



# The gurus of direct imaging

Diguru is a small printing company, yet it manages to pack so much in – quality, service, innovation, expertise, and pioneering technology. Print Solutions visited Diguru to find out more.

**B**ased in Eastleigh, Hampshire, the friendly team at Diguru offers digital, wide format and offset production. The 'offset' comes in the form of two 34DI (direct imaging) presses from Presstek, one of which has recently been retrofitted with an Eco-UV system.

Diguru is known as something of a pioneer, producing work across a number of sectors for customers all over the UK – everything from board games and greetings cards, to stationery and brochures, personalised direct mail and reports. It also produces a selection of short run packaging, NCR forms, displays, and specialist finishing.

The ability to produce such a breadth of high quality work is

enabled by having the right tools and technology in place – and the Presstek DIs ensure that Diguru can output a wide range of commercial jobs to high quality standards – in fast turnaround times and in the lower run lengths that are needed in today's market.

## Support

The company, which was formed back in 2010, to offer customers an alternative to long run offset, went with Presstek DI from the outset, and five years later invested in a second press as demand for its high quality work increased.

Managing director Luke Willett and senior partner Richard Harwood may be convinced by the DI technology, yet say

that being successful is about more than having a good press.

'We like working with Presstek,' said Luke, 'the company gives us lots of support, and we are really happy with the DI presses.'

The DIs allow the company to hit the sweet spot between very short runs – which it processes on its Heidelberg Linoprint CV, which was the first of these digital presses in the UK – and much longer runs that would be more suitable for conventional offset. And, this puts Diguru is a perfect place to take advantage of a market that is heading into run lengths up to 10,000; but Diguru is flexible enough to also use the DIs for much shorter runs too.

'The presses work really well,' added Luke, 'and we are gaining real benefits from the Eco-UV as well. Now, jobs come off the

press ready to go into finishing, which makes us much more productive, as we don't have to wait for them to dry – which is saving us a huge amount of time.'

He continued, 'Again, Presstek has been great to work with. The Eco-UV retrofitting took four days and was carried out very professionally. Presstek then provided us with training and support.'

'Although we are still in the early days with Eco-UV, we are impressed with the benefits it is giving us, and we think that it will really help our business to grow. Eco-UV is definitely helping us to be faster and more efficient, whilst keeping our quality high.' **PS.**

## What is a Presstek DI?

Presstek is a pioneer in DI. Its DIs are fast four colour direct imaging presses – where plates are imaged directly on the press, rather than on a separate plate making device.

You simply insert the plate media into the press. It is then automatically tensioned, imaged, cleaned and advanced so you don't have to worry about making plates off press between jobs, with the used plates being wound onto take up spools and new plates imaged, again on press, from new data.

Data comes from pre-press and straight to press (in a similar manner to digital technology) – eliminating the step of sending data to a third party platemaker. The plates are mounted directly on the press in the form of a continuous roll and are then imaged, usually by laser, directly on the press, in situ. They do not need to be moved or jogged into place and so misregister is minimised. This means that make ready is shortened and sellable sheets are achieved very quickly. The operation of the press then continues in the normal manner.

Using thermal laser imaging technology also means you don't have to worry about click charges or any hazardous processing chemistry.

As the press technology is waterless there is a reduction of chemicals on-press, but as well as that, the fact that water is eliminated from the process means that many of the problems associated with ink-water balance and substrate problems due to moisture content are negated. This leads to a much higher quality and more consistency of output.

Plate processing chemistry, gums, plate making cleaning fluids are all taken out of the production process. DI cuts VOCs and importantly costs.

The Presstek DI's technology also results in less waste – up to colour is achieved in only a few sheets, with a wider colour gamut, and less dot gain.

## What is Eco-UV?

For Presstek press users who are looking not only to further enhance the environmental credentials of their DI presses, but also at increasing productivity, Eco-UV provides an answer.

But, it also adds benefits such as energy savings, faster drying times, a cleaner press, and the ability to work with a wider range of substrates.

Eco-UV instantly cures inks – sheets coming off the press are immediately ready for finishing – or to run your second side – improving overall job turnaround time. This is ideal for a market when faster turnaround times are being demanded. Eco-UV also allows printing on non porous substrates such as plastic and vinyl in addition to traditional paper and board. Specialty substrate rich colour and scuff resistant printing, made possible with DI Eco-UV, opens up high value opportunities for plastic cards, packaging, labels, point of purchase materials and direct mail pieces.

A Presstek DI's waterless press design and chemistry free plate imaging already represents significant environmental advantages and Eco-UV advances these sustainability and cost savings benefits even further.

The integrated low energy Eco-UV lamp is about 70% more efficient than standard UV, resulting in energy savings, less heat generation and less stock deformation.

The system is also very space saving – and takes up no more room than the actual press, which itself is very compact, as it sits neatly tucked under the control desk – in size it is about equal to a standard computer server box. The UV curing diodes/lamps are installed in line near the sheet delivery.

The system can be retrofitted to Presstek's 34DI portrait and 52DI landscape presses already in the field, or added to new presses from the manufacturer.

The company also offers the Presstek 75DI landscape format press.

