

# RCS installs UK's first Scodix1200

DigitalEmbossing\* will give RCS Resellers an 'unfair advantage,' says managing director *Michael Todd*.



**Michael Todd.**

This month's *Digital Printer* front cover has a distinctive custom designed raised effect, applied as a post-press process using a Scodix1200 DigitalEmbossing press\*. This is a B2 format inkjet that

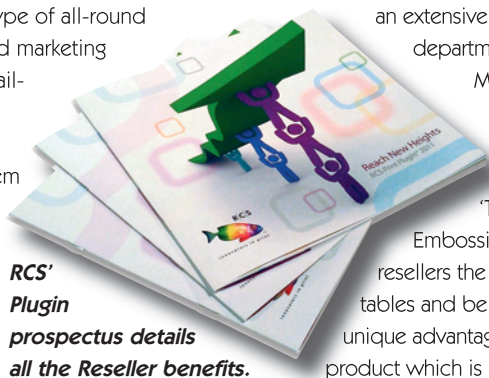
applies UV-cured ScodInk clear coating up to 70 microns thick, with a choice of textures and effects. For full details of the cover production, see page 12. Inside the back cover is the story of image2output, the UK distributor.

Here we take a look at RCS in Retford, Nottinghamshire, which has just become the first UK printer to install a Scodix1200.

'Anyone who thinks life is fair has not experienced the UK print market in recent years,' says RCS managing director Michael Todd, citing imported print from lower wage countries, phoenix print companies that offer unsustainable prices and the relentless march of the Internet. Despite such gloom, some printers do choose to invest in the latest technology in order to differentiate and open new doors. RCS has chosen this optimistic course, most recently with its order for the Scodix1200, which was delivered in November.

The company is a 120-strong commercial printer whose turnover is generated through a network of resellers. A unique aspect of the RCS Reseller PrintPlugin Programme is that it offers resellers the type of all-round service and sales and marketing support normally available to franchisees. but in this case does not require them to sign binding contracts or re-brand their businesses.

The RCS portfolio of work is



**RCS' Plugin prospectus details all the Reseller benefits.**

remarkably extensive, ranging from free standing display units, point of sale, boxes, posters and banners through to letterheads, business cards, envelopes and postcards as well as all types of marketing material including leaflets, folders and datacards. All are detailed in catalogues personalised for each reseller, along with explanations and artwork tips.

The RCS Plugin package includes a web to print online ordering system for Resellers which allows their clients to see prices and select finishing options plus other extras such as turnaround options, proofing and sample requests. Users can download templates in PDF and EPS formats, making it easy to place orders and avoid costly layout mistakes. Users can change current orders and upload additional artwork if needed.

To handle such a diverse range of work, the plant list is equally well-equipped. RCS' 4000 m<sup>2</sup> facility houses a mix of digital and offset production systems. These include three digital presses from Canon, Konica Minolta and Xeikon, plus numerous Roland and HP inkjet poster printers. The offset presses can run stochastic screening and include a large format five-colour KBA, two five-colour B1 KBAs, a five-colour B1 manroland and three Heidelberg SRA3 presses. There's also an extensively equipped finishing department.

Mr Todd says he is always on the lookout for the next value-adding innovation.

'The Scodix DigitalEmbossing press offers our resellers the chance to turn the tables and be the supplier with the unique advantage of an exclusive product which is in high demand,' he

says. 'Suddenly it's not about who can supply it cheapest; it's about who can supply it at all. We feel digital embossing will open doors for partners in our Reseller network. It will give them access to clients they never dreamed of working with before.'

He also sees the Scodix investment as an opportunity to cross-sell: 'The best thing of all is that while Digital Embossing is the product which will attract our Resellers clients' initial interest, once they have delivered their first embossed job on time and to a superlative quality, the door is open to turn clients on to the rest of their portfolio. Every print provider, however poor, who knocks on the door of a



**The RCS production site in Retford.**

potential client will claim that they print to an exceptional quality and offer excellent service. To get the crucial first order it's all about demonstrating a clear distinction between you and the rest.'

