the installation and maintenance of the equipment are also covered by the fee."

Chris Stainton, Co-owner, Typecast

Platesetters

A range of high quality 4up, 8up and VLF thermal platesetters

8up

Luxel T-9800CTP HDN

Advanced 8up thermal platesetter system

Model	Maximum productivity
Luxel T-9800CTP HDN-E	36 plates per hour
Luxel T-9800CTP HDN-S	48 plates per hour
Luxel T-9800CTP HDN-X	70 plates per hour

Special features:

- Improved data connection via Gigabit Ethernet
- Maximum plate size: 1165 mm x 950 mm
- Online punch option: maximum 12 units with up to 6 sets of punches

Business benefits:

- Full automation possible with single and multi-autoloader
- Ultra-high quality and productivity

8up

Luxel T-9500CTP NII

Mid-range 8up thermal platesetter system

Model	Maximum productivity
Luxel T-9500CTP NII-E	14 plates per hour
Luxel T-9500CTP NII-S	24 plates per hour
Luxel T-9500CTP NII-X	32 plates per hour

Special features
- Maximum plate size: 1160 mm x 940 mm
- Improved data connection via Gigabit Ethernet
- Online punch option: up to 4 sets of punches
- Four resolution levels (1200 – 2540 dpi) to fit a variety of jobs
- Fibre LD technology for higher quality image output

Business benefits
- High productivity, full automation possible
- Single and multi-cassette autoloaders

8up

Luxel
T-9500CTP MII

Entry-level 8up thermal platesetter system

Model	Maximum productivity
Luxel T-9500CTP MII SA	23 plates per hour
Luxel T-9500CTP MII ZA	30 plates per hour

Special features
- Maximum plate size: 1060 mm x 830 mm
- Fibre LD technology for higher quality image output
- Manual plate loading
- Improved data connection via Gigabit Ethernet
- Built-in bridge to processor as standard

Business benefits
- High quality output at 2400 dpi
- Economical, entry-level, high-productivity system
- Semi-automatic configuration for increased efficiency

VLF

PlateRite Ultima

High speed, VLF thermal platesetter system

Model	Maximum plate size
PlateRite Ultima 16000N	1470 x 1180 mm
PlateRite Ultima 24000N	1652 x 1325 mm
PlateRite Ultima 36000	2100 x 1600 mm
PlateRite Ultima 40000	2280 x 1600 mm
PlateRite Ultima 48000	2900 x 1350 mm

Special features

- Minimum plate size: 650 mm x 550 mm
- Large, multi-format output from 4 to 48-page
- Optional inline punching
- Dual plate loading on all models (except Ultima 16000N)
- Dual plate imaging on Z models (except Ultima 16000N)

Business benefits

- Full automation possible with single- and multi-autoloader
- Advanced GLV imaging head up to 1024-channels for high-speed, high-quality output

4up

Luxel T-6500CTP

Advanced 4up thermal platesetter system

| Model	Maximum productivity
Luxel T-6500CTP E	11 plates per hour
Luxel T-6500CTP S	21 plates per hour
Luxel T-6500CTP X	33 plates per hour

Special features

- Fibre LD technology for higher quality image output
- Improved small plate size support
- Improved data connection via Gigabit Ethernet
- Maximum plate size: 830 mm x 660 mm
- Online punch option: maximum 6 units with up to 3 sets of punches

Business benefits

- Reliable, high quality output
- Full automation possible with single and multi-autoloaders
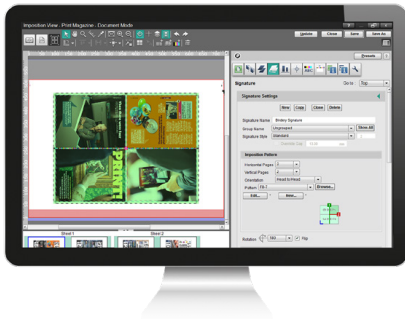- High productivity output up to 33 plates per hour

Workflow

Advanced, high performance workflow solution to maximise production efficiencies
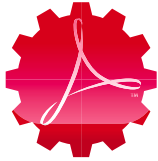
XMF WORKFLOW

XMF Workflow

## Built to optimise offset print production

Fujifilm's XMF Workflow is a fully integrated print production workflow system designed to manage all aspects of production, from job submission through to printing. Applications such as job submission, pre-flighting, proofing, colour management, imposition, in-rip trapping, ink saving and the output of plates are all managed from within the core XMF Workflow. As part of our PLATESENSE programme, therefore, the introduction of XMF Workflow to your business can have a huge impact on optimising production efficiencies and maximising profitability.

Automate production

XMF provides extensive workflow automation. This is not just limited to automating the flow of work throughout the workflow itself, but also extends to full automation from various MIS systems. Job information from an MIS system can be used automatically by XMF to determine how a job is imposed and output without the need for any manual intervention. If you are looking to maximise automation, XMF is the perfect solution.

Minimise supplied file errors

Within the XMF Workflow system, a module called XMF Remote provides an online portal where work can be effortlessly supplied

CTP output

XMF Remote   **XMF Workflow**

Digital output
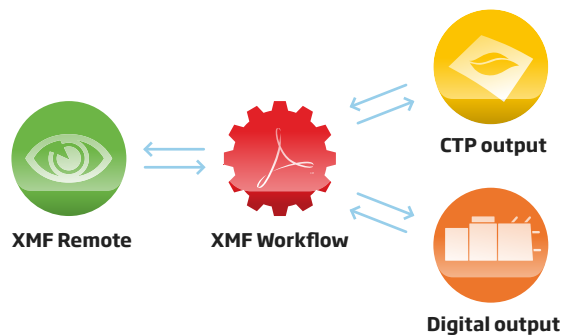
into the workflow either from a customer service team or directly from print buyers. The advantage of this process is that jobs supplied this way are pre-flighted as they are submitted online. This means they are checked at the very beginning of the production flow, ensuring that once jobs are submitted and approved to be released to the main workflow, any file errors have already been fixed minimising any delays within the production schedule.

