



## **PRESS INFORMATION**

**11<sup>th</sup> March 2010**

### **KIP teams up with Caldera for first UK showing at Sign and Digital UK Stand B12**

**KIP, the specialist supplier of wide-format digital reprographic systems, with its UK subsidiary based in Daventry, Northamptonshire, has partnered with Caldera Graphics to present one of the worlds most productive and flexible POS printing solutions**

The KIP Color 80 which took a Bertl Best Printer Award in 2009 and Caldera Grand RIP+ V8, SGIA Best Product of the year 2009, provide a formidable partnership for those printers wanting fast turnaround of low to medium run posters.

With zero set up time and a continuous output speed of over 200 square metres per hour regardless of image coverage, the Color 80 makes short work of multi image production runs. The Caldera V8 RIP ensures that ripping time is commensurate with the high speed of the Color 80 and also provides the features printers look for in a modern RIP. The Adobe PDF print engine allows PDF files to be rendered natively without conversion to Postscript, helping to ensure that complex designs, layers and transparency are faithfully reproduced.

The Color 80 addresses many of the negatives associated with colour poster production, removing all set up time associated with litho and dramatically increasing production times when compared to existing inkjet systems, providing greater flexibility for print professionals which in turn gives a better service for their clients. Print productivity is huge and totally predictable regardless of coverage, allowing a greater throughput and the ability to budget more accurately.

Being toner based, it is already UV stable, heat and water resistant and can be readily mounted for indoor and outdoor applications and laminated with complete confidence.

According to KIP's Marketing Director Grainger Hill, "This partnership adds even more value to the KIP offering bringing a universally acknowledged RIP together with the world's fastest wide format toner based colour production printer.

For any print professional, the ability to produce the equivalent of 28,000 square metres, of full colour output per month, continuously and with no set up time, is a very strong business proposition. You can't predict the type of work customers will bring you, but as the KIP Color 80's productivity is unaffected by coverage, content or colour that's no longer an issue".

**ENDS**

**Contacts:**

Press: Karen O'Mahoney, Market Energy 07545 32 11 07

KIP Ltd: Dick Casey, Marketing Manager: 01327 304612 email:dickcasey@kipuk.com

Caldera Graphics, Sebastien Hanssens VP Marketing & Communication

+ 33 (0)3.88.21.00.00 email: sh@caldera.eu

**Editors' notes:**

KIP is the UK subsidiary of the KIP European Operation, a subsidiary of Katsuragawa Corporation Japan, one of the reprographic industry's most renowned innovators in digital scanning and printing systems.

The UK company was formed in 1988 to specialise in the area of wide-format image capture, storage and retrieval solutions. The KIP product range now covers everything from low volume budget priced digital copiers through to fully integrated and networked digital scan-to-file and print systems, in both mono and full colour. The latest product addition is the world's fastest wide format, toner based colour printer, the KIP COLOR 80.

KIP is the only major supplier of digital reprographics systems in the UK dedicated entirely to the wide format market. This gives them a unique focus on wide format technology.

Caldera Graphics is an award winning RIP software company with eighteen years experience in imaging technologies, specializing in driving solutions for large format peripherals. Caldera's suite of production oriented Print and Print-to-Cut workflow solutions offers colour management, imaging and driving solutions for large and grand format peripherals.