

MEDIA RELEASE

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New Machine is More Environmentally Responsible.

According to David Peck, Managing Director of Sprinta Print, paying close to \$2m for a new environmentally responsible printing press makes good business sense, while caring for the environment.

"The new press is a monster. It is capable of printing 60,000 sheets per hour in full colour," David said.

"With this type of capacity, and utilising our existing environmentally responsible practices such as CTP, we are able to turn work around in a shorter lead time. This means savings in energy, which translates to less greenhouse gas emissions; less inks, which means a reduction in harmful chemical usage and a reduction in set-up costs and consumables, which saves a mountain of paper," David added.

"Technology is improving all the time, so we are already looking for the next revolutionary piece of technology to make our printing procedures even more environmentally responsible.

"Older printing presses were designed before we even realised that being environmentally responsible is vital to the community and the planet. Its disappointing that most printing companies still continue to use traditional printing methods when there are so many alternatives available.

The new press, which was flown in from Germany, was commissioned today at Sprinta Print's headquarters in Launceston, Tasmania. Three additional staff has been employed to run the press and handle the additional workflow.

"We intend to bid for work across Australia from now on. In many states, government departments insist on using environmentally responsible alternatives if they are available. With the speed and efficiency of the new machine, and being one of only three recognised environmentally responsible printers in the country, we see a huge benefit in marketing our services and clean, green credentials interstate." David said.

For further details, photo opportunities and interviews, please contact David Peck on (03) 6334 3577.

