Kodak

Digitalpress wins NSW excellence gongs

Digitalpress won half the categories they entered with their Digital Resource Manual in October's Print NSW Excellence Awards. How did they do it? Their special brand of attention — and a NexPress digital press.

Theo Pettaras has long believed Digitalpress's state-of-the-art digital press bridges the gap between traditional offset and digital printing.

Five NSW Excellence awards have certainly backed that up.

Pettaras says, "The wins are very rewarding for the team, and reinforce our vision for the company."

Significantly, all the print-excellence and business categories in which Digitalpress received awards were open to both digital and offset entrants, and Pettaras believes this shows just what can be achieved with digital print.

"The possibilities — and hence opportunities — abound."

He's particularly proud of the *Digital Resource Manual* with which they won the awards.

"The manual's aim is to show just what digital print can achieve. With designs from more than 30 fantastic creative agencies, we used the latest in digital-print technology, printing on a large variety of stock and highlighting beautiful finishing options."

Pettaras speaks highly of the modular Kodak NexPress 2500+ Digital Colour Press, which the Surry Hills-based company installed in 2006 (and printed its *Digital Resource Manual* on). A true workhorse, the press's monthly production capability is more than one million A4 pages.

"The NexPress offered us the most versatility. It was imperative the press had the ability to print on a vast array of paper stocks and could add many different embellishments, including clear and spot coating.

"To our business, it means we can now produce material previously only considered for offset."

Pettaras says automated print is another flexible benefit.

"It is not unusual for print material to be sent via the web, straight to the hot folder on our NexPress front end, and literally be printed without anyone being there!"

He thanked the Kodak team for their best-in-class field engineers.

"Plus, I've had first-hand exposure to their R&D team. All I can say is that I am very excited in what the future holds for us."

Digitalpress is automatically entered into the National Print Awards, held during PacPrint 2009, for the four gold categories won.

Awards won:
- Gold: Innovation in Business
- Gold: Digital Print Electrophotographic
- Gold: Embellishment
- Gold: Specialty Printing
- Silver: Limited Editions

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381 words (including stand-first and awards listing)

Subbing notes:
* (Theo) Pettaras = correct spelling
* Surry Hills = correct (= NSW, not Vic spelling)

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