

Printware

Paterson Printing Chooses PlateStream



Paterson's prepress manager Howard Fairbrass (right) and colleague Paul Prebble with their PlateStream 46.

As a printer receiving between 80% and 90% of its work via ISDN, modem or disk, it is hardly surprising that Paterson Printing of Tunbridge Wells, England has been quick to embrace the time-saving benefits of computer to plate technology. The company has just gone on-line with the PlateStream 46 from the US manufacturer-Printware. Prepress manager Howard Fairbrass reports that it has proved highly effective in helping to achieve his aim of getting from file to press within an hour.

Established in 1988, Paterson printing was formed as a result of a management buyout of the in-plant department of a merchant bank. Much of its work still comes from big London financial clients, although there is now a healthy balance between financial and commercial customers. With a staff of 60, Paterson uses a range of Heidelberg presses, including a GTO four-color perfecter, and works a three-shift system to produce high-quality work with turnaround times measured in hours rather than days.

Print runs are usually in the 1,000 to 10,000 bracket, well within the range of the Printware SilverStream silver plates produced on the new PlateStream. Plate width may be up to 46cm, accommodating four-up film and A3 plus plates for the GTO and other presses. Although it will provide resolutions up to 2400 dpi, to date the PlateStream 46 has been used at Paterson Printing mainly to produce 1200 dpi plates for the production of company reports and similar documents printed in two colors.

“For work of this type,” Howard Fairbrass says, “the PlateStream has improved both speed and quality. It is a well designed and built machine, and there is no steep learning curve—five operators have mastered it within a very short space of time.”