

Continuing to expand installation base in the commercial, packaging and newspaper printing segments, Kodak has further strengthened their position with recent installations of thermal CtP solutions in Punjab and Chandigarh. Career Computers, Daffodil Printers, Daily Ajit and Pixel Graphics are some of the names who have opted Kodak prepress solutions. Here's brief.



Founded in the year 1979 by Sardar Gyan Singh and further being run by the second generation including Inderpal Singh and Iqbal Singh, Career Computers, a Jalandhar-based design services bureau, felt the need to invest in Kodak's prepress solution given their belief to deliver on their end customer requirements such as quality, accuracy, flexibility and faster make-ready during the production process. Kodak's prepress solutions opted by them include Trendsetter 800 IV platesetter with Prinergy Evo workflow, Preps imposition software, T-860 plate processor and thermal plates. "After a thorough analysis of the various options available in the market, we realised the Kodak was best suited to our requirement and the only solution to output different and complex jobs with ease. The recent investment in the Kodak prepress solution has further boosted our confidence and reinforced our faith in Kodak, so that we would also highly recommend to other fellow printers wanting to invest in CtP technology," commented Iqbal Singh of Career Computers.

Patiala-based Daffodil Printers, a renowned printing house established by Sardar Kuljit Singh and Kanwaljeet Singh, boasts of state-of-the-art printing equipment options to cater to commercial and packaging jobs covering customers spread across Punjab region. "We decided to invest in a prepress solution and preferred the Kodak Trendsetter 800 II and T-860 plate processor with online processing supported by Kodak's Unified workflow solutions, Prinergy Evo workflow and Preps imposition software, and have already started enjoying the benefits of faster registration and production for short run jobs printing along with accurate and hi-quality printed output. The quality aspect has been further enhanced due to the use of Kodak thermal plates, and in turn we have been very well supported by Kodak's technical team and channel," said Sardar Kuljit Singh, director of the company.

'Daily Ajit' or 'Rozana Ajit' - a Punjabi language newspaper published from Jalandhar, started by Sadhu Singh Hamdard and presently edited as well as owned by Barjinder Singh Hamdard - installed the Kodak Trendsetter News platesetter. Gurjot Kaur, senior executive, Daily Ajit and daughter of Barjinder Singh Hamdard believes that it is important to maintain the family tradition of leading the technological changes necessary to support the growing circulation of Daily Ajit. "We preferred the Kodak Trendsetter News platesetter ensuring flexibility, speed, enhanced quality and trouble free functioning. This is further supported by Kodak thermal plates offering excellent dot reproduction, long run lengths and ease in handling as well as managing the plates," said Gurjot, adding, "With an expansion plan in printing offset machines, we have also decided to invest in another Kodak platesetter apart from the existing Trendsetter News."

Established in the year 2006, Chandigarh-based Pixel Graphics has now emerged as a renowned prepress services bureau catering to printers in Chandigarh, Patiala, Rajpura,

Ambala and the surrounding print clusters in Punjab. Recently, they invested in Kodak CtP technology and prepress solutions. “Our vision and aim is to take the latest available technological solutions offering to our customers, and this led to our decision to opt Kodak products. We received excellent installation and service support from by the Kodak team and channel partners, and now expecting business growth by using Kodak’s thermal plates that are preferred by many customers. As per our experience, the entire range of Kodak CtP prepress solutions, comprising the Trendsetter 400 III platesetter, T-860 plate processor, Prinergy Evo workflow and the Preps imposition software, is in total synergy,” said Inderjit Singh and Manoj Kansal, directors of the company.



“Kodak has undertaken several initiatives with respect to increasing its market penetration through customer relationship management as well as marketing efforts along with understanding the needs of customers, and catering to their requirements by providing customised solutions which are backed by round-the-clock service, that in turn is supported by application and hardware engineers. Customers are confident to choose Kodak as a valued technology partner for up-gradation in their existing set-up. This helps to simplify the process resulting in saving on time and resource costs, and thereby enabling customers to offer affordable and competitive rates. Kodak offers unique technical benefits, such as the flexibility option offered to the customer to upgrade CtP equipment as per the growing requirements, or the ability to print from speeds varying from 15 pph to 60 pph onsite. Kodak’s technical advantage and superiority in thermal platesetters, incorporating the revolutionary and patented Kodak SQUAREspot imaging technology, and integrated with Kodak’s Unified workflow solutions, make it an excellent preference and choice for prepress segment customers,” elaborated Subir Paul, regional sales manager - north and east, Graphic Communications Group, Kodak India Private Limited.



“A majority of the customers in Punjab and Chandigarh are using Kodak thermal digital plates, due to the unique advantages that these plates offer such as dot stability on press, excellent colour control, consistent reproduction, sharp detailing for extremely long stable runs and FM screening capability. These benefits add to the durability of the Kodak thermal digital plates, and make them ideal for hi-end commercial, publication and packaging printing,” stated Natesh Puri, manager, prepress solutions - northern region, Graphic Communications Group, Kodak India Private Limited.