

An individual combination that delivers high quality digitally printed products

DIGITAL PRINTING ■ With the combination of the GMG Smart Profiler package and the Ricoh Pro C900 printing system, Systa (Schweitenkirchen) has put together a special solution for its customers. Created on its own initiative, this complete system is suitable for both production runs and contract proofing.

■ Vera Stadler is a dynamic entrepreneur who owns Systa Systemberatung, the firm that she founded in 1997. Originally a classic system house, she has gradually turned into a specialist in digital printing solutions. It's a move that has been a success, as the company's turnover of €10 million and 35 employees demonstrate. Vera Stadler is a constant source of new ideas—whether it be tailoring what the company offers or its services to individual customer requirements, she always has something special up her sleeve.

FOCUS ON SATISFACTION. Today, Systa primarily sells digital printing systems from Ricoh, Xerox and Konica Minolta to customers that range from the baker on the corner to major companies such as EADS. Its focus, however, is in the graphics sector and here its customer base includes numerous agencies and publishers, small inplant printers and full service printing companies. Vera Stadler, "Despite the diversity of our customer spectrum, the bulk of the companies we sell to are medium-sized and here we have many customers who have remained loyal to us since our early days." That this is so is in large part due to Systa's approach. The company places great importance on developing and offering solutions that are tailored to the customer's individual needs and the range of what it offers takes in pure equipment, overall conception and servicing, as well as financing. Vera Stadler offers her customers a service that guarantees devices and machines

will be operational within 24 hours and in most cases within 4 and 12 hours. "If, for whatever reason, it should not be possible for us to supply a spare part within this time frame or to find another solution, then we will provide the customer with a replacement machine." Systa has also put together a special finance package in conjunction with a leasing company. Companies are able to lease a machine without paying any instalments for the first six months. This allows newcomers in particular the chance to build up their business before having to start making payments. Customers are pleased and have less to worry about at the outset.

CONTRACT QUALITY. Systa's latest innovation is, however, a technical solution. Together with Ricoh and the colour management specialist GMG, Systa has developed a production solution based on the Pro C900 digital printing system and the GMG Color Server that uses the Smart Profiler package to simplify the production of customer specific colour profiles. In doing so, Systa has worked to ensure that a professional result is achieved despite the simple operation and easy to understand menus. Vera Stadler comments, "We have been working with GMG for a long time and we have already jointly developed a large number of individual solutions. The latest one, however, is designed for our customers in the graphics industry who need to produce both digital production runs and contract proofs."

CAPABLE EQUIPMENT. The Ricoh Pro C900 digital printing system delivers 90 pages per minute and has a maximum format of 330 mm x 487 mm. According to Vera Stadler, "It can also handle grammages of up to 300 g/m² but, unlike other solutions, we do not need to reduce the speed when running heavy materials. Even so, we still achieve a register accuracy in duplex printing of less than 0.5 mm. The system is Fogra certified and offers outstanding reproducibility when undertaking reprints." The Pro C900 is available with numerous options such as multiple paper trays as well as various finishing units such as a booklet maker, front trim, punching, eyelet, staple and ring binding.

The GMG Smart Profiler solution handles calibration, linearization and the generation of contract profiles. In conjunction with the GMG Color Server and, for example, an X-Rite measurement device, it is possible to produce profiles for all the materials being used in the form of GMG's own device-link profiles within the space of a few hours.

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Vera Stadler (r.), Managing Direct of Systa Systemberatung, and Andre Siebeneicher, Technical Sales Manager GMG, by the Ricoh Pro C900.



Martin Rohbogner, Technical Director of Systa, and Andre Siebeneicher, GMG, have invested a great deal of time in the joint development of this individual solution.