

## New book printers in IPS 'best brands' range

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Independent Photographic Supplies (IPS) has extended its range of photo book print options with the new Kodak D4600 (up to 8x12-inch) duplex thermal printer, and the Fuji Xerox Phaser 7800.

The new Kodak D4600 (available from early Spring) is a thermal dye transfer duplex printer, producing high quality photo book output in a range of sizes: 4x4-, 6x6-, 8x8- and 8x12-inch, with the added advantage of a new dedicated range of Kodak supplied photo book covers.

The D4600 is capable of printing 250 8x12-inch duplex sheets or 300 8x10-inch duplex sheets.

It uses an incorporated horizontal slit for creating a comprehensive range of smaller borderless print sizes.

IPS also supplies the Noritsu Green II, with duplexing capabilities for premium quality photo book production up to 12x12inch.

### Phaser 7800

The Phaser 7800 is the first Fuji Xerox printer in the IPS 'stable'. It's a low-cost duplex SRA-3 (32x45cm) colour laser printer, aimed at the quality lay flat photo book market, outputting pages at a maximum 2400x1200dpi resolution.

'The Xerox Phaser 7800 is the perfect addition to complement and extend the production capabilities of any photo specialty lab already utilising any of the aforementioned IPS print solutions, as well as being a low cost entry into the duplex market,' said Bruno Polito, marketing manager, IPS

'Separating your duplex workflow from your main wet or dry minilab printer makes so much more sense. It frees up your print and enlargement production equipment to keep going with what they do best, at their maximum speed. While a separate, dedicated duplexer covers the more time consuming production of high dollar value photo books.'

He said it was about more than photo books, greeting cards, calendars and workflow smarts, providing a path to B2B print production.

'The print versatility, and the extended range of paper weights and stocks that can be



— The Kodak D4600 was announced at Photokina last year.



— The Fuji Xerox Phaser 7800 configured 'with the lot' is priced at \$11,500.

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handled by the Phaser 7800 mean that you can now produce menus, business cards, brochures, business prospectuses, real estate catalogues – it's virtually limitless.'

'And B2B printing and marketing is easy with the IPI Marketing Support Program (MSP), also available through IPS.'

The new Xerox Phaser 7800 printer 'debuted' at the recent Camera House half-yearly meeting in Western Australia, where it was pitched as a superior replacement for the ageing HP duplex laser printers used in HP RPS installations.

Another benefit is the connectivity with both Dakis online and in-store eCommerce kiosks and IPI Marketing Group collateral for printing photo books, calendars and greeting cards.

'Of the several hundred IPI Members in the US and Canada, most of them already have a Xerox Phaser and are reaping these connectivity benefits,' Bruno noted.

The Phaser 7800 printer is being offered for \$7500 in one-tray configuration, \$8500 for a unit with three paper trays and \$11,500 with three trays and a finishing unit for photo book pages, which folds A3 paper into A4 double-sided book pages. Finance packages are offered from Fuji Xerox Finance incorporating the Xerox 'XPPS Service' which offers the user a 'pay as you go' click rate with an online diagnostic service and automatic toner reorders.

'The colour range and accuracy, media handling capabilities and finishing options offered by the Phaser 7800 are simply without peer,' said Bruno.

The Phaser 7800 handles stock weights from 75 to 350gsm, and handles non-traditional sizes for postcards and photos. Finishing options include creasing and booklet making.

It prints at up to 45 pages per minute in colour and monochrome and boasts a 1.33GHz processor to handle high volume print loads. It features an 'industrial strength' duty cycle of up to 225,000 pages per month.

To boost productivity the Phaser 7800 offers a 'Print Around' feature which delays jobs that require unavailable resources and pushes jobs that can be completed to the front of the queue. Meanwhile 'Job Tracker' alerts users to print issues and provides trouble shooting advice by way of video demonstration to further reduce downtime.

'We've noticed that only a minuscule number of retailers who have installed duplex dry labs are actually using their duplexing functions, because it ties up the machine,' said Bruno.

'So with the Fuji Xerox Phaser you can have your dry lab chugging along printing 6x4s, 8x10s and the like, while this can be printing colour-matched photo books, cards and calendars.'

He said that the local industry was entering an interesting period, where 'everyone knows they have to upgrade, and most know what they want, but a lot of retailers are just waiting for their current machine to go down before upgrading.'

Commenting on the expanded (and eclectic) range, Bruno said: 'As the Australian and New Zealand distributor of "The Best Brands in Imaging", IPS has always been at the forefront of providing an extensive range of photo book print solutions for every retail outlet and budget.'



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