

Responding to the market

Giroform Digital and other new innovative products from Mitsubishi HiTec Paper.

The media landscape is constantly changing. Rapid developments in communication technology, the Internet and globalisation are having a direct impact on the importance of print products. Ever shorter delivery terms, smaller print runs and the personalisation of printed matter with flexible data are all challenges currently being faced by printers.

The paper specialists at Mitsubishi HiTec Paper have responded to market demands and have developed new innovative products for its Thermal, Carbonless and Inkjet paper ranges. This includes new and advanced products for industrial inkjet printing, improvement of printing features for Thermal paper, new lightweight POS Thermal paper (48 g/m²), as well as the new range of carbonless paper specifically designed for digital printing: the carbonless paper for the future named **Digital**.

Suited to digital

Giroform Digital from Mitsubishi HiTec Paper is perfectly suited for the production of high quality personalised forms. With a 90g/m² weight and coated surfaces throughout, performance and optimal print quality are assured. Giroform Digital comes with an impressive list of credentials too. Environmentally it is unsurpassed, boasting both FSC and Nordic White Swan environmental certifications. Its performance has been fully tested on a wide variety of machinery and has been certified for use on HP Indigo as well as on Kodak Nexpress machines. Giroform Digital is available in both A4 and SRA3 sheet sizes in the following formats: CB90 white, CFB86 white, pink, yellow, blue and green and CF90 white pink and yellow. In addition, A4 and SRA3 precollated 2, 3 and 4 part sets are also available, both in forward and reverse sequences. Extensively tested and fully guaranteed, giroform Digital is the number one carbonless choice for use in digital, laser and offset presses too.

Efficiency is an important success factor, especially in the retail trade and wherever rapid response times and smooth-running processes are a must. With **Thermoscript F 5041** (48g), Mitsubishi HiTec Paper has developed a thermal paper that increases efficiency at the point of sale. It is also kind to the environment, while offering outstanding performance. The lighter, and therefore thinner base paper means



that a roll with the same diameter can be around 15% longer (compared to standard POS thermal paper). Fewer cores are needed when the rolls are converted, while reduced transport and storage requirements translate into cost savings and less impact on the environment.

Industrial Inkjet Printing: In the modern marketing communication, more and more applications with variable, personalised data are done by inkjet – such as mailings, series letters, billings and transpromo. Highly sophisticated inkjet print systems are well established. But high quality in printouts is not just a question of choosing the right printing system. It is also a question of using the most suitable paper. Therefore Mitsubishi HiTec Paper has developed new products over recent years and offers within its **Jetscript** inkjet media assortment a wide range of specific solutions for industrial inkjet printing: Substances from 66 to 230 g/m², single or double sided matt coated media, with short drying time, wide colour space, high line sharpness and an extraordinary whiteness. All qualities are recommended for Agfa Dotrix, Impika IPrint, Kodak Versamark, Océ Jetstream, Ricoh/IBM Infoprint and Screen Truepress. Hybrid printing as well as perforation, punching or feather edging is possible without any restrictions. The FSC certification and the general recyclability of the paper rounds off the advantages of Mitsubishi HiTec Paper media for industrial inkjet applications. ■

For further information please visit www.mitsubishi-paper.com, or see Mitsubishi HiTec Paper at Ipex 2010 (Stand 11D-226).