



Company name : **Central Colour Ltd.**

The V3000LX-6 is the core of an optimum production system for high-grade printing on a wide range of stock

Central Colour is a general printing company located in the university city of Nottingham in central England. Over the years the company has built a loyal customer base by providing timely, high-quality printing services, including catalogues and leaflets for automakers and for high-end consumer goods such as fashion brands, jewellery, and accessories. In September 2015, Central Colour purchased a V3000LX-6 1,050 mm format 6-color press with coating unit as their new main press.



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From right
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Delivering on-time printing with perfect quality

Targeting the high-end printing market, Central Colour handles a wide range of work including catalogues, leaflets, promotional materials, folders, cards, and books for Great Britain's top automakers and high-end fashion and jewellery brands. Introduction of the latest offset printing technologies has enabled them to consistently meet their clients' high-level needs. Located close to their major clients, Central Colour has used this geographic advantage to provide fast printing services, operating their print shop 24 hours a day to meet delivery and cost demands. Their offset printing services

calibration curve, enabling them to offer higher density printing for jobs requiring the most faithful reproduction, such as automotive catalogs. Central Colour offers total support for everything from planning to design, printing, and binding, providing clients with a wide range of original products. The DIAMOND V3000LX-6 1,050mm format 6-color press with coating unit has played a key role in producing these products.

The V3000LX-6 handles even short-run heavy stock package printing

To replace their DIAMOND V3000LS-6, Central Colour selected the V3000LX-6 1,050 mm format 6-color press with coating unit. The V3000LX-6 features a 6-color unit and an extended delivery unit with a built-in tower coater and infrared dryer. To handle the increasing demand for short-run heavy stock package printing, the company selected the LX model, which can print on heavy stock up to 1.0 mm thick. The LX model also features a skeleton transfer cylinder equipped with an air chamber for contact-free delivery of the printed sheets to minimize scratching. In addition to commercial printing on heavy stock, Central Colour also uses the V3000LX-6 for a wide range of other work such as paper folders, cards, and

book covers, and is fully satisfied with the printing quality. The V3000LX-6 also boasts the latest automated systems, including an automatic plate changer that shortens job changeover and the MCCS-e color control system for automatic control of ink density. The varnish coating unit chosen by Central Colour primarily uses aqueous varnish. In addition to protecting the printed surface and increasing glossiness, it also ensures faster drying to shorten the lead time before the next process. Compared to their previous press, Central Colour says the V3000LX-6 has:

1. Shortened makeready time by **40%**
2. Reduced waste sheets by **25%**
3. Shortened production time by **30%**
4. Increased overall productivity by **40%**

Increasing client trust through high-quality printing

The V3000LX-6 significantly increased Central Colour's productivity as well as client trust. Building upon that trust, the company plans to actively expand their appeal to customers in new fields via their website and other sales activities. They are also looking to develop more high-value-added products that differentiate them from the competition. The company says that the V3000LX-6 is playing a key role in helping them stay true to their company slogan, "Creative & Innovative".



include creative spot color printing and metallic color printing using 5-color and 6-color units, as well as high-value-added printing work using a varnish coater unit. Central Colour has also been active in introducing and proposing to their clients a variety of varnish printing techniques, including matte effects, gloss effects, soft-touch varnish coating, and embossed printing. To ensure the perfect quality that Central Colour specializes in, the company was quick to introduce ultrafine screening technology. They have continued to refine that technology and have established their own



V3000LX-6 1,050 mm format press