

CASE STUDY

Printera Boosts Quality + Innovation Formula with Two New *advance* Presses

Printera Group, a leading printing house in Croatia, has strengthened its market position with the acquisition of two new Komori offset printing presses, a Lithrone G40 *advance* and a Lithrone G40P *advance*. Printera Group produces an extensive range of commercial print, including brochures and magazines, catalogs, culinary books, children's books, novels, monographs and point-of-sale material.

Printera's new Komori 8-color Lithrone G40P *advance* H-UV perfecter press is equipped with a coating unit. The new 4-color Lithrone G40 *advance* also has an H-UV L curing system. This installation elevates the company's entire litho press fleet to B1 format, furthering its reputation as a leading producer of premium quality print and expands production and turnaround flexibilities.

Pioneers in leading-edge technology

Located in Sveta Nedelja, close to Zagreb, Printera is a privately owned printing house established over 30 years ago. Visionary owners and directors, Robert Jurica Krajačić and Draženko Mamić, joined forces to launch the Printera project—Robert after 18 years in his family printing house and Draženko



Draženko Mamić and Robert Jurica Krajačić

bringing 21 years of expertise from his own printing business. From the outset, as accomplished graduate graphic engineers, they have always shared the foresight to pioneer leading-edge technology and the insight to recognize future trends.

Draženko says: "While we're dedicated to print, we believe it's essential that we work just as hard outside the profession. Our wives, our children and our love of sports—especially football for me—continually inspire our business visions. Robert's a golfer, tennis player and an art collector, a passion which has opened the door for us to print art catalogs and monographs for many highly acclaimed artists and the wider art world."



Printera Group takes social responsibility very conscientiously, contributing to the wider community to ensure Printera’s development is sustainable and aligns with the interests of the society which surrounds it—a commitment that has helped gain the Group recognition as one of the leading suppliers of quality graphic products to the Croatian market. Its presence now extends beyond national borders into countries such as Austria, Germany, Slovenia, Italy, France, Denmark, Sweden, Belgium, Lichtenstein and the United States.

Commitment to innovation, quality and customer service

Robert says: “We’ve always strived to differentiate and elevate our Group by continuously committing to innovate, deliver excellent quality and provide unwavering customer service. We look for suppliers with the same business philosophies as ours and we identified exactly that with Komori. In 2015, after years of using German machines, we acquired our first Komori, the 8-color Lithrone G40P *advance* perfector with the H-UV curing system. This marked our introduction to UV, making us the only printing house in the area able to offer the benefits of H-UV technology to our customers. As we’ve come to expect with most innovations, it was not without its challenges. However, we have a highly skilled workforce that relishes innovative technologies and, as the exceptional benefits of H-UV soon became apparent, it was all worthwhile!”

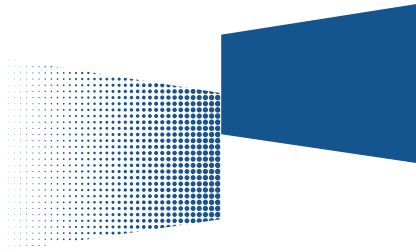
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– Robert Jurica Krajačić

Wide range of varnish and coating options and solutions

“Now, eight years later, we have even more facilities to tailor our printing techniques to the specific requirements of each project. Moreover, with the extended range of technological options, which the two new Komori *advance* presses provide, we can collaborate proactively with customers to help them develop their own innovative solutions. For example, for immediate curing across the widest range of substrates, we can utilize H-UV on our 8-color Lithrone G40P *advance* and H-UV L on our new 4-color Lithrone G40 *advance*. With the coater on our 8-color Lithrone G40P *advance*, we can provide a wide variety of varnish and coating options, including 3D, after printing eight colors all in a single pass.





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– Draženko Mamić

This extension of our litho technology is also opening a wealth of new opportunities to serve customers in the packaging industry. The H-UV L machine enables us to print on plastics, transparent materials and paper laminated with aluminum foil. And where digital printing is the best solution, we can turn to the state-of-the-art machines in our digital printing department.”

Two Lithrones together delivering 30,000 sph

With their higher running speeds and quicker, automated job changeover times, the two new Komori offset printing presses are capable of delivering between them around 30,000 sheets an hour. To optimize this, Printera Group has equipped its prepress and finishing departments with technology to ensure the quickest overall throughput. The system in prepress enables precise, ultra-fast plate production and the finishing department houses an exceptionally comprehensive bank of finishing equipment.

Redefining, shaping and uplifting the printing industry

Adds Draženko: “The demand for such top-quality printed materials remains strong and with our average orders ranging between 500 and 3,000 sheets, the highest print quality is paramount at all times. To ensure this is maintained on every print, sheets on our machines are meticulously monitored with inline cameras, such as those in Komori’s groundbreaking PQA Print Quality Assessment System.

We’re in a world where quality and innovation meet and our unequivocal purpose at Printera Group is to continue to redefine, shape and uplift the standards of the printing industry.”

