

# THE WRIGHT STUFF

OMAHA PRINTER LANDS FIRST U.S. INSTALL OF FUJIFILM'S NEW J PRESS 750S

**IN TODAY'S COMPETITIVE LANDSCAPE,** one of the secrets to sustainability is being able to deliver what your clients expect, when they want it. This is the kind of promise that Mark Wright and his team at Wright Printing stand behind with every job. And for a company that has posted double-digit growth over the past two years, the devil is in the details, which includes a heavy dose of top-notch customer service and an equipment portfolio designed to match expectations with commitment.

Wright credits his company's impressive growth streak to inkjet, especially its lineup of Fujifilm J Press digital presses. Included on that list is the new J Press 750S. The Omaha, Nebraska, printer became the first in North America to install the new generation digital inkjet press, which joins two existing J Press 720S presses.

"Inkjet is the way now, and into the future," Wright says. "If you're going to be making an investment, I cannot understand why you'd be investing in offset."



Known as "Jet Press" outside of North America, the third generation J Press 750S takes the core technologies of the J Press 720S and raises the bar with a keen focus on improved productivity and greatly enhancing the ROI; the J Press 750S is the world's fastest production inkjet press.

"The J Press 750S has been a real victory," Wright says.

Leading the way, the J Press 750S combines all of the best qualities of offset, such as durability and reliability, while incorporating the newest leading technolo-

**Left:** Mark Wright, owner, and Mardra Sikora, CEO, credit Wright Printing's impressive growth streak to inkjet, especially its lineup of three Fujifilm J Press digital presses.

**Above:** High quality J Press output from Wright Printing.

wRight Printing

gies and benefits of digital inkjet technology to achieve a quality level that outperforms offset.

"When clients look at the output, they say, 'Oh that's offset,' and I proudly tell them, 'No, it's not,'" says Wright. "We proof on the

J Presses, and we are literally giving the client the final product up front."

The J Press 750S offers an unsurpassed level of inkjet productivity, with FUJIFILM Dimatix Samba™ printheads, running 3,600 B2 sheets per hour, for both static and variable jobs. Along with increased speed and a new maximum sheet size of 23 inches x 29.5 inches (585mm x 750mm) this doubles the sellable output of letter-size documents over the previous version, while reducing the overall footprint by 15 percent and reducing energy consumption by

23 percent.

"The speed and size increases on the J Press 750S are fantastic," says Andy Cowles, digital production manager, Wright Printing. "We already know how great the J Press 720S presses are, and the

J Press 750S expands options for us. Increased run lengths result in outputting higher volumes of work, with uptime near 97 percent. It's amazing."

## COLOR CONSISTENCY

Throughout his 50 years of industry experience, Wright knows color consistency for today's brand owners is critical. As the Wright team has found, with the J Press, color variation is not an issue.

"With our J Press lineup, we operate three shifts, five days a week, all-process color, on 128 different stocks," Wright says. "The colors do not vary, color consistency with the J Press is second to none. It's the truth."

That is an important distinction to make when your customers know how important color is to the job at hand. "When clients tell us, 'This is a critical color and we need a better solution,' with the J Press we can guarantee the output will look the same, start to finish, job to job," says Mardra Sikora, CEO of Wright Printing. "It's a tremendous selling point."

Cowles says he can run the same job on all three presses and match them today, tomorrow and in the future. "The first sheet out is the last sheet out, because we take that sheet and we set it right on top of the load, and we send it with the

job, because it's perfect."

## COATING NOT A REQUIREMENT

For 40 years Wright says he had to talk his clients into coating. Today, he has to talk them out of the process.

"In the past with offset it was always necessary to coat the sheet because we were going to bend, fold, spindle, etc., and the reason we would add a coat is because with offset, the ink would scuff," Wright says. "The high quality output on the J Press doesn't require coating, so it's much more efficient."

In the end, the J Press lineup is a great addition to the Wright team. Says Sikora, "The J Press provides a cost-effective and high-quality solution for our clients' projects. We are experiencing new business and repeat business as a direct result of our three J Press digital inkjet presses."