DigitalEmbossing will be launched in the RCS 2011 catalogue from January onwards, offered as an enhancement to the company's current portfolio of business cards, leaflets, folders, boxes, booklets and more.

Since no plates are required it will also be able to enhance small runs of digitally printed material. The Scodix1200 can put a different raised image on every sheet, so it will allow RCS to offer variable data embossing.

Mr Todd also praises the environmental benefits of the Scodix process: 'Unlike UV lamination, digital embossing uses very small amounts of power and produces no waste or VOCs (Volatile Organic Compounds). It complements and enhances the green credentials of RCS and our resellers.' ■

**Contact: [www.rcs.plc.uk](http://www.rcs.plc.uk)**

\* 'Scodix1200' and 'DigitalEmbossing' are Trade Marks registered by Scodix.

# image2output offers tactile value with Scodix

The UK distributor for the Scodix1200 DigitalEmbossing press is image2output, a specialist with long experience in digital imaging and 3D products.

Scodix first exhibited its DigitalEmbossing press at Ipex in Birmingham, in May, where the machine itself and its attractive print samples drew a lot of interest. In September the company announced that the UK distributor was to be image2output, based in Hatfield, Hertfordshire. The first UK sale has been to RCS – see the **inside front cover** for more details. The story of how our front cover was produced using the Scodix press is on **page 12**.

Established seven years ago by Mike Warnes (formerly of MCIImaging) and Mark Middlebrook (formerly of Silicon Imaging), image2output distributes, sells and services a carefully selected portfolio of digital imaging and CGI/3D products, colour management solutions, high quality moni-



Mike Warnes.



Tony Newton.

tors, plus pre-press, inkjet and pressroom consumables. Their partner suppliers include well-established names such as EFI, Dalim, Xinet and Kodak.

The company also handles a range of high end digital photography products, largely based around the Sinar range of studio cameras, lenses and digital backs, plus the Bunkspeed and Keyshot range of CGI and 3D rendering software.

Image2output has its own fully equipped inkjet media 'converting' facility at its premises

in Hatfield. This lets it produce competitively priced finished rolls of inkjet paper in customised sizes and lengths. One of its exclusive substrates is Fogra certified and back-printed. It has also recently started an inkjet cartridge re-manufacturing programme for Epson Stylus Pro printers, using specially formulated inks for the ISO-coated and Fogra 39 standards.

Image2output Services is its dedicated service arm (<http://i2o-services.com>) offering ad-hoc and emergency call-out work as well as warranty work and contracted maintenance on a wide range of prepress equipment including CTF,



Scodix1200.

CTP, scanners and Epson inkjet printers, as well as a carefully selected range of used prepress kit.

Mike Warnes, managing director at image2output says: 'We pride ourselves on the quality, innovation and competitive pricing of all the products we sell as well as the personalised service and expert advice we provide to end users.' The company's clients include St Ives, Polestar Group, Linney Group and Butler, Tanner & Dennis, among others.

The team at image2output uses a consultative sales approach and work closely with customers to provide the right solutions to their needs and problems. With a growing list of clients showing interest in digital solutions, the company looked at the Scodix



image2output's site near Hatfield.

DigitalEmbossing press at Ipex. 'We were impressed with the technology, the quality and the visual impact of the final output,' says Tony Newton, director at image2output.

Mr Newton was brought on board earlier this year to grow the company's digital solutions portfolio. He was formerly a partner at NCS for 22 years, then a consultant

for Turning Point in the North of England as well as personally consulting end users for the past two years before joining the digital supplier.

'At image2output we concentrate heavily on answering our end users needs, helping them reduce costs and differ-

entiate,' he explains. 'I believe solutions like the Scodix DigitalEmbossing press are the perfect way for our customers to add real impact and value to their work and buck the recession. The printers we talk to know full well that in order to stay in business nowadays and be profitable, they need to get away from competing just on price, and this can only be done by investing in innovative products such as the Scodix.'

**Contact: [www.image2output.com](http://www.image2output.com), telephone 01707 282 710.**

**Tony Newton can be contacted directly on 07776 296 784.**

