

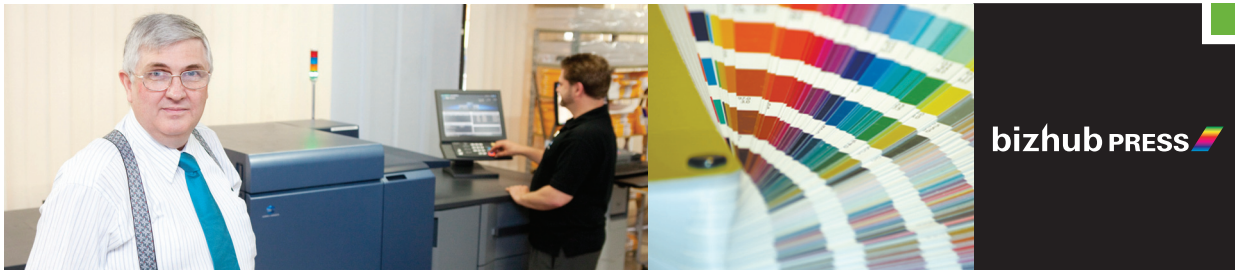


KONICA MINOLTA



Pure Colours
Digital Imaging

Pure Colours first to install the new Konica Minolta bizhub PRESS C8000



bizhub PRESS

Pure Colours Digital Imaging, based in Sydney's Inner West, provides a range of pre-press services through to manufacturing of the finished product, be it digital printing, wide-format banners or offset printed material. This includes flyers, brochures, booklets, newsletters, or books.

The business employs 12 full time staff who typically handle short run, fast turnaround jobs. Their client base is split between advertising and design agencies, print management companies and direct customers.

Pure Colours became the first print solutions provider in Australia to install Konica Minolta's new bizhub PRESS C8000 in December 2010. Already, they are seeing productivity gains in terms of cost efficiency, quality and colour.

Pure Colours' Principal, John MacLulich, says that they wanted to be the first to market with the technology, which has lived up to its promises of speed and delivery.

"The C8000 has streamlined our business operations and created efficiencies. The doubling of capacity has helped us take on additional customers and grow our business."

John says that Pure Colours' decision to install the bizhub PRESS C8000 came down to the fact that the machine represented the biggest "bang for buck", and he's confident that it will prove to be a good investment. "From day one I've been very impressed by the professional service and rapid response time from Konica Minolta."

He highlights his favourite features of the machine as "accuracy of registration, both sheet to sheet and front to back. I like the flatness of the sheet, the proprietary de-curling

system and the speed – plus, we are now printing up to 350 GSM."

Although Pure Colours have embraced digital technology, they remain true to their pre-press roots, which put them at a competitive advantage to many other print solution providers.

"We've come from a purely pre-press origin. From the time that we acquired print capacity in the 1980s, we've maintained a full pre-press studio. We have skills in colour management, which other printers often rely on us to provide," said John.

"Just like offset printing companies, we always produce a commercial proof to ISO standards before a job goes to the digital presses, which certainly helps guarantee colour accuracy. Our operators will then tweak the colour on press, to match each proof."

Sean Crichton-Browne from Konica Minolta says, "Pure Colours take pride in ensuring that they are set up to provide a premium quality product and service for their customers, with a fast turnaround and high level finishing. Technology is essential in delivering this, so naturally John previewed the C8000 at the earliest opportunity.

"Pure Colours' volumes had increased significantly and the introduction of the C8000 supported their expansion; providing the additional speed and capabilities needed to meet demand. Advances in print quality and customer confidence in the C8000's performance have allowed Pure Colours to become more productive and put them firmly on the path for a very successful year ahead."