



KBA Proclaims "Success!" at Graphics Canada in Toronto

Source: Press release issued by the company, unless otherwise noted.

KBA ([Web Site](#) [Executives](#) [Related Articles](#) [Google](#)) North America, a leading supplier of sheetfed offset and digital presses based in Williston, VT, provided riveting live demos of its Genius 52 UV five-color offset press, closed sales deals on a number of presses, and distributed more than 3,000 sample jobs per day at Graphics Canada, the country's largest, longest-running trade show for the graphic arts and printing industry. The show was held November 10-12, 2005 in Toronto at the International Centre and attracted more than 11,000 attendees, a dramatic increase of 8% over two years ago, when the show was held last.

"We feel completely triumphant after three days at Graphics Canada," says Thomas Goecke, KBA's director of marketing. "Our booth generated thousands of attendees who came to get informed about our wide-ranging press equipment for small- to large commercial printers and wanted to see live demonstrations on how our press equipment can be a solution to their growth and profitability as well as differentiate them in the highly-competitive market. We expect a number Genius 52 UV press sales to close within the next few days and we announced that Annan & Bird Lithographers of Toronto have purchased the first KBA Rapida 205 81-inch sheetfed press in Canada."

World's first waterless sheetfed UV press produced jobs

At its booth, KBA North America provided live demonstrations of its new KBA Genius 52 UV five-color offset press, the world's first waterless sheetfed UV press, which produced work on a variety of substrates, including lenticular, plastic, and paper. This small footprint one-operator press allows printers to differentiate themselves from their competition by allowing them to enter new very profitable markets, especially with its ability to print on a wide range of substrates, and produce such highly-priced products as credit cards, loyalty cards, point-of-purchase displays and banners, and other unique products.

The Genius 52 UV is a 20-inch format press designed for the short-run color market. It can produce the highest print quality with only two transfer points in less than five minutes. The Genius 52 features one-operator ability, ultra short make ready times of less than 5 minutes from approved-sheet to approved-sheet, a unique ability to print on a wide variety of stock up to 32 pt, with high quality print results and the low startup waste of less than 10 sheets.

A number of attendees were so attracted to the efficiency, quality, and profitability of the Genius 52 UV that they placed orders at the show to purchase the press.

KBA also used the platform at Graphics Canada to announce that Annan & Bird Lithographers, Canada's largest and most advanced large format printer headquartered in Mississauga, Ontario, agreed to purchase a fully-automated KBA Rapida 205 81-inch six-color sheetfed press with aqueous coater and UV interdeck dryers, the world's largest sheetfed press.

World's largest press finds a home in Toronto

The KBA Rapida 205 81-inch six-color press will provide Annan & Bird Lithographers with a maximum sheet size of 59.5 x 81-inches running at a speed of 9,000 sph. It will give the company the flexibility to run paper and board stock ranging from 50 lb to 64 pt. Plus, this is the

first press of this size to offer a wide range of automated technology, such as a fully-automatic plate changer, automatic blanket and impression cylinder washing systems, inline anilox coating system and drying options such as IR, UV, or hybrid. KBA has added its Densitronic quality control system and inline perforating and slitting to the press. An automatic camera register control system provides an extremely efficient system for fast color registration on a press of this size. The press is also equipped with an automatic CCD register camera.

“Outstanding Booth Award” for KBA

In addition to its sales, live demonstrations, and a massive booth draw, KBA was awarded with the “Outstanding Booth Award” by the Graphics Canada Show Company, the sponsors of the show. This prestigious award was only given to one company out of more than 300, of which 40% were new exhibitors like KBA that would be applicable to be called New Show Exhibitors.

Graphics Canada, held every two years, attracts the full spectrum from the graphic arts industry---the design community, commercial and trade printers, instant printers and copy shops, graphic designers, publications and book printers, professionals from business forms, association, education, and specialty printers. The largest trade show in Canada for the printing industry, Graphics Canada has over 300 exhibitors occupying four buildings. In addition to the exhibition, the show features executive seminars and workshops.

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