

Precision Printing Orders 100th Scodix Digital Enhancement Press

Creative UK firm joins digital enhancement revolution embracing physically engaging print

SCODIX, ISRAEL – March 05, 2014 – [Scodix](#), the leading provider of digital enhancement solutions for the graphic arts industry, is today celebrating the landmark sale of its 100th Scodix digital enhancement press to Precision Printing, UK.

“This is a key moment in Scodix’s history,” states Mr. Kobi Bar, Scodix CEO and Co-Founder. Since the system was first launched in 2010 we have been educating printers on its capabilities and we are delighted that our unique technology has helped so many operations differentiate themselves and add value to ensure they become more competitive.”

“While widely recognised as a pioneering and creative operation, Precision Printing is also an excellent example of a high volume print service provider that forensically investigates the full potential of new technology before making any investment. We are very keen to help an already highly successful business work towards an even brighter future.”

Precision Printing chose the Scodix S75, supplied by Scodix’s UK representative Conversion, to enhance production from its three Heidelberg presses – a 10-colour XL 75, a six colour CD 74 and a four colour SM 74 – and four HP Indigo 7,500s along with the HP 10,000 which it was a beta testing site for in 2013. Precision Printing’s Managing Director and Dscoop’s Chairman elect Gary Peeling is delighted to be the 100th operation to embrace what is fast becoming a mainstream solution: “The technologies we adopt are around digital printing and unique finishing processes all enhance connection which is why we became interested in the Scodix machine. The combination of the B2 digital capability and Scodix technology is fascinating. We are keen to develop additional ways of adding Scodix SENSE™ to dimensional direct mail and lightweight packaging.”

Driving decisions

Print that physically engages the senses helps drive positive responses says Mr Peeling. “We wanted to be able to produce a printed product that works harder for and captivates our clients and makes their customers talk about them.”

He adds: “The machine has the ability to build texture in any number of levels on a single sheet. It can add gloss or matt highlights and that enables an infinite amount of detail to be added to a printed sheet. That opens up lots of opportunities.

“One of the things I love about this product is it can’t exist in a digital or virtual space. It is all about the physical and that is what printing is about. Its ability to replicate metallic, foils and embossed enhancing purely digitally without the need for a block or die will address a pent up demand to use metallic finishes in the short run arena.”

Scodix will help Precision Printing provide customers with a wider range of options to successfully communicate their messages and gain that all important return on investment. Peeling concludes: “It is about looking for technologies which are going to captivate our customers. We are seeing an appetite for things that look more intricate on a more regular basis. From a strategic point view we try to position ourselves as a

trusted advisor, as experts in using printed media. In order to do that we need to have these types of proactive conversations and with Scodix we can."

Mark Nixon, Managing Director of Conversion, adds: "It was a huge confirmation for print enhancement when Gary placed the order for the Scodix S Press. Precision has led the digital print revolution and now will also be part of the enhancement revolution that is Scodix. Precision simply 'get' the value it brings their end users."

Dror Danai, Executive Vice President, Global Sales and Business Development for Scodix Ltd added: "We are honored to add Precision to the growing list of Scodix users. This is more proof of the growing acceptance of Scodix's technology and the business benefits it can deliver."

About Precision Printing

The 45 year old company is one of the industry's most creative operations adopting leading edge technologies to build a comprehensive set of services. It took its first steps into digital nine years ago, at which time it was a £5.5m turnover litho business employing 85 staff. Today the £14m turnover business employs 130 full time staff.

About Scodix

Scodix Ltd. is the leading provider of digital print enhancements for the graphic arts industry. Through our Scodix S Series, Scodix Ultra™ and Scodix Rainbow™ Station, we offer the breakthrough Scodix SENSE™ experience in America, Europe, Middle-East, Asia and Africa. The company's aim is to lead print enhancement into the digital age and to be known for its passion and commitment to providing what our customers need the most – true brand differentiation for today's highly competitive printing environment. For more information please visit www.scodix.com.

About Conversion

Conversion is a privately owned distributor of unique technologies that deliver new market opportunities for printers. The company focuses on representing carefully selected technology companies, thereby giving manufacturers and users the attention to detail that's required to build niche applications. It does this by having a strong understanding of how technology can transform businesses by shortening turnaround times, reducing costs and enhancing the final print product.