

Press announcement
September 2017

Whittington Moor is the first UK printer to install the latest version of an Avalon N4-30 XT high productivity platesetter.

The Chesterfield based commercial printer which Paul Gamble, Managing Director, has been transforming since joining the company in 2013, is the first to install the latest Avalon N4-30 XT high-output thermal platesetter. The investment also includes the latest version of Agfa's Apogee workflow.



Caption: (l-r) Ashley Smith, Paul Gamble, Paul Vaughan of Whittington Moor and Dave Cross, area manager at Agfa Graphics.

Gamble had experience of Agfa's prepress technology when he was a business advisor to numerous printing companies. After spending a number of years helping printers to re-organise their businesses, he decided to 'have a go' himself.

Whittington Moor already had a violet platesetter but with the business growing and a new press on order there were concerns as to whether it could keep up with plate production. So the decision was made to invest in the new fast Agfa Avalon N4-30 XT. "Now the Avalon is situated in its own purpose-built room adjacent to the pressroom and comfortably meets the plate requirements for our three presses," explained Gamble.

Whittington Moor not only produces commercial print, NCR and continuous stationery it also provides a complete direct mailing service for various industry sectors including the auto industry, healthcare, travel and charities.

Apogee plays a major part in driving plate production but the company now has the complete suite of solutions which enhances quality of output as well as increases efficiency.

“With Apogee InkSave we have started to see ink savings of up to 15% without any deterioration in the quality of the image. In fact in many cases the print actually looks sharper. In the past we had jobs with set-off problems but now when the sheets come off the press they are virtually dry,” enthused Ashley Smith, Studio Supervisor at Whittington Moor.

The company has recently won a large contract associated to a major international entertainment organisation, the stipulation being that the printer appointed must have an accredited colour management solution.

“A positive advantage to many clients is Apogee WebApproval which saves time as well as money. We are still expanding our use of Apogee and also intend to look at integrating it with our Tharsten MIS solution,” stated Paul Vaughan, IT manager at Whittington Moor.

Since Gamble took a controlling stake in the company he has transformed the studio systems, re-organized the pressroom, invested in a new Heidelberg B2 5-colour press as well as upgrading the prepress facilities, and in under four years turnover has increased by 35%.

“There is no substitute for everyone at Whittington Moor working extremely hard but, over the years being involved with various printers as well as here, I know I can trust Agfa to provide outstanding solutions with excellent service and support,” concluded Gamble.

About Apogee

With Apogee, Agfa Graphics offers you a comprehensive and integrated workflow solution. It is designed by professionals for professionals and committed to offering the highest degree of reliability.

Apogee Preflight provides an overview of your PDF files. Apogee Impose calculates the ideal imposition. Apogee InkSave reduces costs and expensive press time. Apogee Colour Quality Manager provides the means to adjust, manipulate and perfect colour output at every stage as well as ensuring consistent colour quality.

With Apogee, you control every phase of the production process from a single user interface. Even jobs that consist of multiple parts are simply processed in one flow. The latest version brings new tools, improves performance and incorporates a unique cloud-based solution.

Avalon N4

The Avalon N4 thermal CtP system offers the automation and imaging capabilities of larger devices in a compact format. It handles plates up to 830x660mm with a maximum throughput level up to 33 plates per hour.

It brings today’s commercial and packaging printers the high-quality digital plates they need to stay competitive. The highly productive Avalon N4-30 XT, the Avalon N4-30 S and the entry-level Avalon N4-30 E assure exceptional imaging and rock-solid reliability. You can upgrade any time from the E model to the S.

Each model comes with an optional inline punching system and standard Ethernet connection providing direct interfacing with Apogee workflow.

