



Hunter Penrose expands pre-press range and service

ECRM, the well-known violet flatbed CTP system, and Veripress, the latest soft proofing technology, are now available from Hunter Penrose Supplies Ltd, supported by both manufacturers and with fully trained field engineers based in UK and Lagos.

Hunter Penrose's David Thomas and Doug Barr, VP of Sales for ECRM concluded a distribution agreement at IFRA Expo 2009 in Vienna last week, whilst in London Hunter Penrose MD John Sewell and Bob Murphy of Serendipity Software agreed distribution rights for Veripress.

The announcements come after several months of preparation. Ken Tucker, ECRM's Sales Manager for UK and Africa said: "Whilst Hunter Penrose has already installed two CTP systems in Lagos, demand for further installations has been held back due to the need for improved on-the-spot technical service for installation and training". The ECRM agreement also covers Ghana and Ethiopia.

Now, the field engineering team of Elkran International, Hunter Penrose's technical service partners, can use their wealth of experience to install new ECRM CTP devices, and to advise about pre-press solutions, including ICC colour management and proofing with Veripress. Headed by MD Kelly Aremu, Elkran have been working with Hunter Penrose since 2008 as a joint sales and technical support partnership.

Trained in the US and UK, Elkran's capabilities already extend well beyond basic installation and training. "The decision to upgrade from film to CTP gives printers the opportunity to re-think the pre-press workflow" says Aremu. "Quality does not always result from heavy investment, but always comes from improved working practices".

This quest for improved working practice prompted Hunter Penrose to develop its new pre-press service. "We have identified a strong user demand for simple integrated workflows, for example those based around Adobe CS4, where imported text and image data can be processed smoothly all the way to press" says John Sewell. "There is no point in having the latest CTP if the origination data is not fit for purpose. We provide an un-biased pre-press check-up with report and recommendations".

ECRM is the patented flatbed violet laser-imaging technology leader. The Massachusetts-based company has sold and supported more than 5,000 CTP devices and over 27,000 imagesetters in 110 countries around the world. ECRM's Tewksbury, MA facility is ISO 9001:2000 certified and is dedicated to maintaining the highest standards in research and development, design, manufacturing, service, and support. For more information, go to www.ecrm.com



The ECRM Mako 800 delivers quality equal to thermal devices, but at a lower cost and with a longer working life.



ECRM CTP is compatible with all violet photopolymer plates including the latest low-chemistry types. Leading brands of plates and a wide range of other consumables are available from Hunter Penrose.



Control your ECRM RIP output with Veripress proofs before imaging the plate – and on press. See page 2 . . . →



Veripress is a software solution that eliminates the need for hard-copy proofs. 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 identification and instant display of multiple jobs. Printers use the touch screen to 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 touch screen control. The ink usage tool calculates ink consumption for whole magazines, newspapers and publications. A virtual loupe 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. All display functions use the same chosen colour profiles and take place within the programme without any need for processing. 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.

Peter Skarpetis, CEO of Serendipity Software, who developed the programme says "Using ripped files from platesetter rips ensures content integrity while the built-in colour verification system ensures accurate proofs every time. In today's busy press environment there is less time available for making hardcopy proofs. The speed of Veripress ensures proofs are available on the press as soon as the plates are".

The software is server based and runs on Mac OSX / Windows and Linux, with unlimited GUI clients.

- What you see is what you get – Veripress uses only ripped and rasterised files
- Touch-screen control of inputs and tools
- Rapid rendition of images on the screen
- Proofs are displayed at the press console and on any number of additional monitors
- ISO-certified soft proof rendition
- ISO-certified push-button colour space adjustment
- Delta-E measurement between proof and print
- Screen and trapping view with virtual loupe
- Show-through display
- Error warnings
- Ink consumption calculator (including spot colours)
- Automatic ink zone adjustment option
- Cal-Check calibration tool for monitors



London, 4 and 5 November 2009.

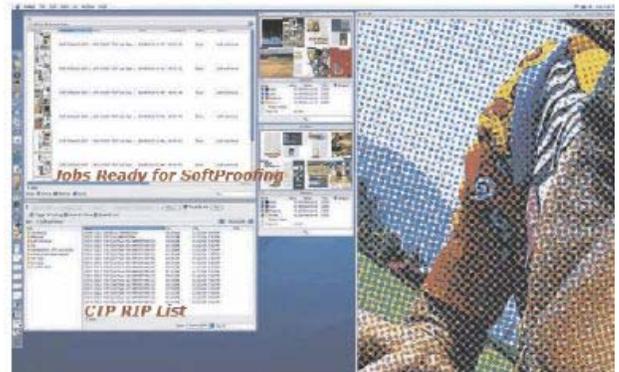
Hunter Penrose will be demonstrating Veripress on its Stand 12 at Media Pro 09 exhibition – Old Billingsgate – 4th-5th November 2009



A Heidelberg Speedmaster operator checks print against proof with Veripress monitor and touch-screen control



For newspaper and publication printing, the Veripress monitor is mounted in "portrait" orientation



A loupe tool enlarges the raster to check screen alignment and trapping – one of the many features of Veripress

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