

The NexPress 2100 and Commercial Printing Applications

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Abstract

The NexPress 2100 is made for new, higher-value digital services: on-demand and web-fulfillment printing, short runs, quick turnarounds, completely customized brochures, and production of full-color collated pages that are ready to be finished instantaneously. New application opportunities for the NexPress 2100 are made possible with Kodak NexPress fifth imaging unit solutions: Kodak NexPress intelligent color, coating, and glossing.

Intelligent coating provides enhanced image protection, ideal for a wide range of image-rich applications, from book covers and direct mail to greeting cards and postcards. The intelligent coating solution lets users add a flood or spot coating of Kodak NexPress clear dry ink as an additional protective layer. It is also designed to increase efficiency by reducing damage to images that can be caused by finishing and bulk-mailing equipment. This solution can also produce an authenticating watermark on coupons, communicate copyrights on proofs of portrait images, and be used as a graphic element.

Intelligent color provides a richer color gamut, and is an easy and convenient way for print businesses to significantly improve the reproduction of spot colors. Users can choose Kodak NexPress

red, green or blue dry ink to achieve a richer color gamut than standard offset process printing can provide, building on the wide range of colors already possible on the Kodak NexPress 2100.

Intelligent glossing provides high gloss for image-rich applications. The Kodak NexPress intelligent glossing solution enables additional printing opportunities, including book covers, digital-photo prints, coffee-table books, greeting cards and brochures. It features Kodak NexPress clear dry ink and the new Kodak NexGlosser glossing unit, which delivers enhanced image quality and a laminate-like gloss.

Author Biography

Penelope Pankow is Director of Business Planning and Strategy at NexPress Inc, a Kodak Company. She has held a number of Marketing and Business Management positions at NexPress and Kodak, including Worldwide Marketing Director, Photographer Systems; Product Marketing Manager Color Copiers and Printers; General Manager, Electrophotographic Materials Marketing.

Throughout her career, Ms. Pankow has specialized in identification of market and customer needs and their translation to customer focused products, service, and support.