



DELIVERING CtP LIKE NO OTHER!

P R E S S   R E L E A S E

Printware Contact:

Tim Murphy

President

Tele: 651-456-1404

Email: [tim.murphy@printwarellc.com](mailto:tim.murphy@printwarellc.com)

## Printware Introduces New Family of Polyester CtP Solutions at [PRINT 09](#)

---

*PlateStream Elite™ Establishes New Standard for Price and Performance at Less Than \$35K*

**ST. PAUL, MINNESOTA – August 27, 2009** – [Printware](#), the longest-standing independent manufacturer of high quality, high performance CtP solutions, announced today it will debut the PlateStream *Elite*™ family of low cost polyester [CtP](#) systems at PRINT 09, in the Printware booth 6943.

[PlateStream Elite](#)™ polyester CtP systems surpass customer expectations for cost effectiveness, flexibility and versatility. Offering a portrait or landscape format digital platesetter with fully integrated features, the PlateStream *Elite* system allows printers to better compete by containing costs in their operations.

Platestream *Elite* CtP system meets daily production demands with:

- Affordable, quick payback, complete systems for under \$35k investment
- Flexible portrait or landscape formats (10" to 18.1" width range)
- Accurate press-ready punched plates with a standard integrated or offline punch
- 60-120 press-ready plates per hour to meet peak production requirements
- +/- 0.001" registration accuracy across four consecutive plates for the most demanding process color work
- Minimal waste with Printware's exclusive long rolls of SilverStream *Color+*™ plate material
- Workflow and job management options to meet the demands of even the busiest prepress departments

"Customers have commented that CtP still remains their best economic investment, especially in these challenging economic conditions," commented Tim Murphy, President of Printware. "The PlateStream *Elite* supports our customers' needs with a low cost, quick payback solution designed to improve profitability and meet the ever changing press room requirements. The fact that the

system is built on a proven platform with a small footprint and can be configured to the customer's press needs, including the newest landscape color presses, makes this an easy upgrade or a great replacement for an older unsupported polyester CtP device."

### **New Family of PlateSetters – Same Industry Leading Performance**

The PlateStream *Elite* family of polyester CtP systems is based on a common design derived from Printware's twenty-five years of manufacturing expertise. The PlateStream *Elite* family provides best-in-class capabilities required by today's production demands including:

- Portrait 13.3" systems beginning at \$25k
- Landscape (2-up) 18.1" systems beginning at \$35k
- Integrated punch option for Bacher C-2000 and Pinbar formats
- MicroPlate option eliminating all waste on small plates
- High speed output option to boost throughput by up to 4X

The capabilities of the PlateStream *Elite* family make it the most automated, high performance polyester CtP unit in the industry.

### **Industry Leading Workflow Solutions**

Printware CtP solutions are powered by the industry leading [Xitron](#) Navigator software, with optional workflow solutions. These powerful workflow solutions feature a wide selection of standard and optional productive tools that eliminate errors and increase productivity while meeting the varied needs of today's prepress department. Based on the Harlequin core technology, Navigator workflow solutions are recognized worldwide as a leading workflow for commercial and in-plant printers.

Printware CtP solutions also offer optional integrated trapping, color management for inkjet proofing and easy-to-use imposition fitting various critical printing job needs.

### **Lowest Total Cost of Ownership**

Printware's PlateStream *Elite* takes advantage of Printware's complete service and open architecture supply plans providing customers the lowest total cost of ownership of any comparable solution on the market.

### **24/7 Support**

Printware's 24/7 Support offers a no risk service program to allow customers to maintain high uptime. Utilizing Remote Platesetter Diagnostics<sup>SM</sup>, 100% complete system coverage, 24/7 telephone support, Advanced Technical Training<sup>SM</sup> and optional on-site technical support, customers have the options and flexibility they need to stay in production.

### **Secure Supply**

The Printware Secure Supply Guarantee<sup>SM</sup> eliminates the need for customers to worry about running out of supplies. Printware guarantees the required plate size will be in stock whenever a customer needs supplies. SilverStream<sup>TM</sup> polyester materials are available in common roll sizes, including extra long rolls guaranteed for CtP customers that want to minimize risk and variable

supply costs. These longer daylight load cassettes improve productivity with fewer roll changes and less waste per change. In the Printware tradition, all its systems support an open architecture which enables customers to use supplies from Printware or various plate manufacturers.

Printware products are available directly from Printware or their authorized dealers. For more information about Printware visit [www.printwarellc.com](http://www.printwarellc.com), call 800-456-1400, Extension 404 or 651-456-1404 or email us at [info@printwarellc.com](mailto:info@printwarellc.com).

**About Printware**

Printware engineers, manufactures and markets the world's most highly used polyester computer-to-plate platesetters that produce cut-to-size, punched and press-ready printing plates primarily for commercial printers and small format print manufacturers. Printware also offers its customers complete workflow solutions, equipment service, technical support and a full line of platesetters and plate materials sold under its PlateStream®, and SilverStream® brands. Printware, LLC is a member of the Vanguard Graphics International group of companies. For more information about Printware, visit [www.printwarellc.com](http://www.printwarellc.com).

**Note to Editors:**

If you need photos to accompany this release contact Bill Owens at [bill.owens@printwarellc.com](mailto:bill.owens@printwarellc.com).

To update contact information or request removal from our editorial mailing list, send an email to [bill.owens@printwarellc.com](mailto:bill.owens@printwarellc.com).

Copyrights are the property of their respective owners.