

# Brilliant papers for industrial inkjet printing

A diamond only gains its incomparable brilliance after it receives the perfect cut and polish. The light striking the gem is reflected back at the beholder, refracting the full spectrum of its inner brilliance. This blaze of colour is the hallmark of the diamond's fascinating allure.

Exerting that level of visually captivating appeal is the aim of all personalized advertising messages. Typical examples being transaction or transpromotional documents. An indispensable feature of this process is the sheer brilliance of the colours used, faithful reproduction of those colours and a broad spectrum of colours. This in turn creates a demand for the correct choice of paper. Clearly a case for Mitsubishi HiTec Paper.



*Colour absorption in the paper cross section*

## Nothing by halves

Industrial inkjet-printed media must be indistinguishable in terms of brilliance and faithful portrayal of colour from other media the customer may employ, e.g. image brochures or billboard posters. Contract partners insist on utterly faithful colour reproduction with their logos, brand names and images. Special colours such as gold and silver, or skin tones, must be depicted realistically. Anyone seeking to skimp on the medium will inevitably obtain an unsatisfactory print outcome. This massively constrains the vast spectrum of creative potential applications for transactional or transpromotional printing, direct mail as well as print-on-demand for newspapers, brochures and books – and this in turn restricts the customer's return on investment (ROI).

## Quality speaks volumes

Demanding digital print shops insist on the high quality of coated inkjet media from Mitsubishi HiTec Paper. All jetscript papers are coated with a superlative colour receiving layer and guarantee a wide spectrum

of colours, magnificently brilliant colours as well as faithful detail and pinpoint precision – even on subject matter with subtly graduated tones and shades. Optimum bonding of coloured inks in the surface coating layer delivers fast drying action and higher printing speeds. The versatile jetscript portfolio from Mitsubishi HiTec Paper (matte, silk matte and high gloss papers ranging from 66 to 230 grams, one-sided as well as double-sided printable versions) is eminently suited to hybrid printing and provides scope for universal combination and application options. All quality grades are FSC-certified and all are fully compatible with standard recycling operations. There are compelling reasons why these products are recommended by leading manufacturers of digital printing machines, such as Agfa Dotrix®, Impika IPrint®, Kodak Versamark®, Océ Jetstream®, Ricoh/IBM Infoprint® and Screen Truepress®.

## Great service

Mitsubishi HiTec Paper is not satisfied merely with producing top-quality paper, but also offers all customers a high standard of bespoke service.

- The sample service – sample rolls available at short notice across the quality range
- The delivery service – worldwide, the optimum form of dispatch
- The equipment service – made-to-measure product or roll widths adapted to suit customer's production facilities, with guide holes down the margin or perforation

## Versatile

As a full-range provider of inkjet papers, Mitsubishi HiTec Paper delivers high-quality products for every application. With production facilities in Germany and Japan as well as a global sales network, Mitsubishi HiTec Paper is a strong partner when it comes to individual product solutions.

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