True Press Printer

SEBIS
DIRECT document management

6247 West 74th Street
Bedford Park, IL 60638
phone: 312-243-9300
fax: 708-546-3166
email: info@sebis.com

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Most of the paper documents such as bills are generally imaged using high-quality / high-speed centralized Laser/LED print engines. Sebis has printers from virtually all of the leading manufacturers including Xerox, OCE, Kodak and Konica.

Generally (but not always) documents are produced using one or more of these machines on one or more pre-printed shell forms. These forms contain company branding, logos and other in-color document elements such as VISA® icons, etc.

In transactional document production (bills, ID cards, statements, etc.), color has been traditionally added to documents by the use of pre-printed static forms. Sebis started providing full-color digital imaging in about 8 years ago. Sebis utilizes full color printers from Xerox, OCE and Konica. Over this period and up to just recently, digital full color was just too expensive for general use in high volume transactional applications. Yes, these costs have been dropping over the period, still have been too high for typical applications. Printers you may have heard of such as the Xerox IGEN$^{(TM)}$ and the Kodak Nexpress$^{(TM)}$ would still cost too much to be practical and competitive.

Sebis has been carefully following full-color technology, offerings and manufacturers for years waiting for the best combination of technology and costs. High-speed continuous inkjet presses have long looked like the best solution architecture.

Some early continuous inkjet printers looked good. However, early adopting machines did not work out very well. Another obstruction to adoption to continuous full-color imaging in the transactional space is that these documents frequently require perforations. Document types such as checks, receipts, forms tearouts and payment stubs need certain pages perforated. The ability to dynamically perforate only certain pages in a document has become generally available and affordable somewhat recently.

After a long period of analysis, Sebis selected the Screen Truepress Jet 520 in a dual engine duplex roll to sheet configuration with dynamic perforation.

Screen USA is a wholly owned subsidiary of Kyoto, Japan based Dainippon Screen Manufacturing Co., Ltd. Screen is an 60 year old company know very well in the offset printing space. Screen provides computer-to-plate and large format printers, industrial printers and recently fully digital four-color sheetfed presses.

A major factor in this decision was to select devices that have a history of successful installations. The Screen 520 and its variations have over 380 installations worldwide. Some are branded as IBM / Infoprint or Ricoh. There is no other full-color inkjet press with this installed base. Screen's headquarters in the USA is also very close to Sebis (in Chicago).

The Truepress Jet520 prints on treated papers, standard papers and uncoated stocks up to 20.5 inches wide. The roll-fed paper transport system allows for rapid turnarounds on high-volume projects. The maximum imaging resolution is 720 dpi X 720 dpi with 4 levels of dot size. Throughput is over 100,000, 8 ½ x 11" impressions per hour; Well over 2 million impressions per day.

Sebis Direct's Truepress is configured as a dual engine duplex model, enabling the press to print on both sides of the web roll in one pass. This provides excellent registration which can be an issue with traditional

offset forms. Sebis combined the Truepress Jet520 with the best Lasermax paper handling line for high performance paper tension, rotary cutting, dynamic perforating and precision stacking. Perfectly stacked documents with edge-to-edge color exit the system and are ready for assembly.

The Chicago True Press

How is this different from traditional imaging?

The single most significant difference is simple but the implications of this simple change are numerous and incredible. After conversion, many if not all applications, will not require preprinted forms. Documents will be printed including all colors and graphics that were part of the pre-printed forms on a blank paper roll and in a single pass.

Color graphics are now digital and can be dynamic.
For most statements and documents, all of the color images, callouts, logos, etc. had to be static and part of the pre-printed form. When designing these applications, most providers adopted the Henry Ford school of options. To blatantly paraphrase; You can have all of the dynamic content you want as long as it's black (or for some applications a single highlight color). All color elements can now be dynamic. They can change from document to document and even from page to page. Since it's all digital, these color elements can be entirely dynamic.

Transaction content can use color.
Studies have shown over and over that the use of color improves comprehension. We use color to emphasize calls to action, past due statuses, changes from the last statement, etc. Small changes using digital color can now become part of the document.

Can't run out of forms.
There are no forms to run out of. The forms are transformed into digital elements printed on the document along with the document contents.

