

*Expansion of Postpress Lineup Provides Total Printing Support***SCREEN Secures Exclusive Distribution Rights for Digital Laser Cutting System in Japan and South Korea**

SCREEN Graphic and Precision Solutions Co., Ltd. (SCREEN GP, President Katsuhiko Aoki) has secured the exclusive distribution rights in Japan and South Korea for the motioncutter® digital laser cutting system developed by German company themediahouse. SCREEN GP will begin taking orders for the system from July 2015.

Outline

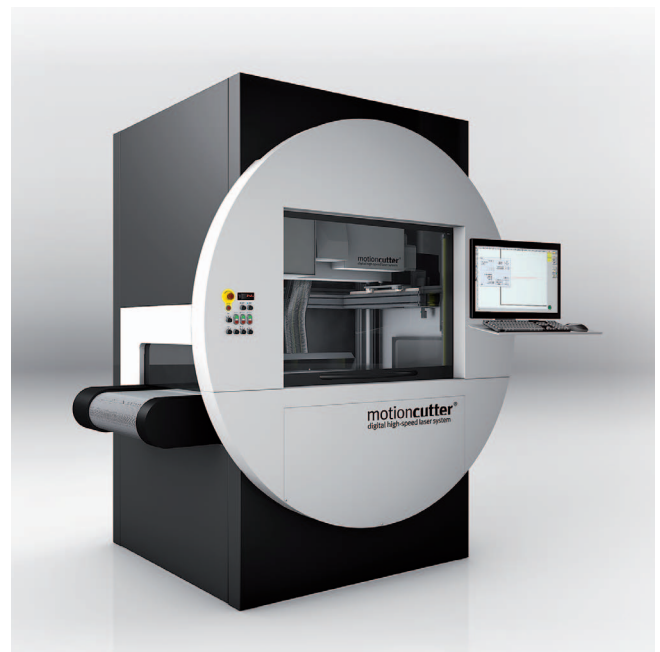
In recent years, improvement of opening and response rates for direct mail has become a key issue in marketing. The situation has led to the diversification of printed materials, with progressive use of variable type direct mail produced on digital printers, in addition to conventional large lot items with uniform contents. It has also created a growing need for a new planning and design method that can add increased value to materials. In response, SCREEN GP has acquired the exclusive rights to distribute the motioncutter® digital laser cutting system in Japan and South Korea and also obtained sales rights for the Asia and Oceania region.

The system features a proprietary three axis laser unit and advanced transfer technology that enable printed materials to be cut with extremely high speed. It also eliminates the restrictions created by the blade required for conventional folding and die cutting and enables the processing of small lot and variable jobs to be completed in a single pass. The system allows designers to be much more imaginative and gives them the freedom to turn standard printed materials into unique, personalized products.

SCREEN GP is dedicated to providing solutions that combine digital printing systems and the latest technologies. These solutions allow the creation of printed materials with high added value and contribute to the growth of the wider printing industry.

Features

- ▶ High-speed, high-efficiency cutting via a three axis laser unit and 40 mpm transfer system
- ▶ Unrestricted setting of cut and gap lengths and high-speed processing of perforations
- ▶ Half cutting of media using ultra-fine laser adjustment based on material type and thickness
- ▶ Variable cutting of items such as names from text information utilizing the NameCut™ feature



motioncutter®

- ▶ Prevention of dust circulation and scorching thanks to a transfer belt with a moistened surface (patent pending)
- ▶ Engraving of images and items with gradations onto thicker media such as cardboard and wood

Comments by themediahouse CEO Jörg Scheffler

SCREEN are our first choice partner in Asia. Not only do they understand our technology but they are also a partner who wants to push us to constantly offer the heights of technological excellence. The ethics and heritage of SCREEN are second to none and they are people we trust to show our machinery in the most professional way. We look forward to a long partnership with them.