



Opinion

2010 must go down as a year of great contrasts, certainly for the printing industry. The economies of many countries continue to be rocked by debt problems with most Governments in the West battling to cut expenditure to match reducing tax incomes.

Static or declining economies will mean continuing stagnation in the printing industry which is so linked to marketing and promotional budgets. But whilst this may be the overall position in the market, there will be many segments where there will be significant opportunities for growth.

In markets suffering from depressed economies, investments will still be made by forward-looking printers in technologies designed to increase flexibility, reduce costs or increase efficiency. This will include products and systems aimed at the pre-press functions such as computer-to-plate and soft-proofing solutions.

Equally, as clients increasingly demand more flexibility in the print they buy and as print runs fall, digital print solutions will be strongly in demand.

Geographically, whilst the West may be struggling with slow economic growth other parts of the World may be much more buoyant.

Quite a lot of Countries in Africa are on a roll. Yes, their growth may be slightly dependent of sources of finance from the West, but in a number of cases their economies are benefitting from newly discovered natural resources, capital investments over recent years, increasingly well educated populations and maturing government processes.

In their printing industries, investment in, for example, newspaper production, is increasing rapidly to take advantage of the fact that they are at an earlier stage of the cycle than the Western World where newspaper output is stagnating.

In most parts of the World, the Printing Industry is a key part of the economy. Whilst it might be argued that the internet may impact adversely on the printed word, there's another view that increased communication and information will benefit all types of media.

Happy printing in 2011



THERMAL CTP SYSTEMS

Hunter Penrose markets the Highwater Cron thermal CTP system. Earlier this year, we installed one of these with Branna Printing Enterprises in Addis Ababa.



It's a highly cost-effective system with a good level of engineering.

The solid construction is built for drum speeds in excess of 1000 rpm with vibration-free operation. Cron incorporates the latest European laser optics to reproduce fine line detail even at highest output speeds.

TP 33 SERIES

Model	3332	3348	3364
Laser channels	32	48	64
Resolution settings (dpi)	1800, 2400, 2540, 2800, 3000		
Maximum speed (plates per hour at 2400 dpi on 830 x 660mm)	23	30	35
Dot reproduction	1% - 99%		
Repeatability	0.01mm		
Plate size	Min. 450 x 370mm		Max 830 x 660mm
Plate thickness	0.15 - 0.30mm		
Machine dimensions	1450 x 1472 x 1174mm		

TP 46 SERIES

Model	4632	4648	4664
Laser channels	32	48	64
Resolution settings (dpi)	1800, 2400, 2540, 2800, 3000		
Maximum speed (plates per hour at 2400 dpi on 1030 x 770mm)	15	20	25
Dot reproduction	1% - 99%		
Repeatability	0.01mm		
Plate size	Min. 450 x 370mm		Max 1160 x 940mm
Plate thickness	0.15 - 0.30mm		
Machine dimensions	1850 x 1985 x 1320mm		



Complementing the Highwater Cron Thermal system is the Studio RIP.

Features are:

- PostScript Level 3 and PDF 1.7 compatibility
- High speed
- On-screen preview with continuous zoom and realistic colours
- Built-in imposition with pre-press marks
- Remote management (through LAN or Internet)
- High quality screening (4096 shades of grey, moiré free screen sets with consistent rosettes, screen sets optimised for flexography, skin tone optimisation, low-pass filtering for smooth gradients, hybrid screening etc.)
- Flexible network configuration (several clients, RIP servers and print servers can be interconnected)
- Advanced media saving (automatic page rotation and collection).
- Unlimited width
- Unlimited resolution

THERMAL CTP PLATE PROCESSOR

The Cron TP works on-line with a thermal CTP processor, with optional plate stacker.



TRAINING – SERVICE – TECHNICAL SUPPORT

So how do we handle CTP installations training and support? It's one of the key questions we have to answer.

We work in partnership with engineers whom we have made sure have full and updated training in all of the equipment which we market.

In Africa, for example, our team is based in Lagos and during 2010 have attended courses for both ECRM and Cron CTP devices.

- Free pre-installation consultations
- Workflows and networks
- User training programmes
- After sales support, software updates and diagnostics



IMPOSING with JoUp



We've found the JoUp imposition software to be ideal in a number of CTP installations. JoUp is a plugin for Adobe Acrobat used to impose PDF-documents. It is intuitive and very

easy to use. The document to be imposed should already be opened and a JoUp template to be selected. JoUp then creates a new PDF-document with all the pages necessary to make a new imposed document.

JoUp has built in functions for creating templates in WYSIWIG mode. Both simple and complex imposing schemes can be made very easily. JoUp adds drag and drop features to Acrobat for placing registration marks anywhere on the template and for moving objects around the page. *Call us for more information*

PRINT ESTIMATING



Do you want to directly control your prices...
...to help you win more business?