Reduce job preparation times

Easily organising and manging PDF pages within a workflow system is critical in preparing work to be printed. XMF provides a clear 'one screen' workflow where PDF files are imported, organised in sections and are applied to imposition layouts quickly and easily. Job preparation time is kept to an absolute minimum.

Speed up complex impositions

Building imposition layouts for non-standard jobs, especially for jobs that are printed across different presses of different sizes can be complex. This is handled easily within XMF via the XMF Imposition module. Using what we refer to as 'XMF Pagination
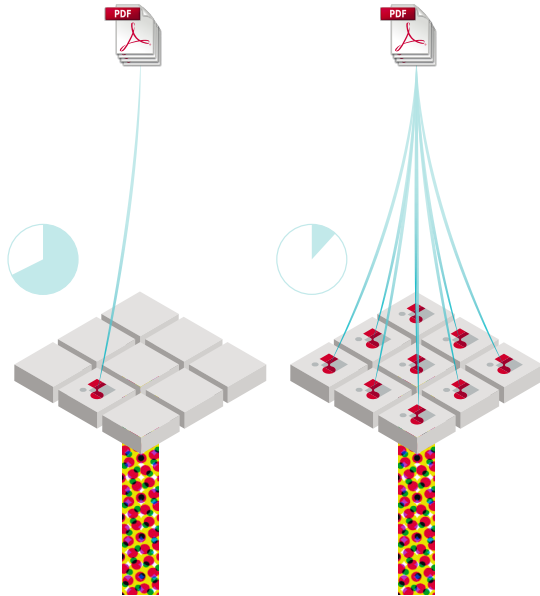
Extra APPEs spawned automatically to maximise processing power

Mode' allows complex impositions to be constructed quickly and easily, a move away from the complexity of settings required in traditional imposition applications.

Handle late changes quickly and easily

Even though full automation is possible with XMF, offset print production is renowned for changes being made to print jobs once they are in production. Switching a job to a different press or inserting pages containing last minute corrections can be handled with ease. XMF has been designed to deliver production automation but can equally provide the flexibility when production scheduling does not go to plan.

Process jobs at maximum speeds, whatever the size

What assists XMF Workflow in meeting tight production deadlines is the underlying Adobe Mercury Architecture for the APPE (Adobe PDF Print Engine). This is an advanced implementation of APPE that allows XMF to run as many instances of the APPE as a job requires, spawning extra APPEs automatically as and when the production load increases. This ensures XMF always automatically makes use of all the processing power available within the PC server hardware.

XMF COLORPATH

XMF ColorPath

XMF Colorpath

Current
workflow
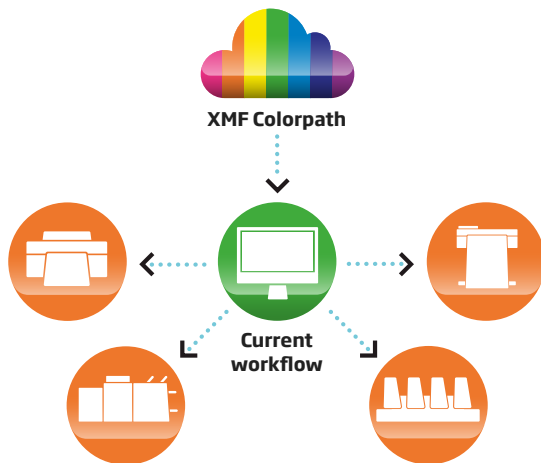
Manage and monitor colour performance

The ability to provide colour managed output is also managed within XMF. However, the key to good colour management is the creation of accurate ICC colour profiles, the ability to easily print to ISO standards, and above all to have a system that makes it easy to check and verify that standards are continuously being met. All of this and more is achieved with XMF ColorPath, Fujifilm's cloud based colour management solution. XMF Workflow is integrated with XMF ColorPath allowing ICC profiles created in the cloud to be deployed and used for everyday production within XMF Workflow.

Rest assured you are in safe hands

XMF Workflow is a proven workflow system for offset print production. Thousands of customers all over the word rely on XMF Workflow to manage their production needs every day.

Conversion is easy

Whether you switch plates or your entire plate making solution, we'll make sure a transition to Fujifilm is simple and straightforward.

01
Get in touch and talk to us about your requirements.

02
We'll arrange a site visit to discuss optimising your plate production and printing performance.
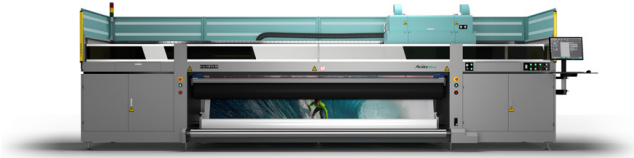
03
We'll ensure your new plate production solution causes no disruption to your business.

A partnership which can grow…

FUJIFILM WORKFLOW
xmf

XMF and XMF Remote, our groundbreaking workflow

Acuity and Onset, benchmark wide
format platforms

Jet Press 750S, third generation,
industry-leading B2 inkjet press

To find out more about how PLATESENSE can help your business, visit: www.platesense.com

PLATESENSE

PRE-PRESS THE SMART WAY

FUJIFILM

Value from Innovation