

# Newspaper CTP

Contributed by Webmaster

Newspaper CTP systems have a reputation for being very complex and expensive, which has needlessly slowed their introduction. In the ECRM NEWSmatic and NEWSmatic HS violet platesetters we have the perfect answer.

Lower Cost CTP - ECRM provides a robust and more affordable violet laser CTP solution that not only helps budgets, but also means Newspapers can now install two or more CTP systems for little more than the price of one competitors product.

This all ensures high productivity and full redundancy for little additional cost. And due to their unique, patented design, ECRM units require less space, are easier to install and require much less maintenance too. Lower cost CTP equipment means the payback period is better too, sometimes under 12 months compared with 18-36 for other CTP systems!

With the recent release of the NEWSmatic HS model, capable of up to 125 plates per hour (@ 1016 dpi) ECRM provides speed, value and performance that competitors can't match.

Let's Keep it Simple - Our ECRM NEWSmatic 250 automated, daylight operated CTP solution (shown above) is fast and intelligent, designed for busy, high volume sites. Well proven too, based on the popular Mako4matic series already used in hundreds of commercial sites worldwide.

But manual CTP options often make sense too. For many sites, it's wise to consider the cost-benefits of low cost manual plate loading models, like our NEWS CTP (right). A generous 927 x 645mm format, it's able to accomodate both Uniman and Goss formats. Fast too, as NEWS can image over 80 broadsheet pages per hour from one operator.

These compact units take up little more room than the average plate exposure frame, which they directly replace. (N.B. In reality CTP eliminates the film imagesetter, and replaces the old plate exposure frame). It's a very simple, natural upgrade for platemaking staff, with minimal training required! And unlike automated systems, NEWS CTP needs virtually no maintenance! A 6-monthly technician service call is normally quite adequate. This dispells the popular notion that CTP

is always high maintenance. (See also user feedback below)

To further simplify operation, NEWS CTP is installed with an online plate processor as standard, being the only area requiring weekly maintenance. The result of all this? Instant reductions in consumables and support costs, a overnight boost in quality, plus platemaking staff are 2-3 times more productive!

There's safety in numbers - Even for busy sites, the added peace-of-mind of having 2 or 3 NEWS CTP imaging units available, for roughly the same cost as 1 big automated system is immense. Ironically, feedback from fully automated sites in Europe reveals an interesting problem. Staff boredom - leading to errors. So, why not keep them busy loading plates? We're told multiple [redundant] CTP units instead of one lone system reduces your plants insurance risk and costs too!

A trouble-free installation and support package - ECRM CTP is always up and running perfectly in just 2-3 days, not weeks or months. ECRM systems come with a 2-year (3/5-year optional) manufacturers warranty too. Its super-quick installation and superior reliability is due to the patented optical system and simplified flatbed design, boasting 50-80% fewer moving parts than the bulky 'old technology' drum systems. Industry reviews and user reports always refer to one important point. How quick, smooth and trouble-free the migration to ECRM CTP is compared with other vendor solutions.

ECRM ahead in quality - Our first Newspaper CTP installation at Horton Media in 2004 instantly boosted their quality. Our NEWSmatic CTP help them quickly snap up gold and commended medals at the pride in print awards (whilst running in 'standard' screening mode). But now they're using FM screening full time, they've raised the quality bar still further, to guarantee their place on the podium in future years. This highly successful move to FM screening by Hortons finally silences those thermal CTP pundits who have long stated FM wasn't even possible with violet! Not only is it possible, the migration itself only took a couple days, not months commonly reported with most other (drum-based) vendors.

This again proves the risk-free nature and overall superiority of ECRM technology, building on their excellent reputation in the Newspaper environment. While other suppliers are still trying to make good on their lavish promises, ECRM customers are quietly exceeding production and quality expectations, with little fuss.

A range of Newsprint-specific Workflows too - We've an extensive range of non-proprietary integration options into existing systems. All ECRM CTP systems come with CT Server interface to accept multiple ripped formats, including industry-standard TIFF available off modern imagesetter RIPs. This protects existing investments, as well as providing more negotiating power and site development options simply unavailable with proprietary 'single-vendor' packages.

For new sites, we have our Compose System NEWSflow, incorporating enhanced single or dual Harlequin RIPs, driving one or multiple ECRM CTP devices, (local or remotely located), plus we've smart industry-standard PDF workflow options to auto-create, upload, test and repair files, with automated email and/or text messaging notification to staff and/or customers of any problems. We've intelligent auto page-pairing systems too (shown), plus remote networking and control features using industry-standard toolsets, multi-proofing options and much more... Ask us for details on what's possible.

mako\_newsmatic\_brochure

Recent feedback from the popular Printplanet CTP forum on the ECRM Newsmatic

Subject: Re: Platesetters for newsprint From: Clif Hadfield <chadfield@oregonlitho.com> Date: Tue, 27 Mar 2007 10:57:56 -0700 X-Message-Number: 5

"I've implemented a Violet photopolymer plate system from ECRM, the Mako Newsmatic. ECRM now offers a high speed unit which I will be looking at for my second machine. We use the Agfa N91V plate and the Pressmen love it, very reliable and the quality difference was instantly noticed.

The Newsmatic has been a great machine. Very solid and stable, the install went great. It's been a set-it and forget-it environment, regardless of what "the other guys" will say regarding Violet imaging. The footprint is about half that of other solutions. The chemistry is very clean, we get nearly 3000 plates (23.9x35), through the processor before cleaning. Look at your chemistry and get information from other users regarding it's user and environmental friendliness.

We've been using this system for 6 months and no downtime. We've had a couple of moments but phone support has been great. I've needed one service call. The machine wasn't actually down, just some adjustments needed. Check out the cost of service contracts, there are large differences, ECRM is about the most reasonable. We send 1-bits through Apogee Series 3, no problems there.

I spoke to many ECRM users before my install and ALL were very satisfied, get a list of users and talk to them, it's what finally sold me."

Clif @ Oregon Lithoprint

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