

Responding to the market

Rapid developments in communication technology, the Internet and globalisation are having a direct impact on the importance of printed products. Faster delivery times, smaller print runs and the personalisation of printed matter with variable data are all challenges currently being faced by printers.

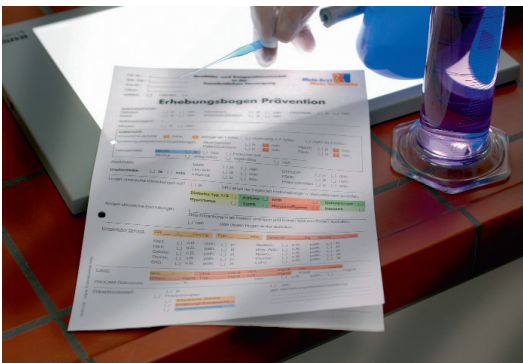
The paper specialists at Mitsubishi HiTec Paper Europe have responded to market demands and have developed new innovative products for its carbonless paper and inkjet paper ranges. This includes new and advanced products for commercial inkjet printing, as well as Giroform Digital, the new range of carbonless paper specifically designed for digital printing.

Suited to digital

Giroform Digital Carbonless is perfectly suited for the production of high quality personalised multi-part forms. With a 90 g/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 it 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.

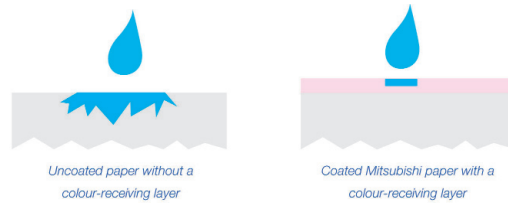


In addition, A4 and SRA3 pre-collated two, three and four part sets are also available, both in forward and reverse sequences. Extensively tested and fully guaranteed, Giroform Digital is the number one carbonless choice for use in digital, laser and offset presses too.

Trial packs in A4 are available for testing.

Commercial inkjet printing

In modern marketing communication, more and more applications with variable, personalised data are printed by inkjet – such



Colour absorption in the paper cross section.

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. The use of coated paper will give the print sharpness and a more vivid colour. If the application requires colour and a high optical density, then the use of a coated paper will give far better results than an uncoated or treated paper.



Coated paper from Mitsubishi HiTec Paper.

Uncoated paper.

Therefore Mitsubishi HiTec Paper Europe has developed new coated products over recent years and offers within its Jetscript inkjet media a wide range of specific solutions for commercial inkjet printing.

Substances are available 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 Europe's media for commercial inkjet applications. ■

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