If you want to estimate right down to the penny...
If you want to edge out competition through accurate pricing...
If you want your repeat business to run smoothly...
If you strive for excellence in the workplace ...

...then Worka-B is the print software for YOU

Work-B is a simple and low cost yet comprehensive solution to estimating print costs. You can customise this software to suit your own specific need.

Call Hunter Penrose for more information



**VIOLET
PLATESETTERS**

ECRM platesetters use a flat-bed design using low temperature violet lasers, the ECRM CTP platesetter has fewer moving parts, is cheaper to run, and offers long operating periods without technical intervention. Laser replacement is less frequent and less costly. This robust and economical violet laser technology is tried and tested under the most demanding conditions. ECRM is the first choice for hundreds of



regional news publications and commercial printers in the USA, Latin America, Africa, India and Asia. Hunter Penrose supplies, installs and maintains ECRM CTP and CTF equipment in Africa.

PLATE SIZES

2-up (max 560 x 670mm), 4-up (max 660 x 960mm) and 8-up (max 824 x 1143mm).



ECRM RIP

Built on the latest industry standard: the Harlequin Plus server RIP, level 3, version 8.1. Includes a vast array of both standard and optional features including:

- Microsoft XPS interpretation
- PostScript Level 3
- PDF 1.7, PDF X4
- Stochastic screening
- Trapping
- Simple Imposition
- ICC / v4 colour profile support
- HD Photo support
- Font emulation
- Multi-thread rendering
- PDF raster output (for soft proofing)
- HP, Epson, Canon, Encad proof-ready
- Mac OSX 10.6 / Windows 7
- CIP3 standard

ANCILLARIES AND CONSUMABLES

Hunter Penrose supplies both THERMAL and VIOLET CTP plates and chemicals as well as blankets, press chemistry and a full range of consumables for the pressroom and finishing department.

Our experience with consumables spans nearly 120 years . We aim to market high quality but commercially competitive products.



Plates, Blankets, Underlays, Press Chemicals, Inks, Digital Printer supplies, stitching wire, varnishes and coating . . .

.....One-stop-shopping with Hunter Penrose



SOFT PROOFING

Cost and speed demands have led to the creation of a host of software products aimed at reducing the need for outputting hard copy proofs.

With the steadily increasing usage of colour the need to know whether 'is what I can see on the screen, what I'll get on paper?' has become of paramount importance. Time and costs creating digital proofs is significant and still leaves the question as to whether the digital printer dyes will properly match printing inks.



Veripress has been developed over the past few years into a very effective package for seeing accurate colour proofs on the screen and now includes a remote facility for transmitting these to clients.

Pages are proofed using only the actual plate-imaging data, matched against the printer's selected ICC (or other) colour profiles, and displayed on calibrated 30-inch monitors which can be mounted at the press console, or located in the editorial viewing area, or even at the client's premises.

A touch screen control is included for easy management of multiple jobs. Printers input their own press pre-sets: different ink and paper characteristics, required dot gains, number of ink keys, transparency factors and wet-on-wet conditions. Ink pre-sets for each colour are shown at the touch of a button on the control screen. The ink usage tool calculates ink consumption for whole magazines, newspapers and publications. A virtual lupe allows magnification to check trapping, and provides accurate readings of dot percentages.

A spectro tool allows comparing of measurements off the sheet with the values from the proof. Jobs can be de-imposed, colour-corrected, re-imposed, and the final corrected proof displayed as single pages or as a flip-book, each page complete with ink show-through of the other side, calculated from the ink and paper profiles.

Below, we reproduce a greeting which appears in the 1895 issue of the Penrose Annual. One hundred and fifteen years on, we don't think we can improve on it. Happy Christmas and best wishes for 2011



GREETING.

TO OUR WORLD-WIDE CIRCLE OF CUSTOMERS.

We tender you a hearty greeting, and the sincerest thanks for your past support, which candidly is our greatest desire, and we look to you equally for favours to come. Our aims are not philanthropic, but purely commercial. It is not our business to give you "something for nothing." The "cheap jack" may tell the gaping crowd that it is his sole mission in life to conduct his business on that basis, but the world in general does not believe him. If we, herein, give you a book which is worth double the price you pay for it, depend upon it, it's not from mere generosity. We fully expect to get the balance out of you in some other way. It is just as well to state this right away, so that you'll make not mistake. We've got wares to sell, and this book is got up to cry our wares. That's just it. We don't believe in disguising the matter like Johnny's pill in the jam. Still, you'll find a good deal to interest you, all the same, in the following pages, and if we only get your approval that's something; though it doesn't go a long way to keep the pot boiling.

Yours fraternally,

A.W. PENROSE & CO.