

SCREEN GP Americas Wins Award for Best Case Study Presentation in Direct Mail Category at Inkjet Summit 2015

SCREEN GP Americas, LLC, an overseas group company of SCREEN Graphic and Precision Solutions (president: Katsuhiko Aoki), has won the trophy for best case study presentation in the direct mail category at Inkjet Summit 2015, held from April 27 to 29 in Florida in the United States. It was also selected as a “Top Company to Watch in 2015,” after winning the same award in 2014.

Outline

Inkjet Summit is held annually and brings together print executives, technology suppliers and industry experts in a setting dedicated to networking, business meetings and strategic information sharing.

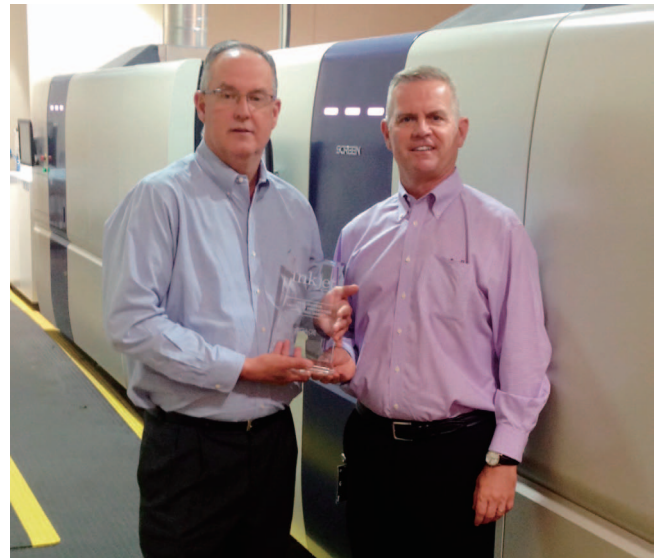
SCREEN's Truepress Jet520 series of full-color variable printing systems are widely used in the transaction, book and of course direct mail printing markets. Since the series was launched in 2006, more than 800 systems have been sold worldwide. In recent years, the direct mail segment has been particularly rapid in its adoption of high-speed inkjet technology and this has helped to focus attention on the Truepress Jet520 series.

SCREEN GP Americas was able to conduct a presentation explaining the Truepress Jet520 series at Inkjet Summit 2015. In addition to detailing the features and superior performance of the systems, the presenters spoke in depth about the true total cost of ownership and also introduced several installation examples highlighting how print companies have been able to generate profits in the direct marketing segment.

They also provided real-world figures to illustrate the impact of return on investment on the installation of a high-speed inkjet system. The presentation was well received by attendees and led to SCREEN Americas winning the award in its category.

▶ Comment by Ken Ingram, vice president of sales and marketing for SCREEN GP Americas

“We are excited and proud to be recognized by thought leaders and business owners in this demanding market. SCREEN's solutions are mission-critical in production environments that are incredibly demanding in terms of turnaround, uptime, capacity and quality. Our success in the direct mail space over the past few years is the story of our customers' success, and it is truly gratifying when we can stand together with our customers as partners and tell a compelling story.”



User representative Nathan Milliken of Epsilon America (left) presents Ken Ingram of SCREEN GP Americas with the trophy. The two are standing in front of a Truepress Jet520HD system installed by Epsilon.