

Transpromo – High-speed Inkjet

Since Drupa 2008 the transpromo market was given new opportunities in personalisation and advertising potential with new high-speed inkjet printers, which were presented by several machine manufacturers. For companies like financial institutions an opportunity to print account statements and fill the blank spaces with personalised messages and advertisement. A cost effective instrument to gain more attention in terms of customer relationship and strengthen the brand awareness. Coloured advertising printed on specially developed qualities give more value and attention to billing such as credit card statements.

Recognizing this opportunity, machine manufacturers like Kodak, Hewlett Packard, Océ, Agfa, InfoPrint etc. introduced high-speed inkjet printers with different type of technologies. All Printers claim to be fast and with high quality printouts, for example:

- HP T300 Color Inkjet Web Press with maximum speed of 400 feet per minute and resolution of 1.200x600dpi.
- Agfa Dotrix Transcolor speed up to 29.000 A4 pages/hour and a resolution 300 dpi gray scale, 900 dpi perceived resolution
- Kodak PROSPER S10 with a print resolution of 600x600dpi and a speed of 1.000 feet per minute.
- Océ Jetstream with CMYK full-process colour output speeds up to 656 fpm with 600 dpi resolution.

With new trends in high-speed inkjet printing and the opportunities in personalized direct marketing an impact in the transpromo market will occur.

M-real Zanders offers a special selection of papers for transpromo usage, available in three surfaces: uncoated, surface treated and matt coated.

We can offer a customised solution to meet individual requirements and find the right paper to satisfy the print quality demanded. More information under www.zanders-reflexion.com.