

Press Release

Industrial Inkjetprint powered by Mitsubishi

Bielefeld, March 18, 2009 - *Mitsubishi HiTec Paper, the specialist for high sophisticated coated communication papers, enlarges its jetscript product range to include the division „industrial inkjet-printing“.*

For the modern marketing communication, with a selective customer approach, high volume inkjet applications become more and more common. Next to a 4-colour address to the customer with higher response-rates, the method has the advantage to produce individual printouts by avoiding wastage at the same time.

Inkjet-Print-Systems like IBM Infoprint 5000®, Kodak Versamark®, Océ JetStream®, Agfa Dotrix®, Screen Truepress® or RISO® support this trend and established well in lettershops, agencies or print shops. With resolutions up to 600 x 600 dpi and print rates up to 3,000 sheets DIN A4 per minute, often double-sided, a frictionless workflow becomes more and more essential.

But high quality in printouts is not just a question of choosing the right printing system. It is also a question of the best suitable paper. Therefore Mitsubishi HiTec Paper has actively conducted this development over the recent years and offers within its *jetscript* - assortment a wide range of specific media solutions.

The print system manufacturers count mainly on water-based inkjet technology, which ensures the high-speed printing. In contrast to “uncoated” plain paper, the new “coated” *jetscript* qualities offer here a higher printing density and brilliance by reduced ink-amounts. Ink-costs, the so called “bleed through” as well as “cockling” are significantly reduced. A main part of the *jetscript* - assortment was already tested and officially approved by the print system manufacturers. Hybrid-printing (previous offset printing with subsequent inkjet-printing) as well as a prior- or later finishing like perforation, punching or feather edging is possible without any restrictions.

Substances from 85g/sqm up to and above 180g/sqm, single- or double-sided matt coated media, which demonstrate a short drying time, high line sharpness and an extraordinary whiteness are an inherent part in the *jetscript* media range. The FSC-certification and the general recyclability of the paper rounds-off the advantages of Mitsubishi HiTec Paper media.

Further information Mitsubishi HiTec Paper offers at its website: www.mitsubishi-paper.com

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The logo for jetscript features the word "jetscript" in a lowercase, italicized sans-serif font. A small blue water droplet icon is positioned above the letter "j".