

Global Leader Scodix Making a Difference in Own Back Yard

Scodix Technology Makes 'SENSE' for Eichut Digital Printing

ISRAEL – April 10, 2014 – Implementing a capability that can inject increased value to every product a Print Service Provider (PSP) offers, is a tall order; but that's exactly what the Scodix Digital Enhancement Press is doing for [Eichut Digital Printing Ltd.](#), according to their CEO, Asi Ben-Tov. Situated in Nes Ziona, Israel, near Tel Aviv, the 35-year-old firm installed its first Scodix in 2010 and became the world's first **Scodix Ultra™** print-enhancement digital press user in the early summer of 2013. Named for a Hebrew word that translates to quality, Eichut is using **Scodix SENSE™** technology to add value and quality to everything from business cards, collateral and brochures to folders, book covers and flexible packaging.

"There really are too many applications to count," Ben-Tov adds. Eichut serves a devoted, yet demanding clientele which include Israeli high-tech businesses, advertising and marketing agencies, and consumer product and service providers. *"Scodix Ultra is a very fast, production oriented machine"* he adds.



The new machine's higher speeds mean a lot of products can be produced and delivered in a very short time and at even higher premiums. *"The number of sheets per hour dramatically shortens the ROI considerably,"* he says, adding that the increased speed enables Eichut to now accept additional projects from other printers that either include the whole job, or just adding Scodix enhancements. This is just one more way that Scodix is contributing to their bottom line.

"Plus, Scodix SENSE™ makes our work stand out from everything else we usually do at Eichut," Ben-Tov continues. *"Its impact is much stronger to the eye and to the touch."* Ben-Tov states that Scodix benefits the whole business at Eichut Digital Printing. *"Once customers grasp the Scodix effect, they order the whole product which requires printing, cutting, finishing and this way our whole business is benefitting."* According to Ben-Tov, *"Scodix is not used for a specific line of products – we offer Scodix option on every type of product we create and customers love it."*

Putting the Pedal to the Metal

*"One of my favorite features is the **Scodix Metallic™**. We started to use it recently, and in the last few months we've really begun to ramp up its production. The market, and our own staffers, needed experience with its potential value and its unique application,"* he explains. *"Before Scodix, we had worked with traditional metallic tools on a very limited basis. Scodix Metallic now allows us to easily apply foil and metallic effects that we couldn't do before."*

The Scodix solution is engineered for creating in-house metallic colors in a simple one-step process, with no need for outsourcing, hot foil process, setup of traditional processes, plates, molds or other costly and time consuming elements. Scodix PolySENSE™ is applied over the CMYK colors, printed on a silver lamination, and together it creates a variety of enhancements and diverse metallic colors. *"Response to the metallic effect is very strong and unique. The*



effect can't be reached any other way and it attracts immediate attention. It is simply a higher quality specialty feature," explains Ben-Tov.

Eichut is also producing a lot of pre-production work for clients seeking to test drive the impact metallic effect can achieve. Ben-Tov continues, *"This includes short-run promotional products for specialty goods, and focus group pre-marketing studies,"* he says. For a chocolate industry client, they ran various promotional prints, such as folders and brochures highlighted with metallic effects. Ben-Tov adds that his firm also is working with several solutions for unique promotions campaigns that have successfully brought many promising results to date.

"Today, every Eichut sales person has a sales kit that includes Scodix Metallic samples," he notes. *"Though it's not for every prospect, Scodix Metallic is opening new doors, and demand will continue to increase."*

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

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