



Company name: SunM Color Co., Ltd.

## Integrating innovation and tradition to explore new dimensions in art printing through LED-UV instant curing

SunM Color Co., Ltd. is one of Japan's leading printing companies in the field of art printing. They have earned the trust and confidence of customers by applying their specialized technology and expertise to everything from planning and photography to editing, printing, and bookbinding for photo collections, pictorial records, painting and calligraphy reproductions, and other art related work. To meet their demanding requirements for faithful color reproduction, in February 2015 they purchased a V3000LX-5 press with an LED-UV curing unit.



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Chairman and the founder of SunM Color, Katsumi Matsui

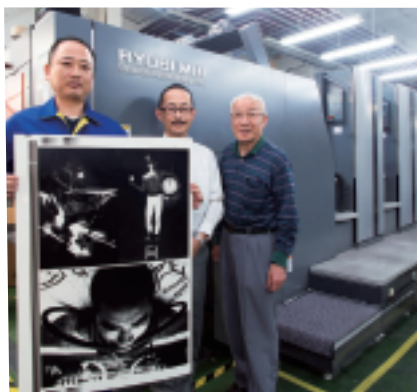
### A reputation for superior color reproduction

From its location in Kyoto, the heart of Japanese tradition and culture, SunM Color has become one of Japan's leading printing companies for high-grade art printing, including art books and photo collections. They are able to satisfy the demanding requirements of artists throughout Japan and the world with an unsurpassed level of printing quality. SunM Color has long worked to eliminate the use of spray powder. SunM Color's chairman Katsumi Matsui talked about their desire to reduce the use of spray powder as the reason they became interested in LED-UV instant curing printing: "To attain the necessary reproduction quality for artwork, we print at a much higher ink density than for standard printing. The thick ink buildup gives the printed work a glossy finish, achieving exceptional solid colors for photo collections and other work. But this technique is easily subject to set-off, so we have been forced to use a lot of spray powder. Although spray powder may be necessary to achieve the desired finish, it is not good for the environment. Moreover, to remove excess powder we have to use a printing unit for a non-printing run, reducing operating efficiency."

### Selecting a special specification LED-UV press for high value-added printing

Company chairman Matsui explained the rationale behind SunM Color's purchase of an LED-UV press: "The LED-UV press is also capable of high-density printing, one of our main sales points. And because

there is no dry-down, the results when printing on actual stock are virtually identical to the color proofs, and there are other advantages not possible with an oil-based press. I feel that the future of the printing industry is LED-UV. When looking for an LED-UV press to purchase, we focused on the 1020 mm format V3000 series, which has a proven track record for LED-UV printing and satisfied our need for exceptional color reproduction."



In February 2015, SunM Color purchased a V3000LX-5 with an LED-UV curing unit. They chose a special specification model with an interdeck UV curing unit that can be moved among printing units. This enables the press to also perform 3D lenticular printing and printing on special materials such as transparent plastic file folders.



### Significant advantages for art printing

SunM Color president & CEO Matsui said that their clients have been very pleased with the quality of the printing on the LED-UV press: "The many artists among our clients were at first a bit doubtful about using UV printing since it is a new technology, but their attitude immediately changed when they saw the printing quality for themselves. The rich colors and superior depth create a very strong impact, easily convincing the artists of the advantages of LED-UV. We also handle printing of the photo collections of some very famous photographers. Monochrome motifs are generally very difficult, but on the LED-UV press the reproduction quality is excellent, and the photographers are extremely pleased."

President & CEO :  
Kazuyasu Matsui

### Discarding the conventional to take new steps forward

Regarding their success in trying new things with the LED-UV press, company chairman Matsui said: "With the recent advances in color management, just about any printing company is able to achieve a fairly good level of quality. But we believe that 'fairly good' is not good enough. Our aim is to provide unique printing services. By combining the new LED-UV technology with our many years of offset printing expertise, we can create a whole new type of art printing. This LED-UV press has given us a new tool that lets us better meet the demanding requirements of our artist clients."