

The Loupe

MITSUBISHI IMAGING SPECIAL EDITION

NOVEMBER 2012



SWORD iJET 4.3 Gloss is manufactured at MPM's Hachinohe Mill production facility, which received extensive damage and flooding during the 2011 Tsunami. [READ MORE >](#)



SWORD iJET's glossy surface dries quickly and provides excellent color and ink absorption.



Kunio Suzuki, President and Chief Executive Officer of Mitsubishi Paper Mills, accepts 5 Diamond Rating for SWORD iJET 4.3 Gloss from Don Burns, Business Development Director for Media at Kodak.

SWORD iJET 4.3 Gloss introduced at Graph Expo '12

Mitsubishi Imaging has announced the official launch of SWORD iJET 4.3 Gloss, a premium grade, high quality gloss coated production inkjet media manufactured by Mitsubishi Paper Mills (MPM), a world leader in specialty paper manufacturing.



Mitsubishi Imaging's highly successful exhibit at Graph Expo showcased TDP, SWORD iJET Gloss and other new products. [See update at right.](#)

"We listened to our customers who told us they need a glossy stock to make their inkjet web presses more profitable. Mitsubishi R&D delivered on that need and we now have SWORD iJET, a premium coated inkjet media that supports the highest possible print quality from their inkjet presses," says Catherine Cartolano, Vice President, Sales & Technical Services, Mitsubishi Imaging (MPM), Inc.

SWORD iJET production inkjet media's glossy surface dries quickly and provides excellent color and ink absorption. With SWORD iJET Mitsubishi has answered the market demand for a truly high quality, glossy stock able to run at the high speeds of today's inkjet presses.

SWORD iJET Gloss Awarded a 5 Diamond Rating by Kodak

Kodak awarded SWORD iJET Gloss a 5 Diamond rating on the Paper Rating Program for KODAK PROSPER Presses, the highest rating within the Paper Rating Program. Kodak's 5 Diamond rating is awarded to a media that equates to "offset quality" within the rating structure. Mitsubishi Paper Mills (MPM) collaborated closely with Kodak in the U.S. and Japan to develop a product which meets such a high rating distinction. [READ MORE >](#)



Mitsubishi Imaging Participates in NAPL Owners Conference

This year at the NAPL Owners Conference, V.P. of Marketing, Operations and IT, Jillian Acord, and V.P. of Sales and Technical Services, Catherine Cartolano, met with business owners in the print industry. Many discussions at this year's NAPL conference focused on the business environment and challenges print owners are experiencing. To continue to grow, many print company owners say they have focused on value added services and have adopted a hybrid print strategy, utilizing both digital and offset print technology to best serve their customer base.

"Computer-to-plate and digital presses are not an either/or scenario," notes Suzanne Bostick, senior product manager for the Thermal DigiPlate™. "Savvy printers are benefiting from the flexibility to choose the most cost-effective technology to do the job." Bostick adds, "Many printers talk about the challenge of how to price and estimate the cost of the different technologies. When substrate, quality and job length could be executed well from either technology, how quickly a printer can get a plate to press is a big factor is establishing the tipping point at which our customers prefer CTP over digital printing." [READ MORE >](#)



November Specials on TDP and other CTP products

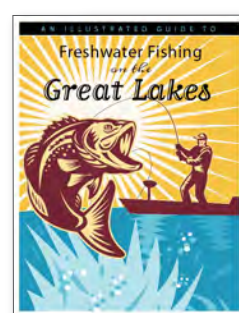
Mitsubishi Imaging is running special promotions through November for the Thermal DigiPlater and other computer-to-plate products, including the DPX 2 platesetter and the low-chem SDP-Eco1630IIIR platesetter.

For information on the November specials or on any of Mitsubishi Imaging products, please call us at 1-800-765-9384 x 13207 or visit our website at www.mitsubishiimaging.com

GE'12 UPDATE



Thermal DigiPlate™ processless and chem-free CTP media was used to print an illustrated fishing guide on a BaumPrint 18 press live at the show.



[Click here](#) to request a free sample.

Chem-free Violet DigiPlate™ and the VDP-CF3070 DigiPlater are now being sold in Europe and will be available for sale in the US market in Q2 2013.

Thermal Graphic Arts film for narrow flexo web and more is now available along with our TDP-459 thermal film imager unit. This is a processless and chem-free way to produce high density graphic arts film.

DP Series media for HP Indigo Digital Offset Presses offers pearl papers with enhanced luster metallic finish, similar to silver halide metallic photo papers. Available in cut sheets and several different finishes for high quality printing.

Silver Nano ink and our special **self-scinterring inkjet media** are now available for printing electronic circuits. Contact us to discuss your application and needs.

For information on any of our products, [email](#) or call us at 1-800-765-9384 x13207 and ask for Anne.

NOVEMBER SPECIALS

Thermal DigiPlater CTP



DPX 2 Platesetter



SDP-Eco1630IIIR platesetter



Mitsubishi Imaging has a long history of success serving the imaging needs of the photographic, inkjet and graphic arts industries in North and South America. We provide commercial and in-plant printers with state-of-the-art imaging products, technical expertise and the latest offset and digital solutions from ecological CTP and workflow solutions, to premium inkjet media, to commercial specialty inkjet media.

www.mitsubishiimaging.com

Graphic Arts Products

- Computer-to-plate
- Proofing
- Digital Printing
- Workflow

Digital Imaging Products

- Commercial Inkjet

- Diamond Jet

- Diamond Proof

- DP Series for HP Indigo

- Grace Inkjet Photo Media

- Pictorico

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