

**Press announcement**  
27<sup>th</sup> September 2016

## **PSW Paper & Print installs the first Anapurna LED printer.**

This Redditch based digital printer, PSW Paper & Print, is the first to invest in a 2.5m wide-format hybrid Anapurna H2500i LED system. The machine is a 6-colour plus white ink high-speed hybrid UV LED-curable inkjet capable of imaging up to 115m<sup>2</sup>/h and is fitted with air-cooled UV LED lights, which save energy, costs and time.



**Caption** (l-r) Philip and Mathew Skinner

“Our aim was to replace our existing 2m wide hybrid inkjet machine with a 2.5m wide printer with LED so we could print on materials such as heavy gauge acetate. We had looked at a number of printers from several manufacturers but the LED option was too expensive whilst others did not meet our requirements. We were then planning to visit Drupa when Litho Supplies introduced us to its parent company, Agfa Graphics. Prior to the launch of the Anapurna H2500i LED we were asked to sign a non-disclosure document and invited to Agfa’s showroom in Belgium to see the machine for ourselves. We were so impressed that we placed our order and cancelled the intended trip to Drupa,” explained Philip Skinner, director at PSW.

The air-cooled UV LED lights, which can be switched on and off instantaneously, enable the Anapurna to print on thin, heat-sensitive material.

“The Anapurna was installed on a Monday in mid-July, by the Tuesday afternoon we had produced a commercial job and by the Wednesday it was in full production. The ability to print acetate covers has already increased our business,” enthused Mathew Skinner, managing director of PSW.

This latest investment complements a recently purchased Indigo 7800 digital printer as well as an extensive range of other production and finishing equipment which enables PSW Paper & Print to cope with almost any print requirement. Their digital print division accounts for approximately a third of the group’s £2.2m turnover, is manned by nine staff and supported by a specialist team of display installers. Other aspects of the business include three retail outlets based in Studley, Worcester and Alcester offering artist, design and office materials as well as a dealership selling copiers and inkjet printers.

PSW Paper & Print produces an extensive variety of print from stationery to brochures together with display material for exhibitions, shopping centres and office interiors. Clients vary from small businesses to some of the largest and most prestigious companies in the country including the likes of Jaguar, EON, Volkswagen and NFU Mutual.

“As well as the benefits of LED, the 6-colour plus white UV inks produce top quality images on a wide selection of materials. The service and support we have received from Agfa has also been excellent,” concluded Mathew Skinner.