

Success Story from KODAK

Komatsu acquires the world's first inline UV printing press with Kodak Prosper S5 Imprinting Systems for large-volume variable printing

Change in business model from printer to marketing company

Komatsu is located in Nagano prefecture some distance from Tokyo and is focused on standard printing for local businesses (supermarkets, etc.). In the face of strong competition in this sector, they changed their business model to focus on products with higher added value, such as personalized marketing material (e.g. direct mail), and variable print to support the promotion of the print buyers. One of the big turning points was when they invested in a 6-color sheet-fed press in 2002. They started printing folded (glued) postcard prints for Direct Mail applications and now offer a one stop shop of services incorporating everything from planning to post processing and fulfillment.



President & CEO, Toshihiko Komatsu



5th imaging unit has 2 units of S5 and 6th imaging unit has 1 unit of S5

Increasing demand for variable Direct Mail printing leads to the decision to make the Kodak Prosper S5 investment

Komatsu customers have come to recognize the effectiveness of Direct Mail and one-to-one marketing. As a result, variable Direct Mail printing became one of Komatsu's major products. Variable content has expanded from addresses alone to include barcodes, numbering, personal messages and so on.

Mr. Komatsu recognized that there were Direct Mail opportunities with lot sizes of 1M to 100M pieces. To focus on large lots with variable content, he realized a high speed variable printer was required. He wondered if there was any way of mounting a **Kodak Prosper S5** print

head to an inline printer to allow one-pass inline printing.

The **Kodak Prosper S5** was capable of printing the 8,000 to 10,000 4-up sheets/day required for this market.

World's first inline UV press with 3 Prosper S5 Imprinting Systems

Based on the Komatsu requirements, Ryobi took on the development. It took less than one year to install the hybrid system in December 2010. The first 4 units are process color units. The 5th and 6th units include the 3 **Prosper S5** units. The 7th unit is an NIR dryer unit, followed by the 8th unit, which is spot color. Lastly, the 9th unit is a UV varnishing unit. The system is over 10 m long.

With 3 **Prosper S5** printheads it is possible to achieve a high throughput



World's first inline UV press with 3 **Kodak Prosper S5 Imprinting Systems**



Digital printers for variable printing



Printing, post-processing, inserting, packaging, shipping for a one stop shop of service

with the first two heads covering an A4 sheet and the third used to print the address (of course 3 x 106 mm columns is also possible).

Komatsu is also promoting A4 glued and folded sheets for Direct Mail. Since this type of printing cannot be achieved by any other digital printer, the introduction of the **Prosper S5** is an important part of the management strategy.

Kodak Prosper S5 Imprinting System, supports future business expansion

Komatsu has been able to use the **Kodak Prosper S5 Imprinting Systems** to print a much higher throughput than before while achieving extremely high quality. Currently, the company has many large lot and small lot jobs.

Therefore, he sees an opportunity in mid-volume variable printing as the **Prosper S5** is equally capable of printing mid-volume lots.

It is clear from what he says that Mr. Komatsu has a clear vision for the future.



Digital printers for variable printing



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