



Company name:
Imprimerie Reflet Inc.

Productivity Rises 3-Fold with Instant-cure Printing Creating New Demand by Printing on Special Substrates

Located in Montreal, Quebec in Canada, Imprimerie Reflet Inc. has enjoyed exceptional growth, with sales growing at an annual rate of 20%. To differentiate themselves from rival printing companies by cost competitiveness and short lead times, in November 2013 they purchased a 925 A1-size press with an LED-UV printing system.

Address: 1585A de Coulomb, Boucherville, Quebec, J4B 8J7 Owners: Pierre Methot/Real Daviau
www.imprimeriereflet.ca



Owner Pierre Mett

Providing consistent high-quality service in a changing market

Imprimerie Reflet handles a wide range of printing work, from general color printing of leaflets, postcards, and direct mail ads to small-lot package printing. Founded in 1995 under the joint management of partners Pierre Methot and Real Daviau, the company started out as a printshop with a staff of 20 employees. Even as the printing market has dramatically changed by moving toward small-lot printing of high-mix work with short lead times, Imprimerie Reflet has continued to expand its customer base by providing consistent high-quality service. Their main clients include businesses, advertising agencies, and even other printing companies, not just in the Canadian province of Quebec but throughout all of North America. They have adeptly predicted new trends in the printing industry and have quickly introduced new technologies and equipment to respond to those trends. In 2013 the company moved to its current location, approximately double the size of its previous location, and constructed a new plant with an integrated production system extending from prepress to postpress.

925 with LED-UV boosts competitiveness

For their new plant, Imprimerie Reflet looked into updating their printing presses to handle more business. The first candidate they considered was another company's B1-size multicolor press. But when KBR Graphics Canada,

RYOBI MHI Graphic Technology's Canadian distributor, suggested the 925 A1-size offset press with an LED-UV printing system, Imprimerie Reflet decided to take a closer look. Here is what owner Pierre Methot had to say: "We visited a number of printing companies in the United States that were using the 920 series to ask them about their experience. In every case, they considered the 920 series' printing quality and performance comparable to a B1-size press. Then in the summer of 2013 we went to an open house event in Atlanta for the 925 with LED-UV. We brought some of the paper types and printing data we commonly use and had them run some test prints. Not surprisingly, we were very satisfied with the results. This confirmed the basic performance of the press and its multipurpose versatility. In addition, the 920 series can handle 8-up printing of A4-size, reducing printing plate and paper costs, which was very attractive. So based on our overall assessment, we decided to purchase the 925 with LED-UV."

Productivity increased 3-fold with the LED-UV press

The 925 with LED-UV is playing an important role in Imprimerie Reflet's growth strategy. According to owner Pierre Methot, "The 925 with LED-UV has almost tripled our productivity. It uses no powder, so even jobs involving work-and-turn printing or postpress laminating go smoothly. We have no problems with scratching or smudging even when printing on coated paper, matte coated paper, or 100% recycled paper, so there are no

worries about quality. With our previous oil-based ink press, if we wanted to ensure high quality there was inevitably a certain amount of paper loss. But that problem is completely eliminated by the instant-curing LED-UV press."

Mr. Methot also praised the 925's operational performance: "We usually print 8 to 10 small-lot jobs of 5,000 sheets or less each day. At first we planned to assign two operators to run the 925, but automation systems like the automatic plate changer and automatic cleaning device make job changeover incredibly efficient, so a single operator can easily run the press."



Printing on different substrate types and thicknesses with a single press

Expanding into High-value-added Printing Work with the LED-UV Press

In addition to standard paper, Imprimerie Reflet also uses the 925 with LED-UV to print on non-absorbent substrates such as synthetic paper and film. According to owner Pierre Methot, "We are capitalizing on the unique features of UV printing to offer customers high-value-added printing on special substrates. Customer response has been very good, and in the future we expect this to be a new area of growth for our company."