Ad-hoc inserts don't require printing, delivery, etc.
The digital press can produce additional or ad-hoc inserts such as a newsletter or flyer or occasional extra forms. There is no need to estimate usage and get the inserts printed and delivered. No need to pay extra insert charges either. These additional or occasional items will be printed right in line with the document. Bonus: Can't run short of them or waste the extras you needed to order because you can't be certain how much spoilage will occur or even exactly how many you needed.

Changes to forms can be done instantly.
No need to go to press, schedule delivery, wait, etc. A change to a document element previously part of a pre-printed form can be changed instantly.

Forms cannot become obsolete.
Changing a form version usually wastes the remaining forms inventory. Especially in a compliant environment where excess forms are a requirement for application continuity. Since all forms and pre-printed graphics are now totally digital, changes can be made to the elements with no waste whatsoever. The more dynamic forms changes have been, the more savings will result.

Forms backers used for invoices are a good example. Changing some policy or terms or even a customer

service phone number, hours of operation, etc. have resulted in the replacement of forms and the waste of on-hand inventory. This cost is gone.

Forms management will be easier.
Some of your management oversight and workflow will be reduced. You no longer need to track and monitor some of your inventory levels and order triggers. Getting recent quotes for replacement forms, thinking about order quantities? A good portion of your forms management is history!

Can't use the wrong form
Sebis quality control practices are world class. They include on-line checks and controls throughout the production process. But perhaps there is that little voice in your head hoping you never learn that the wrong pre-printed form was included in some document production run. All document elements are now part of the document and not part of any pre-printed form, the potential for this error is eliminated.

No freight charges.
Freight charges can add from 3% to 10% to the cost of any form order. Even if the printing cost is exactly displaced, the freight charges you have been paying will provide cost savings.

What will this do to costs?
Total charges to print transactional documents will include the paper and full imaging provided by Sebis. Paper is charged based on the current prevailing commodity cost of paper. **Total costs may decrease!** Sebis waited until the total cost of print using this technology was very similar to the total costs (including pre-printed forms, paper, etc.) to existing costs.

Will the print quality be as good?
No two entirely different print technologies print the same exact image with precisely the same properties. Even among offset presses, variations in colors, inks, paper and presses result in different print properties. This will be no different. The Truepress will produce digital output that is a bit different than offset printing and the imprinting by a xerographic photoreceptor printer. In some cases, colors will need to be corrected. The Truepress is a CMYK device. When converting from offset, some re-work may be required. Some solids will look a bit different. Large solid black areas may look a bit less dark.

The resolution of a digital press, even one with 4 droplet sizes and up to 720x720 resolution will not precisely match the properties of an offset printed image.

The fact is though, that even if this is perceived as a disadvantage. The advantages vastly overwhelm the disadvantages.

Does this improve sustainability of the application?
All paper documents support sustainability. Paper is a recyclable and renewable resource. Because print-on-demand of any paper item reduces waste, less paper is used. The adoption of the Truepress does not significantly alter the sustainability of the process.

Will this change postage rates?
This is really a paper weight question. Sebis will use paper that matches the thickness and weight very close to the current paper in use. Postage should not change in this process.

Does the Truepress print checks?
At this time, the Truepress will not produce checks. Sebis will continue to use its certified Xerox and Kodak print engines to produce checks. Pre-printed check forms can be provided by the Truepress or current forms can be used. Check with your Technical Account Manager for any changes to check production.

Does the Truepress print ID cards?
ID cards forms and traditional 20-30 mil plastic ID cards and TESLIN based cards will continue to be printed on our existing fleet of color and ID card printers. ID card carrier forms will continue to be printed the same way they currently are.   This announcement does not affect ID card production.

Does the Truepress print books?
The Truepress significantly adds capability to Sebis book production. Book blocks can now be black and/or full color. Covers will continue to be produced the same way. The Bedford Park location has added a 4 clamp Quadramax II perfect binder bringing book perfect binding capacity up to 1200 per hour. The Cleveland location has acquired the Standard Horizon BQ260 bringing its perfect binding capacity to 250 books per hour.

Some forms are perforated. How will this be handled?
The Truepress includes dynamic perforation. This was another requirement we waited for. The Truepress line can produce simple and complex perforations. Perforations can be horizontal or vertical or both. Only the pages that require the perforation will get one. This remarkable capability eliminates the added expense of adding the perforation to the pre-printed forms.

As you can see, this single device adds extraordinary new capabilities and simplifies the production of transactional documents. These two things rarely occur at the same time.